

Department of Mass Communication

University of Burdwan

**Syllabus of Two Years
MA (in CBCS system)**

Department of Mass Communication

University of Burdwan

Syllabus of Two Years MA (in CBCS system)

Course Outline

Semester I						
Course No	Course Type	Course Title	Credit	Credit Distribution		
				L	T	P
MC101	Core	Mass Communication	5	4	1	0
MC102	Core	Development of Media and Media Law	5	4	1	0
MC103	Core	Development Communication	5	3	1	1
MC104	Core	Rural Communication	5	3	1	1
MC105	Core	Computer Application in Media- Stage I	5	1	1	3
		Total Credit	25			
Semester II						
Course No	Course Type	Course Title	Credit	Credit Distribution		
				L	T	P
MC201	Core	International Communication	5	4	1	0
MC202	Core	Reporting and Writing	5	2	1	2
MC203	Core	Editing & Designing	5	3	2	
MC204	Core	Media Management	5	3	1	1
MC205	Core	Computer Application in Media- Stage II	5	1	1	3
		Total Credit	25			

Semester III						
Course No	Course Type	Course Title	Credit	Credit Distribution		
				L	T	P
MC301	Core	Media, Culture & Society	4	2	0	2
MC302	Core	Advertising and PR	4	2	0	2
MC303	Core	Communication Research	4	3	0	1
MC304	Major Elective #	a Corporate Social Responsibility	3	2	1	
		b Women Studies	3	2	0	1
MC305	Minor Elective #	a Photo Journalism	2	1	0	1
		b Environment Journalism	2	1	1	
MC306	Core	Dissertation (Paper, Seminar Presentation, Viva)	8	2	0	6
		Total Credit	25			
Semester IV						
Course No	Course Type	Course Title	Credit	Credit Distribution		
				L	T	P
MC401	Core	Radio	4	2	1	1
MC402	Core	Television	4	2	1	1
MC403	Core	Film	4	2	0	2
MC404	Major Elective #	a Business journalism	3	2	0	1
		b Advertising Creativity and Media Planning	3	2	0	1
MC405	Minor Elective #	A Online Media	2	1	0	1
		B Health Communication	2	1	1	
MC406	Core	Audio-Visual Project (Scripting, Screening, Viva)	8	2	0	6
		Total Credit	25			
All Total Credit			100			

#Students will take one major and one minor elective subject in Semester III and IV along with the Core Subjects.

Sl no	Topic	Details	Credit Distribution		
			L	P	T
1	Communication	Definition, elements, types, barriers	6	0	2
2	Communication Models	SMCR, Laswell, Shannon & Weaver, Osgood, Westley & Mclean, Gerbner, Schramm, Dance, Roger & Kinciad etc	8	0	2
3	Communication Theories	Personal Influence, Normative, Sociological, two step & multi step etc	8	0	2
4	Mass Communication	Definition types functions different systems in India & abroad	7	0	1
5	Mass Media	types, recent trends, impact on society	6	0	1
6	Traditional Folk media	different forms in India, importance in development communication, relevance with popularity of modern media	5	0	2

Reading List

1. Everett. R M. : A History of Communication Study, Free Press, 1997
2. McQuail D: Mass Communication Theory: An introduction, Sage Publication 2005
3. Andal. N: Communication Theory and Models, Himalay Publishing House 2004
4. Kumar K. J: Mass Communication in India, Jaico Publishing house 1994
5. Vivian J: The Media of Mass Communication Pearson Boston, New York. 2012
6. Dominick J. R: The Dynamics of Mass Communication Mcgraw Hill 1999
7. Stanley D & Baran J: Mass Communication Theory & Practice, Maffield Publishing
8. Parmar S: Folk Media in India
9. Joshi U: Text book of Mass Communication Anmol 1999
10. Dey P. K: Perspectives in Mass Communication, Kalyani Publishers 1997
11. Bharti S: Mass Communication and Society, Avishkar Pub New Delhi 2008
12. Puri M : Outlines of Mass communication, Pragun Pub New Delhi 2006
13. Gaur S: Mass Media and Communication, Book Enclave Kolkata
14. Ojha N: Mass Media and Communication, ABD Pub New Delhi 2006

Sl.No	Topics	Details	Credit Distribution		
			L	P	T
1	Emergence of newspaper in India and growth of Indian language Press- New awakening.	I. James Augustus Hicky II. Baptist missionaries III. Rammohan Roy IV. Adam's Gag V. James Silk Buckingham VI. Derozians & their contributions.	7	0	2
2	Indian Press & the Great Rebellion of 1857- and reactions from Indian media.	I. Hindu Patriot and Harish ch. Mukherjee II. The Amrita Bazar Patrika. III. Vernacular Press Act (1878) IV. The Indian National Congress: its impact on freedom of expression. V. Role of Mahatma Gandhi	5	0	1
3	Emergence of Indian news agency system-	I. API, UPI, PTI, UNI	2	0	1
4	Press Commissions	I. 1 st Press Commissions and their recommendation II. 2 nd Press Commissions and their recommendation	3	0	1
5	Emergence and growth of radio and television in India	I. Introduction and growth of Radio in India II. Introduction and growth of Television in India.	3	0	0

Reading List

- i. Natarajan: 'History of Indian Journalism', Publications Dvn.(Reprint 1997).
- ii. Rangaswamy Parthasarathi: 'Journalism in India', Sterling Publishers, 1989.
- iii. Kumar K. J.: 'Mass Communication in India', Jaico Publishing House, 2000
- iv. M. Chalapathi Rau: 'The Press', National Book Trust, India, 1974
- v. Mehta, D.S.: ' Mass Communication and Journalism in India', Allied Publishers Private, 1996
- vi. Elizabeth Grey: 'The Story of Journalism', Houghton Mifflin, 1969
- vii. Nandalal Bhattacharyya : 'Sambad Patraer Etibritttya' 1999
- viii. Mohit Mitra : 'History of Journalism', National Book Agency, 1969

Sl.No	Topics	Details	Credit Distribution		
			L	P	T
1.	Laws of the Press- Constitutional Provisions	i. Defamation, ii. Copy Right Act, iii. Contempt of Court, iv. Working Journalist Act 1955, v. Parliamentary Privileges vi. Official Secrets Act (1923) vii. Right to Information (Relevant international charters.) viii. Obscenity ix. Indecent Representation of Women Act . x. Film Censorship xi. Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) a, Article 19(1) g. Reasonable restrictions- Article 19(2)	12		2
2.	Role and functions of the Press Council-1965 Act /1978 Act.	i. First & Second Press Council Act ii. Composition, Function and the Role of the Press Council	3	0	1
3	Code of Conduct-	i. Code of Ethics for Journalist. ii. Code of ethics for advertising	3	0	1
4	Press and social responsibility-	i. Role of the press in promoting communal and ethnic amity. ii. The Press as the fourth estate	2	0	1

Reading List

1. Manna. Banshi—(i) 'Mass Media & Laws in India'; (ii) 'Bharater Press Ayne'. Academic Publ., 2003
2. Durgadas Basu: 'Laws Of The Press In India', Prentice Hall Of India, 1980
3. Ra Yudu C S : 'Communication Laws', Himalaya Pub. House, 1995
4. Umrigar M : 'Journalist And The Law'.
5. Durgadas Basu : 'Indian Constitution' Lexisnexis, 1998.
6. S0meswara Rao B : 'Journalism:, Codes And The Law'.
7. Radhaksrishnamurthy B : 'Indian Press Laws'.
8. Rrports 1) 'First Press Commission Report.

