

**M. A. MASS COMMUNICATION**  
**Department of Mass Communication**  
**Pondicherry University**

**Vision & Mission:**

With emerging media scenario around the world, a course like mass communication can only bolster the growing needs of a media organization. The subject of Mass Communication is a perfect blend of theoretical and practical components. It is a full time, masters programme intends to give a real picture of working of media in the civil society. The course content helps students to look within the context and understand the basics of Print, TV, radio, film, web and new media. The modules have been crafted as per the international standards from fundamental to highly advanced level of learning.

The course prepares the students to understand the basic principles of communication and its responsibilities towards the society, mass media and its convergence, responsive journalistic etiquettes, learning public relation skills, advertising grammar, maintaining ethical standards and tapping the new media for a digital growth.

**Structure:**

The two year masters' degree programme is designed to adopt semester system with choice based credit system.

**Eligibility:**

Any three years Bachelor's Degree of Pondicherry University or any other University as recognized by the UGC, with at least 50% marks in aggregate.

**Regulations:**

All other regulations governing the M.A. courses of the University are applicable to this programme.

**University Grants Commission's (UGC) recommendation for Mass Communication:**

The Department has considered very carefully UGC's Curriculum Development Committee (CDC's) recommendations in Mass Communication and designed the curriculum to meet the latest international standards. Improvements by updating, upgrading and adapting to contemporary needs and priority areas have been effected in the revised curriculum.

As per the programme, we aim:

- (i) To strike a balance between theory and skills in imparting instruction in Mass Communication;
- (ii) That the curricula should lay stress on convergence studies in Mass Communication and give proper representation to Print Media, Electronic Media, Journalism, Advertising, Public Relations & Corporate Communication and New Media;
- (iii) That laboratory – theory instruction should be 50:50.

**Infrastructure**

UGC's Curriculum Development Committee in Mass Communication recommends that a university should provide the following minimum infrastructure to the department for imparting a comprehensive teaching/training at the master's level in Mass Communication. As per the recommendation, we are fully equipped with:

- Computer laboratory with internet connectivity;
- A well-equipped electronic media laboratory for imparting comprehensive production skills and techniques;
- A well-equipped audio-studio; and
- Laboratory journal (print media) facility.

**Library**

UGC's Curriculum Development Committee in Mass Communication recommends that a department should have a well-stocked library with latest books and journals on all areas of Mass Communication. The department subscribes to all local, English and language newspapers and periodicals, including important regional, national, international newspapers and magazines. The department has a library with a collection of essential reference books, newspapers and periodicals.

**Placement Service**

The Committee further recommends that a Mass Communication Department should maintain close links with local and regional media institutions/organizations for providing effective training and placement facilities for the benefit of students. The department assists in identifying placements for the students.

## M. A. MASS COMMUNICATION PROGRAMME

Semester	Course Number	Title of the Course	Hard Core/ Soft Core	Credits
<b>I</b>	MASC411	Introduction to Communication Theories & Processes	Hard Core	3
	MASC412	Principles of Journalism	Hard Core	3
	MASC413	Reporting, Writing and Editing for Print Media	Hard Core	3
	MASC414	Photojournalism	Hard Core	3
	MASC415	Practical - Computer Skills & Software for Print Media	Hard Core	2
	MASC416	Practical - Lab Journal Production (3 in 3 months)	Hard Core	3
	MASC417	Public Speaking & Presentation Skills	Soft Core	2
<b>II</b>	MASC421	Reporting, Writing and Editing for Electronic Media	Hard Core	3
	MASC422	Communication Research Methods	Hard Core	3
	MASC423	Radio Production	Hard Core	3
	MASC424	Television Production	Hard Core	3
	MASC425	Public Relations & Corporate Communication	Hard Core	3
	MASC426	Advertising	Soft Core	3
	MASC427	Web Journalism	Soft Core	2
<b>III</b>	MASC511	Introduction to Film Studies	Soft Core	3
	MASC512	Multi Media Technologies, Culture & Society	Hard Core	2
	MASC513	Development Communication	Hard Core	3
	MASC514	International Communication	Hard Core	3
	MASC515	Educational Communication	Hard Core	3
	MASC516	Visualisation & Storyboarding	Soft Core	2
	MASC517	Cognitive Theories & Instructional Designing	Soft Core	3
<b>IV</b>	MASC521	Media Laws, Ethics & Social Responsibility	Hard Core	3
	MASC522	Media Convergence & Management	Hard Core	3
	MASC523	Contemporary Media Issues	Soft Core	3
	MASC524	Documentary for Social Change	Soft Core	3
	MASC525	Practical - Specialisation Media Project	Hard Core	3
	MASC526	Dissertation & Viva voce	Hard Core	4
	MASC527	Internship / Work Experience – 6 weeks	Hard Core	4
Hard core courses – <b>60</b> Soft core courses - 21			Total credits	<b>81</b>

The core credits (inclusive of hard core, soft core and project) for the M.A. Mass Communication programme are 72 credits. She/he should accumulate not less than 72 credits and submit satisfactory completion certificate of internship to be eligible to receive the degree.

The facilitation of learning for the courses comprises the following components:

Course No.	Theory hours per week	Tutorial hours per week	Practical hours per week	Total hours per week	Credits
<b>I Semester</b>					
1.1	2	1	2	5	3
1.2	2	1	2	5	3
1.3	2	1	2	5	3
1.4	2	1	2	5	3
1