9. Second Press Commission Report.
10. Ahuja, B.N.: 'History of Press, Press Laws and Communication', Surjeet Publications, 1988
11. Mankakar, D.R. : 'Press and Pressure' .1973
12. Ghosh, Hemendra Prasad: 'Press and Press Laws in India', 1930.
13. Sumit Ghosh : ' Modern History of Indian Press', 2009.
14. Jan R. Hakeculdar: 'Media Ethics and Laws' .2011
15. Jean Folkerts 'The Media in your life' .2008

Sl. No	Topics	Details	Credit Distribution)			
			L	R	P	Total
1	Meaning and concept of development	Development - meaning and definition	5	2	3	10
		Growth vs. Development				
		Characteristics of under developed countries				
		Gap between developed and developing Societies				
		Development indicators				
2	Historical Perspective	Historical perspective of social changed: ancient, medieval and modern period -	5	2	1	8
		Enlightenment – renaissance – industrial revolution				
		Marxist concept of stages of society				
		Technology and socio-political condition				
3	Development communication	Meaning - concept- definition	5	1	2	8
		Role of communication in Development				
		Origin of the subject – II world war and post-colonial condition				
		Concept of participation and Participatory communication in community development				
4	Theories of Development Communication	Approaches to Development Communication - Diffusion / extension - mass media and modernization approach	5	2	1	8
		D S C - Localized approach				
		Criticism of Communication approaches in Third World development				
5	Models of development	Dominant Paradigm	5	2	1	8

	communication	'Alternative' Paradigm				
		Dependency models				
		New Paradigm of development				
6	Indian context	Development Communication in India – Historical analysis	5	1	2	8
		Indian models of Development Communication				
		SITE / Kheda programmes				
		New media and ICTs for development				
Total			30	10	10	50

Reading List:

1. Ankie M. M. Hoogvelt. The third world in global development. Macmillan. 1982
2. Arvind Singhal, Everett M Rogers. India's Communication Revolution: From Bullock Carts to Cyber Marts.
3. J V Vilanilam. Development Communication in Practice. India and the Millennium Development Goals. Sage. 2009.
4. J. Servaes (Ed.), Sustainable Development and Green Communication: African and Asian Perspectives. London/New York: Palgrave Macmillan, 2013
5. Jan Servaes. Communication for Development and Social Change, Sage Publications. 2009.
6. K. E. Eapen, Srinivas R. Melkote, Sandhya Rao. Critical issues in communication: looking inward for answers : essays in honor of K.E. Eapen. Sage, 2001.
7. K.Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, New Delhi. 2002.
8. Kiran Prasad New Media and Pathways for Social Change: Shifting Development Discourses. BRPC: New Delhi. 2012.
9. Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009..
10. Kiran Prasad. Information and Communication Technology: Recasting Development. BR Publishing Corporation, New Delhi. 2004.
11. Linje Manyozo. Media, Communication and Development: Three Approaches. Sage. 2012.
12. Melkote Srinivas R., H. Leslie Steeves. Communication for Development in the Third World: Theory and Practice for Empowerment.: Sage. 2001
13. Paolo Mefalopulos. Development Communication Sourcebook: Broadening the Boundaries of Communication. World Bank Publications. 2008.
14. Rajbir Singh. Development Communication. Pinnacle Technology. 2006.
15. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Standford, 1964.
16. Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. Southern Illinois University Press, 1986
17. Uma Nerula. Development Communication: Theory and Practice. Har Anand. 2004

Sl.No	Topics	Details	Credit Distribution		
			L	P	T
1	Rural society	Demographic, sociological and cultural perspective of rural India	2	0	0
2	Concept of Development	Traditional and Modern Concept of Development- History of Rural Development in India- Pre-Independence and Post -Independence ;Theoretical approach to development Concept of sustainable development	3	1	0
3	Issues of Development	Major Issues in Development – Growth Vs. Distribution; Agricultural development Vs. Industrial development; Urban Vs. Rural development; Centralization Vs. Decentralization Major steps taken in the Five-year Plans of our country till date for Rural Development	3	0	2
4	Notion of Rural Communication	Rural communication: meaning and scope Theories of rural communication Different approaches of Rural communication Communication in contemporary rural society	3	0	1
5	PRIs	Studies in Panchayat system and identification the communication strategy MGNREGA in rural society Economic and social participation	3	1	1
6	Traditional Media for Rural Communication	Traditional forms of oral and visual communication in rural societies : : Folk Media Dramatic forms Oral literature Musical forms Scope of traditional form in rural health communication, environmental awareness and agricultural programme Case studies	5	2	2
7	NGOs.	Role of NGOs in rural development Communication strategy of NGO	2	1	
8	SHGs	Rural Self help groups and Rural Cooperative Empowerment of society Communication strategy Case studies- AMUL	4	2	2
9	Approaches of Mass Media	Content and format of rural development in mass media Content analysis of programme format Scope of low cost media for rural development in implementation of Rural development programmes	3	3	1

10	Rural Development in post globalization phase.	Globalization and rural development Coping with changing technology and its impact	2	0	1
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Reading List:

1. Cees Leeuwis & Anne Van den Ban, Communication for Rural Innovation: Rethinking Agricultural Extension, 3rd Edition, Wiley Publication, 2004
2. Prasad, B.K. - Rural Development: Concept, Approach and Strategy, Sarup & Sons, New Delhi, 2003
3. Rau, S.K. - Global Search for Rural Development, Hyderabad: NIRD, 2001.
4. Desai, Vasant. - Rural Development in India Himalaya Publication, 2005.
5. IGNOU, Rural Development: Indian Context - New Delhi: IGNOU, 2005.
6. Rural Development Statics. Hanumantha K Rao – 2007-08, National Institute of Rural Development Ministry of R. D., Govt. of India, Rajendra Nagar, Hyderabad – 30 July, 2008
7. Purushottam, P. (ed.). - Rural Technology for Poverty Alleviation, Hyderabad: NIRD, 2004
8. Sen, Amartya.- Resources, Values and Development , Harvard University Press ,1997
9. Ventakatanath, C. - NGO'S & Rural Development
10. Rao, S.K. - Global Search for Rural Development
11. NIRD. INDIA Rural Development Report – 1999 onwards. (Regional Disparities in Development and Poverty) ,Hyderabad: NIRD, 1999.
12. Singh, katar. Rural Development. Sage, New Delhi
13. Sinha . K . Arbind , Mass media and Development: A study of village rural communication in Bihar, Concept, 1984
14. Organisation for Economic Co-operation and Development, Information and Communication Technologies and Rural Development. OECD, 2001
15. Bhoose Joel , NGOs and Rural Development: Theory and Practice , Concept Publication, New Delhi, 2003
16. M.V. Rao and E. Venkatesu (ed) Panchayats And Building Of Model Villages, Rawat Publication, 2013
17. Mandal Amal , Grassroots Governance : Gram Sabha in West Bengal Rawat Publication 2011
18. Thomas William and A.J. Christopher , Rural Development : Concept and Recent Approaches , Rawat Publication 2011
19. U.N. Roy and J.S. Saini (eds.) , People's Empowerment And Sustainable Rural Development : A Technological Approach, Rawat Publication 2009
20. Ramesh K. Arora and Meenakshi Hooja (Eds.) Panchayati Raj, Participation And Decentralization Rawat Publication 2009

21. Rashmi Jain , Communicating Rural Development : Strategies And Alternatives Rawat Publication 2003
22. John Joseph Puthenkalam and M.K. George , Human Development Strategy Of Mgnrega Rawat Publication 2012
23. R.P. Joshi & G.S. Narwani , Panchayat Raj In India : Emerging Trends Across The States Rawat Publication 2002

105 Core paper Computer Application in Media- Stage I**5 credits = 50 marks**

Sl.No	Topics	Details	Credit Distribution		
			L	P	T
1	Introduction to Computer Application	<ul style="list-style-type: none">• Concept of software and hardware.• Concept of data and information.• Elementary concepts of DOS commands and Windows.• Text editing using MS WORD.	3	8	3
2.	Environment of Computer application in media.	<ul style="list-style-type: none">• Details of a presentation software like Power Point.• Advanced Concepts of Operating Systems like Dos and• Windows.	3	12	3
3.	Software	<ul style="list-style-type: none">• Word Processing.• Photoshop• Corel Draw• Quark Xpress/Design.	4	10	4

Sl.No	Topics	Details	Credit Distribution		
			L	P	T
1	Basic concept of international communication	i. Political, economic and cultural dimensions of international communication. ii. Communication and information as a tool of equality and exploitation. iii. Problems and prospect of international communication.	6	0	1
2	Communication as human right	i. UNO's Universal Declaration of Human Right and communication. ii. UNESCO's Mass Media declaration.	5	0	1
3	International news flow	i. Imbalance in international News Flow-reasons behind. ii. controversy on the free flow vs. balance flow	5	0	1
4	UNESCO's role in global communication-	i. UNESCO's efforts in removal imbalance in news flow. ii. New International Information and Economic order-Demand for NWICO. iii. Mc Bride Commission and its report and impact.	5	0	2
5	Non aligned news agencies pool(NANAP) -	i. Non Allied Movement (NAM). ii. NANAP-operations, success and failure.	3	0	1
6	Current issues in international communication -	i. Democratization of information flow and media systems. ii. Media imperialism. iii. Cultural imperialism - criticism. iv. Effects of globalization on media systems. v. Transnational media ownership. vi. Internet-effect and impact.	8	0	2
7	impact of new communication technology	i. ICT and global communication-changing shades. ii. Global Village-concept and Reality. iii. Information super highway. iv. Information society. v. Knowledge society.	8	0	2

Reading List

- i. Hamelink, Cees : 'Cultural Autonomy in Global Communications', Longman, London,1983.
- ii. Macbride, Sean, : 'Many Voices, One World', UNESCO,PARIS, 1980.
- iii. Kumar Keval J & Biernatzki We: 'International News Flows: Communication Research Trends'.2006

- iv. Rogers Everett: Communication Technology The News Media in Society, Collier-Macmillan. London, 1988.
- v. Singhal, Arvind & Rogers, Everett: India's Information Revolution, Sage, New Delhi, 1989
- vi. Varis Tapio(ed) : Peace and Communication, San Jose/ Costa Rica, 1986.
- vii. Mohammadi Ali(ed) : International Communication Globalisation2003
- viii. McNair : Political Communication2005
- ix. Moulana, Hamid : International information flow.2005
- x. Nimmo & Sanders : Handbook of Political Communication.2001
- xi. Boyd Barrett : International News Agencies.1999
- xii. Fred E Jandt -Intercultural Communication.2007
- xiii. Richard Mead- International Management Cross Cultural Dimensions.2007

Sl no	Topic	Details	Credit Distribution		
			L	P	T
1	News	Definition ,elements, sources	3		1
2	Writing	Hard and soft news inverted pyramid style	3	6	1
3	Reporter	Duties, responsibilities, functions	1		1
4	Specialised reporting	Crime ,Business, Rural, Legal Political, Sports, Science, Environment	3	3	1
5	Feature	Definition, types, importance	2	5	1
6	Editorial	Importance, choice of subject ,presentation	2	6	1
7	Investigative and Interpretative reporting	Qualities, planning, style, scope ,importance	2	0	1
8	Interview	Types, planning, preparation & conducting interview	2		1
9	Reviews	types, information, assessment	2	0	2

Reading List

- 1.Hohenberg J : The Professional Journalist, Oxford IEH Publishing Company, New Delhi. 1978
2. Kamath,V :The Journalists Handbook, Vikas Publishing House, New Delhi, 1980
- 3.Hough G A : News Writing Kanishka Publishers, New Delhi, 2004
- 4.Mencher, M : Basic News Writing, W C Brown Publisher UK, 1989
- 5.Srivastava, K.M. : News Reporting & Editing. Sterling Publishers, 1987
- 6.Crump, Spencer : Fundamentals of Journalism. McGraw-Hill Inc.,US (1 January 1974
7. Parthasathi R : Journalism In India. Sterling Publishers, 1991
8. Harris, Geoffrey & Spark, David : Practical Newspaper Reporting. SAGE Publications Ltd, 2010
9. Mc dougal C D: Interpretative Reporting. Macmillan USA, 1987
10. Ahuja B. N and Chhabra S. S:News Reporting.
11. James M Neal and Suzanne S Brown: News Writing and Reporting. Iowa State University Press ,1976
12. Williams P. N: Investigative Reporting and Editing, New Jersey Prentice-Hall 1978
13. Fedler F: Reporting for the Print Media, Harcourt College Publishers, 1989

14. Bhattacharyya S: News Coverage Reporting and Editing. Kanishka New Delhi
15. Chauhan S & Chandra N: Foundations of News and Journalism Kanishka New Delhi, 1997

Sl No	Topic	Details	Credit Distribution)			
			L	R	P	Total
1	Editing: fundamentals	Editing-meaning-Principles of editing: 6 C's	4	-	1	5
		News value judgment				
		Editorial policy				
2	Structure and Functioning of newsroom	News desk-editor and his team-editorial board	4	-	-	4
		News editor- duties and responsibilities				
		Chief sub-editor-duties and responsibilities				
		Sub-editor- duties and responsibilities				
3	Copy processing	copy testing	4	--	2	6
		using style sheet				
		updating				
		Copy editing marks & proof reading				
4	Intro and headline	Intro and headline- importance-roles paragraphing-sub- heading	4	-	4	8
		Intro writing - types and styles				
		Headline writing - principles				
5	Agency copy	Editing agency copies-	2	-	-	2
		Selection, integration, updating				
6	Typography	Typography: Basic principles	3	-	-	3
		Main typography-typefaces and families				
		Printing technology of a modern newspaper				
7	Page design	Principles of Newspaper Design- Elements of design.	5	-	-	5
		Newspaper Format: broadsheet, tabloid				

		and magazine.				
		Use of graphics and colour in newspaper design,				
8	Page make up and display	Front page		-	12	12
		Edit page				
		other pages				
		Designing special pages and supplements.				
9	Photo editing	news photo – selection criterion	2	-	1	3
		Photo editing				
		caption writing				
		photo features				
Total			30	-	20	50

Reading List:

1. David Wainwright . Journalism made simple. Heinemann, 1982
2. F.P. Hoy. Photo Journalism
3. Geoffery Roger. Editing for print. Macdonland & Co., London, 1986
4. John Hohenberg . The Professional Journalist: a guide to modern reporting practice. Holt, 1966
5. Judith Butcher. Copy – Editing, Cambridge University Press, 1992
6. K.M. Shrivastava. News Reporting and Editing. Sterling publishers Pvt. Ltd. 2011
7. M.V. Kamath. Professional Journalism. Vikas Publishers. 1980.
8. N.N. Sarkar . Art & Print Production. Oxford University Press, 2008
9. Ron.F. Smith and Loraine M. O'Connell. Editing Today Wiley. 2003
10. Sourin Banerji. News Editing in Theory and Practice. K.P. Bagchi, 1992
11. T.J.S.George. Editing. IIMC New Delhi. 1989

Sl. No	Topics	Details	Credit distribution		
			L	P	T
1.	Introduction to industry	Basic features with Special reference to India Business and public service.	2	0	1
2.	Management-An overview	Principles & scope of management Management theories Management functions and professional need for training	4	3	1
3.	Media Economics	Concept of market Consumer choice and market response Monopoly and competition Role of Government	3	0	1
4.	Ownership patterns	Major patterns of ownership with special reference to India Case studies	3	3	1
5.	Newspaper accounting	Revenue and expenditure of newspaper Cost control policy Newsprint allocation policy	3	0	1
6.	Different Organizations	Roles of INS (Indian Newspaper Society), ABC (Audit Bureau of Circulation), RNI (Registrar of Newspapers of India), NRSC (National Readership Survey Council).	3	1	1
7.	Audience Analysis	Media - Relation with Mass and Market Scope of audience analysis Survey technique Marketing Communication and audience survey Case studies	4	3	2
8.	FDI and Indian media	The pros and cons of FDI in Indian newspaper industry Convergence phenomenon in Indian Media Brand Editor, Managing editor	4	0	1
9.	Principles of Television and Radio Management	Different features of control of ownership with special reference to Prasarbharati Commercials and sponsorship in electronic media Cable TV Regulation Act	4	0	1

Reading List:

1. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Handbook of Media Management and Economics, L. Erlbaum Associates, 2006
2. Lucy Küng, Strategic Management in the Media : Theory to Practice, Jönköping International Business School, 2008
3. Report of the Enquiry Committee on Small Newspaper (1965)
4. Goulden, John: Newspaper Management, London Heinemann 1967
5. Ruckerr, F.W. & Williams, H.L. Newspaper Organisation & Management : Iowa State College Press, 1955
6. John McAuley (FIPD.), John McAuley, Joanne Duberley, Phil Johnson : Organization Theory: Challenges and Perspective, 1997
7. Ramanuj Majumdar, Product Management in India , Prentice – Hall of India Private Limited 2nd Edition, New Delhi, 2007
8. Mathur, B.S., Principles of Management, National Publishing House, 1998
9. The Power of A Billion : Realizing the Indian dream, FICCI-KPMG : Indian Media and Entertainment, Industry Report 2013
10. Vanita Kohli-Khandekar, The Indian Media Business (IVth ed), Sage Publication, 2013
11. Report on The Indian Entertainment and Media Industry, by FICCI,2002
12. Report on Human Resource and Skill Requirements in the Media and Entertainment Industry:
13. Report on Study on mapping of human resource skill gaps in India till 2022

Core Paper 205 Computer Application in Media- Stage II 5 credits = 50 marks

Sl.No	Topics	Details	Credit Distribution		
			L	P	T
1	Introduction to Web Design.	<ul style="list-style-type: none"> • Designing web page using HTML. • Multimedia concepts and applications. • The concept of Desk Top Publishing using Page make up. • Elementary concepts of networking. • Internet : Dial up access, shell vs TCP/IP account. Introduction to domains & address, IP addresses. Introduction to www. Searching information from www. Communication using E mail. 	6	16	4
2.	Video editing software.	<ul style="list-style-type: none"> • Editing process in Adobe Premire • Pinnacle Studio 	2	6	4
3.	Sound Forge/pro tools	<ul style="list-style-type: none"> • Sound editing-process. • Other sound editing softwares. 	2	8	2

SL	Topic	Details	Credit Distribution			
			L	R	P	Total
1	Understanding Mass Media	Definition, nature and scope. Function of mass media.. Characteristics. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Role in democracy – public opinion. Media, technology and culture	4	-	4	8
2	Audience Analysis	Media Audience analysis (mass, segmentation, product etc., social uses). Audience making. Active Vs. Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.	4	-	4	8
3	Interpreting Mass Media	Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, and Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.), Mass media and mass culture, Media, culture and language	4	-	4	8
4	Role of Mass Media in modern time	Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.	4	-	4	8
5	Media and popular culture	Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture. Media, culture and stereotypes	4	-	4	8
Total			20	-	20	40

Reading List:

- Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications
- Binod Mishra, Gaendra S Chandan. Communication in a Global World: Let's Speak up. Authors Press. 2009.
- Dorothy G. Singer, Jerome L. Singer Handbook of Children and the Media.. Sage 2001
- Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
- Jennings Bryant. Mary Beth Oliver (Ed). Media Effects: Advances in Theory and Research. II Edition. Routledge. 2009
- John B. Thompson. The Media and Modernity: A Social Theory of the Media. Polity Press. 1995
- Kathryn Woodward(Ed.). Identity and Diffeerences. Sage. 1997
- Potter, James W (1998) Media Literacy. Sage Publications
- Shuang Liu, Zola Volcie, Cindy. Introducing Intercultural Communication: Global Cultures and Contexts. Gallois. Sage. 2011
- Vir Bala Aggarwal. Media and Society: Challenges and Opportunities. Concept. 2002

Sl. No	Topic	Details	Time Allotted (Hours)		
			L	P	Total
1	Fundamentals of Advertising	Advertising –definition as communication function and as marketing function - .	2	2	4
		Classification of Advertising			
		Socio-economic effects of advertising			
2	Advertising and Marketing	Understanding marketing	2	2	4
		4 P's of marketing – marketing mix – promotion mix			
		Relation between marketing and advertising			
3	Advertising Planning and execution	Advertising planning process	2	5	7
		Advertising objectives – DAGMAR Model			
		Advertising Appropriation – budget making process – different methods			
		Advertising creativity			
		Media Planning			
		Advertising Evaluation			
4	Advertising Agency	Advertising Agency vs. Advertising Department	2	1	3
		Organizational structure and functions			
		Agency Compensation			
5	Legal and Ethical aspects of Advertising	Ethics of advertising	2	-	2
		Regulatory and self-regulatory organization (SRO) for advertising content			
Total			10	10	20

Reading List:

1. Aaker, Batra, Myers. Advertising Management. Dorlin Kindersley (India). 2006.
2. David Ogilvy. Confessions of an Advertising Man. Southbank Publishing, 2011.
3. David Ogilvy. Ogilvy on Advertising. Prion Publishing Group. 2011
4. Jaishri N Jethwaney . Advertising. Phoenix publishing House Pvt. ltd. 1999
5. John O'Shaughnessy, Nicholas J. O'Shaughnessy. Persuasion in Advertising. Psychology Press, 2004.
6. Larry Percy, Richard Rosenbaum-Elliott. Strategic Advertising Management. Oxford University Press. 2009.
7. Philip Kotler . Marketing management. Prentice Hall of India, 2000
8. Rosser Reeves. Reality in advertising. Knopf. 1961.
9. S.A. Chunawalla; K.C. Sethia. Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.
10. Sarojit Datta. Advertising Today In the Indian. Profile Publishers. 1994
11. William F. Arens. Contemporary Advertising. Tata McGraw-Hill Education, 2004.
12. William Leiss, Stephen Kline, [Sut Jhally](#). Social Communication in Advertising: Persons, Products & Images of Well-being. Psychology Press, 1990.
13. William Wells, John Burnett, Sandra Ernst Moriarty. Advertising: Principles and Practice. Prentice Hall, 2003.
14. Wright, Winter, Ziegler. Advertising. Tata McGraw-Hill. 1983.

Sl No	Topics	Details	Credit Distribution		
			L	P	T
1	Public relations in India	Definition, Nature and Scope of Public Relations Evolution of the concept	1	0	0
2	Interdisciplinary approaches of PR	Public relations & its relationship with Advertising communication Lobbying	1	0	1
3	Tools and method	PR strategies & methods- Grunig's Theory- System Sub system theory PR campaign SWOT	2	1	0
4	Public Relations with internal and external publics	Public Relations with -Employees, community and government House journal	2	1	1
5	PR in public and private sector	Role of Public Relations in Government, Industry, Public and Private Sectors Case studies - PR in public and private sector Functions and responsibilities of PRO	2	2	1
6	Media relations	Working with the media Media for external publics Guidelines for good media relations	1	2	1
7	Principles of Pr Practices	PR organizations- PRSI, IPRA PRSI code	1	0	0

Reading List:

1. Kaul, J. M.—Public Relation in India, Naya Prokash, 1976
2. Jethwaney, I. N. & Others—Public Relations : Concept, Strategies, Tools, Publisher: New Delhi : Sterling Publishers Private Limited, 2005
3. Black, Sam—Practical Public Relations, Prentice Hall Trade; Revised edition (April 1983)
4. Moore & Kalupa: Public Relations: Principles, Cases & Problems , Richard d Irwin: 1985

5. Crisis Management : Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013
6. Danny Moss, Barbara DeSanto , Public Relations : A Managerial Perspective, Rawat Publications , 2011
7. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.
8. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.
9. The Fourth Medium: Cameron S. Foote. Illinois: Dow Jones: Irwin, 1986.
10. Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008

Sl no	Topic	Details	Credit Distribution		
			L	P	T
1	Communication Research	Definition, Elements, Role, Ethics, Function			
			7	0	0
2	Research Types	Basic, Applied, Quantitative, Qualitative	8	0	0
3	Research Design	Components, Importance, Sampling Design	3	3	0
4	Data Collection Tools	Primary Sources, Secondary Sources, Measurement and Scaling Techniques	5	2	0
5	Statistical Methods	Mean, Median, Mode, Correlation, Standard Deviation, ANOVA Technique, Chi- Square Test, Report Writing	7	5	0

Reading List

1. Wimmer & Dominick: Mass Media Research. Cengage Learning.2013
2. Berger A: Media Research Techniques. Sage.1998
3. Priest S.H: Doing Media Research .Sage.2009
4. Rubin R. B. etal: Communication Research Measures, Guilford Press2010
5. Singh. Kultar: Quantitative Social Research Methods, New Delhi: Sage.2007
6. Babbie. Earl: The Practice of Social Research, California, Belmont: Wadsworth Publishing Company.2013
7. Kothari CR: Research Methodology: Methods and Technique, New Age International 2004
8. Bhattacharya, D.K. Research Methodology, New Delhi: Excel Book2003
9. Berelson B:Content Analysis in Communication Research, Free Press New York1952
10. Ackoff, RL: The Design of Social Research, University of Chicago Press Chicago 1956
11. Ghosh B N: Scientific Methods and Social Research, Sterling Pub New Delhi 1982
12. Tandon BC: Research Methodology in Social Sciences, Chaitanya Pub Allahabad 1979

MC 304 A Elective (Major) Corporate Social Responsibility 3 credits = 30 marks

SL No	Topics	Sub-Topics	Credit Distribution		
			L	T	P
1	Introduction to Corporate Communication	Evolution of corporate communication Planning of corporate communication Identification and understanding corporate goals Corporate strategy and corporate niche	4	1	0
2	Corporate Planning	Corporate identity – importance and viability, Human resource development and management Brand Identity and positioning management	3	1	0
3	Corporate Social Responsibility-issues & Ideas	Concept of CSR Emergence of CSR - A Global Perspective Overview of CSR in India	3	1	0
4	Corporate Social Responsibility – theoretical foundation	Debate and discussion of CSR – Different thoughts of baseness and social schools Theories of CSR – Triple bottom line theory and others	3	1	0
5	Corporate Social Responsibility – practical experiences	CSR – In public and private sectors CSR – selected case studies	3		2
6	Promotional Strategies of Corporate Social Responsibility	Promotion of Public relations through CSR Image building capacity of CSR Interdependence between CSR and the stakeholder- Community people, shareholder and consumer relations The CSR provision in the Companies Act 2013	4	1	3

Reading List:

1. Asha Kaul, Avani Desai Corporate Reputation Decoded : Building, Managing and Strategising for Corporate Excellence, Rawat Publication 2014
2. Joep Cornelissen Corporate Communication : A Guide to Theory and Practice, 4th ed, , Rawat Publication 2014

3. W. Timothy Coombs , Ongoing Crisis Communication : Planning, Managing, and Responding 4th Ed , , Rawat Publication 2011
4. Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger , Effective Crisis Communication: Moving From Crisis to Opportunity, 3rd Ed, Sage publication 2009
5. Prithi Nambiar, Media Construction of Environment and Sustainability in India, Sage , 2011
6. J V Vilanilam, Public Relations in India : New Tasks and Responsibilities, Sage publication 2009
7. W. Timothy Coombs , 2Applied Crisis Communication and Crisis Management : Cases and Exercises, Rawat Publication 2013
7. Seitel, P. Fraser. The Practice of Public Relations, 6th ed, Prentice Hall, New Jersey, 1995.
8. Balan, R.K. Corporate Public Relations, Sterling Punishers Pvt. Ltd, New Delhi, 1992.

Sl no	Topic	Details	Credit Distribution		
			L	P	T
1	Communication And Women's Empowerment	Social And Economic Empowerment Of Women: brief historical perspective, Women and Globalization	6	0	0
2	Depiction in Mass media	print, audio-visual, online, impact on society	6	6	0
3	Portrayal in advertisements	print ,audio-visual, online, impact on society	4	4	0
4	Representation in media	Portrayal of gender: the power of images, status of women working in media industry	4	0	0

Reading List

1. Prasad K: Women and Media, The Women Press 2005
2. Prasad K: Communication and Empowerment of Women, The Women Press 2004
3. Sarikakis K and Shade L. R: Feminist Intervention in International Communication: Minding the gap, USA, Rowman and Littlefield. 2008
4. Prasad K: Women, Globalization and Mass Media: International Facets of Emancipation, New Delhi, B.R. Publishing Corporation. 2003
5. Joshi S and Prasad K :Feminist Development Communication: Empowering Women in the Information Era, New Delhi: The Women Press. 2009
6. Munshi S: Images of Modern Women in Asia, Curzon Press 2001
7. Bathla S: Women Democracy and Media, Sage 1998
8. Krishnan P & Dighe A: Affirmation & Denial –Construction of femininity on Indian television, Sage 1990
9. Croteau & Hoynes : Industries Images and Audiences, Sage 2002
10. Creedon P J: Women in Mass communication, Sage 1994
11. Freedman J: Feminism Viva Books India 2002
12. Mazumdar R: A short Introduction to feminist theory, Anustup Pub 2010
13. Mazumdar R: A short Introduction to feminist theory, Anustup Pub

Sl.	Topic head	Sub-topic	class allocated		
			L	P	T
1	Photography in historical perspective-role-	i. Basic concept of Photography-history and expedition.	3	1	0
		ii. Function and role of photography in Communication.			
		iii. Importance of Photograph in journalism.			
2	Technical know-	i. How of camera, lenses, films and accessories.	2	3	0
		ii. Technological changes- impact and changes in photo journalism.			
3	Role and responsibilities of photo journalist-	i. Role and responsibilities of photo journalist.	2	0	1
		ii. Qualities of a good photojournalist.			
		iii. Challenges faced by photojournalist.			
4	Photo editing -	i. selection of photograph	2	4	0
		ii. cropping			
		iii. Editing			
		iv. caption writing			
5	Photo feature on topical issues	Practical assignment on Important Issues. (portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising)	1	2	0

Reading list:

- i. Ron Reeder Brad Hinke: Digital Negatives, Focal Press, 2007
- ii. Steve Heath: Multimedia and Communications Technology, Elsevier,2003
- iii. James A. Folts,Ronald P. Lovell & Fred C. Zwahlen Jr. : Handbook of Photography,2002
- iv. Michael Langford: Basic Photography, Focal Press, 2003
- v. O.P. Sharma: Practical Photography, Hind Pocket Books, 2001
- vi. Zaheer Husain Khan: A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006
- vii. Newnes: Basic Photography,2009
- viii. Hamlyn :The Hanlyn Basic Guide to Photography ,2003
- ix. Cyernshem G R :History of Photography ,2001
- x. Rothsteline :Photo Journalism ,20011
- xi. Milten Feinberg :Techniques of Photo Journalism,2010
- xii. Bergin :Photo Journalism Manual ,2003

- xiii. Stanley E Kalish and Clifton C Edom :Picture Editing,2012
- xiv. Jack Price :News Photography,2011
- xv. High Sidley and Rodney Fox :1000 Ideas for better News Picture,2011
- xvi. Rnede and Mc Cal :Press Photography .2009
- xvii. Evans : Pictures on a Page: Photo Journalism, Graphic and Picture Editing 2008
- xviii. Kebre : Photo Journalism: The Professional's Approach .2008
- xix. John : Newspaper Photography: A Professional View of Photo Journalism today.1998

Sl No	Topics	Sub topics	Credit Distribution		
			L	T	P
	Environment Journalism	Define Environment Journalism, Difference of Environmental Journalism with other modes of journalism, Trend of Environmental journalism and coverage in India with case studies	2	1	0
	Global Environmental Picture and international summits	Major global environmental issues and their coverage with focus on climate change, air pollution and biodiversity Major environmental summits – Stockholm, Johannesburg and Rio Climate conferences (CoP) – major landmark events, India's role	3	2	1
	Environmental Reporting	Environmental Reporting- technique & presentation mode ; Designing of Environmental campaign with examples Reporting about Science, Policy and Public Health Environmental reporting – in print, audiovisual and online National and local environmental issues and their media coverage	3	1	3
	Environment and Society	Environmental journalism and society, Major environmental movements in India, Role of NGOs) in environmental conservation	2	1	1

Reading List:

1. Robert Cox - Environmental Communication and the Public Sphere, Sage, 2002
2. Jurin, Richard R., Roush, Donny, Danter, K. Jeffrey - Environmental Communication. Second Edition, Sage, 2000
3. Keya Acharya ,Frederick N. J. Noronha - The Green Pen: Environmental Journalism in India and South Asia , Allied Publication , 2003
4. Benny Joseph -Environmental Studies , Rawat publication, 2010
5. R Rajagopalan -Environmental Studies 2nd Edition, orient Blackswan, 2010
6. Riley E. Dunlap And William Michelson (Eds.) Handbook Of Environmental Sociology, Sage 2008

MC 306 Core Dissertation Paper 8 credits = 80 marks

Word Limit – 5000-7000

Structure of the dissertation: Introduction, Objective, Methodology, Review of Literature, Research analysis Findings, Conclusion, Bibliography

Mode of Evaluation: Dissertation, Presentation and Viva Voce

1. Introduction/ Review of literature/ Objectives- 10
2. Methodology- 10
3. Research Analysis- 10
4. /Conclusion-10
5. Bibliography/ References- 10

Presentation- 20

Viva- 10

Evaluation to be done by three external examiners

Best dissertations can be encouraged for publication

Data generated .in the research is property of the department

	Topics	Details	Credit Distribution		
			L	T	P
1	Development of Radio	Radio as a medium of communication public and private radio systems Characteristics of FM and Ham Radio	2	1	0
2	All India Radio	AIR and its role as a medium of mass communication News Service Division	2	1	0
3	Radio news	Types of radio news bulletins and their structures Style and presentation of Radio news News reader – qualities and duties Radio newsroom – structure and function	4	2	2
4	Radio Programme	Radio Interview, Radio Drama, Radio documentary, voice dispatch Art of scripting for radio news	3	2	2
5	FM Broadcasting	Emergences of Public & Private FM Format of FM programme Popularity and acceptance of FM	3	1	1
6	Radio Production	Phases of radio production Acoustic treatment of audio studio Concept of OB van production Types of tape recorders – Analog and Digital Digital Editing consoles, dubbing system. Mixing techniques Cues, commands and signals of studio Editor & Editing – dos and don'ts Software application of Radio editing	4	3	5
7	Radio in world	BBC radio model Community radio in Bangladesh	2	0	0

Reading List:

1. Chatterjee, P.C., Broadcasting in India, Sage, 1987
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India , 1986
3. Bhatt, S.C., Broadcast Journalism: Basic Principles , Har Anand Publications (June 30, 2007)

4. Baruah, U.L., This is All India Radio, Publications Division, Government of India, 1983 ,New Delhi.
5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd.,2005, New Delhi
8. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
9. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
10. Hellard Robert -, Writing for Television and Radio, Sage 2000
11. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston, rawat publication, 2010
12. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi. 2007
13. Macliesh Robert - Radio Production Techniques. Macmillan. NY., 2002
14. Singhal Arvind, & Rogers Everett - India's Information Revolution., sage, 1998
15. Sim Harris & Paul Chantler, Local Radio., Sage, 2005
16. Ash, William - The Way to Write radio Drama, BBC, 2009

Sl no	Topics	Details	Credit Distribution		
			L	P	T
1	History	inception in India, Doordarshan, Prasar Bharati, Public Service Broadcasting, Community TV	4	0	1
2	Satellite TV	advent to India, Globalisation of content, impact on audience	3	0	1
3	TV news writing	basic elements, news script- AVO/VO/Byte/PTC etc, interview	2	5	3
4	Camera movements	basic shots, basic angles, transitions	2	3	2
5	News Room	structure, News Editor, Correspondents, Newscaster	2	0	1
6	TV production	pre production, production, post –production	4	1	1
7	Audience Research	TRP, TAM, people meter Pilot testing Focus Group	3	1	1

Reading List :

- 1.Boyd, Stewart & Alexander: Broadcast Journalism, Focal Press sixth edition2008
- 2.Owens J & Millerson G :Television Production, Focal Press fifteenth edition2012
- 3.French and Richard (Eds.): Contemporary Television, Eastern Perspective Sage 1996
- 4.Acharya, R.N.: Television in India, Manas Publication, Delhi
- 5.Desai M K: Television in India Authors press New Delhi2010
- 6.Chatterjee P.C.:. Broadcasting in India, Sage, New Delhi, 1987
- 7.Khan J: Basics of Electronic Media, Shipra Pub New Delhi 2006
- 8.Kapoor D N:,.Broadcast Journalism, Mohit Pub New Delhi2006
9. Kohli .V: The Indian Media Business, Response New Delhi2006
- 10.Siddiqui H: Television Broadcasting, Anmol New Delhi2011

11. Ramanujam RC:Television and Radio Broadcasting APH Publishing Delhi 2011
- 12.JohnsonK: Television and social change in rural India Sage Delhi 2000
- 13.Ninan S:Through the magic window-Television and change in India Penguin Delhi 1995
- 14Shrivastava KM:Radio and TV Journalism Sterling India 1989

SL.	Topic		Time Allotted* (Hours)			
			L	T	P	Total
1	Early Cinema	Basic technicality of moving images	3	-	3	6
		Lumiere Brothers - Georges Melies - Edwin Stanton Porter : Development of film technique and language				
3	Film Technique	Stages of film making: Pre-production, Production and post-production	3	-	3	6
		cinematography				
		Editing				
		Sound				
4	Film Language	Basic principles of Classical Hollywood Cinema (Shot & Sequence; Narrative; 180° Rule; Continuity editing)	3	-	3	6
		Real time and film time				
		Montage				
		Mise-en-scene				
		Deep focus, Flash back, Flash forward				
5	Film Classification	Film genre	2	-	2	4
		Fiction and non-fiction films				
6	Film movements	Brief introduction to Avant-Garde, Soviet Montage/Constructivism, French Impressionism, German Expressionism, Surrealism,	3	-	3	6
		Italian Neo realism (Vittorio De Sica)				
		French new wave (Jean-Luc Godard)				
		Cinema Novo/Third cinema				
7	Indian Perspective	Evolution of Indian cinema: early stage	2	-	-	2
		New Theatres, Prabhat, Bombay Talkies				
9	Indian Masters	Satyajit Ray	2	-	4	6
		Ritwik Ghatak				

10	Contemporary Indian cinema	Economics of Indian cinema 1990s onwards	2	-	2	4
		Review Writing				
		Film Censorship				
Total			20	-	20	40

Reading List:

1. James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009
2. Gordon Gray. Cinema: A Visual Anthropology. Berg. New York. 2010
3. Garth Jowett, James M. Linton. Movies as mass communication. Sage Publications, 1989. 2nd Ed.
4. Khwaja Ahmed Abbas. How Films are made. National Book Trust,1977.
5. Mast G. & M. Cohen. Film Theory & Criticism:
6. Handbook of Film Production. Quick Jon & Tem La Bau , Macmillan,NY,1972
7. Sarkar, Kobita. India Cinema Today: An Analysis. Sterling, New Delhi, 1975.
8. Bordwell, David.. Making Meaning: Inference and Rhetoric in the Interpretation of Cinema . Cambridge: Harvard University Press. 1989
9. Bordwell, David . The Cinema of Eisenstein Cambridge: Harvard University Press. 1993
10. Renu Saran. History of Indian Cinema. Diamond Books. 2012

1.	Topic head	Details	Credit Distribution		
			L	P	T
1	Definition and importance of Business Journalism-	i. Definition of Business Journalism. ii. Importance of Business Journalism. iii. State of Business journalism in India. iv. Interpersonal/intrapersonal Business Communication.	6	2	0
2	Business newspapers, magazines, radio/TV channels and their contents-	i. An overview of business publication in India. ii. A study of major business publication. iii. Interpretation, investigation and in-depth reporting of commerce and economic trends. iv. Reports and proposals-routine letters and goodwill message.	5	3	0
3	Business journalist – duties, responsibilities- myths and realities-	i. Duties and Qualities of business journalist. ii. Trends and scope for business journalist in India. iii. Challenges in Business journalism. iv. Future of Business journalism.	7	1	0
4	Writing Business report-	i. How to write business report. ii. Practical assignment on business report on relevant issues.	2	4	0

Reading List:

- i. EC Thomas : 'Economic and Business Journalism', Sterling Publishers Pvt. Ltd.2003
- ii. Taylor : 'Communication for business', Pearson Education.2006
- iii. Kirsch Donald : 'Financial and Economic Journalism – Analysis'.2007
- iv. Cliff : 'Interpretation and reporting Pratten,: The Stock Market'.2009
- v. Witzel, Morgan : 'Dictionary of Business and Management'.2008
- vi. Boveen and Thill : 'Business Communication Today' - (1995), New York
- vii. Asha Kaul : 'Business Communication' (2000), Prentice Hall of India, New Delhi,
- viii. Murphy and Hildebrandt : 'Effective Business Communication' (1991), McGraw Hill, New York.2007
- ix. J.S. Yadava : 'Communication in India : Some Observations and Theoretical implications', IIMC,2011
- x. Lawrence D. Kincaid : 'Communication Theory : Eastern and Western perspective',2009
- xi. R.K. Madhukar : 'Business Communication',2006
- xii. Sushil Bahl : 'Business Communication Today' ,2011

- xiii. D. D. Arora : 'Business journalism' ,2003
- xiv. Arthur T. Turnbull, Russell N. Baird : 'Industrial and Business Journalism',2008

Paper MC 404b

ADVERTISING CREATIVITY AND MEDIA PLANNING

Credit Point 3

Total Marks - 30

Sl. No	Topic	Details	Time Allotted (Hours)			
			L	T	P	Total
1	Advertising Creative Communication	Nature of Advertising communication – controlled persuasive creative	3	-	-	3
		Hierarchy Effects Models of Communication in Advertising				
		Barriers of Advertising Communication				
2	Advertising creativity and Marketing Strategies	Branding – meaning, need and ways of Branding	3	-	-	3
		USP And Selling Points				
		Market positioning - Strategies and tactics				
3	Creative Strategy and Tactics	Advertising strategies: Goal setting - quantitative research (market analysis- target audience-product information)	2	-		2
		Creative tactics: Creative Brief –Brain Storming- Concept Development - Visualization-Thumbnail copy.				
4	Print Advertisement	Copy writing - Copy appeal:- Elements of copy: Headline, body copy, closing idea	2	-	4	6
		Advertisement Layout and design				
5	Story Board for Audio-visual media	Preparation of radio advertisement	2	-	4	5
		Story board for Commercial				
6	Outdoor media	Poster designing	2	-	2	4
		Hoarding designing.				
7	Advertising Media	Types of advertising medium-appropriate audience - advantage, disadvantage	2	-	-	3
		Media characteristics: reach, frequency, impact, continuity, dominance.				
8	Media Planning	Selection of media – factors influencing media selection	2	-	-	2

		Media Scheduling – macro and micro				
9	Advertising evaluation	Pre-testing; different techniques	2	-	-	2
		Post-testing: different techniques				
Total			20	-	10	30

Reading List

1. Ann Keding & Thomas Bivins, How to Produce Creative Advertisement. McGraw-Hill; 2nd edition. 1992
2. Chetan Sharma, Joe Herzog, and Victor Melfi. Mobile advertising: Supercharge Your Brand In The Exploding Wireless Market. John Wiley & Sons. 2008.
3. Edd Applegate. Strategic Copywriting: How to Create Effective Advertising. Rowman & Littlefield, 2005
4. John Philip Jones. What's in a Brand? Building Brand Equity Through Advertising. Tata McGraw-Hill, 1998.
5. Lincoln Bumba and Jack Z. Sissors, Advertising Media Planning . NTC Business Books, 3rd ed. 1996.
6. Maria Pricken. Creative advertising. Thomas & Hudson. 2011
7. Philip Kotler. Marketing management. Prentice Hall of India, 2000.
8. Sarojit Datta. Advertising Today: In the Indian. Profile Publishers. 1994
9. Sengupta. Subroto. Brand Positioning: Strategies for Competitive Advantage. Tata Mc Graw – Hill, 1990.
10. Wright, Winter, Ziegler: Advertising. Tata McGraw-Hill. 1983.

Sl no	Topic	Details	Credit Distribution		
			L	P	T
1	Online media	Definition and History, internet, world wide web	3	4	0
2	Characteristics	interactive, convergent, networked, hyper textual	2	4	0
3	Use	information, communication ,entertainment	2	1	0
4	Impact	on other mass media, society and culture	3	1	0

Reading list

1. Kung, L., Picard, R. and Towse: R. The internet and mass media. 1st ed. London: Sage.2008
- 2.Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K :New media -A critical introduction. Routledge2009
- 3.Fenton,N: New media, Old news: Journalism and democracy in the digital age, London: Sage2010
- 4.Dewdney, A., & Ride, P: The new media handbook. (1st ed.). New York, NY: Routledge.2006
- 5.Thakur K: Internet Journalism, Department of Journalism, Pune, University, Pune.
- 6.Gangopadhyay S edt: Digital Media- Emerging Issues, Suhrid Kolkata 2014
- 7.Ganesh TK: Digital Media –Building the Global Audience GNOSIS New Delhi 2006
- 8.Rawat DKS: Digital Media and Communication Technology Swastik New Delhi2007
- 9.Nayar P:An introduction to new media and cyber cultures Wiley BlackwellUK 2010

Sl No	Topics	Details	Credit Distribution		
			L	T	P
1	Health Communication – An Introduction	What is Health Communication? Importance of Health Communication Ethics of Health Communication	2	0	0
2	Theories	Theories of Health Communication IEC Approach Model of Communication for Social Change (CFSC)	2	0	4
3	Perspectives of health Communication	Persuasive approaches Cultural perspectives Emotional perspectives	3	0	2
4	Media and Health Communication	Message design for Health awareness for mass media Content analysis of Health Programme in Radio and TV Health Reporting in Newspaper	3	0	4

Reading List:

1. Johnson. Krik - Television and Social Change in Rural India
2. Papa, Michael. Singhal, Arvind. Papa. H. Wendy - Organizing for Social Change
3. Rao, lakshmana - Communication and Development: A Study of Two Indian Villages
4. Health Infrastructure in Rural India: 2004, Ministry of Health and Family Welfare, Government of India
5. A Health Communication Strategy for RNTCP: November 2005; Published by Central TB Division Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India.
6. National Family Health Survey (NFHS-3)
7. Volume II: 2005-06; International Institute for Population Sciences, Deonar, Mumbai
8. Health Sector Reforms: 2003-2007, Department of Health & Family Welfare, Government of West Bengal
9. Healthcare in India, Emerging Market Report: 2007, Pricewaterhouse Coopers
10. Renata Schiavo - Health Communication: From Theory to Practice
11. Hyunyi Cho -Health Communication Message Design:Theory and Practice
12. Kevin B. Wright, Lisa Sparks, H. Dan O'Hair- Health Communication in the 21st Century

Screening/Presentation- 40

Scripting- 20

Viva- 20

Total- 80

1. Evaluation of persuasion /Screening

Should consider

- Camera
- Editing
- Coordination/direction
- Concept

1. Scripting- 20

(1 Copy) (Including Computer, Shooting & Editing)

2. Viva – the group can appear together, but evaluated on individual performance by the examiner.

Evaluation to be done by three external examiners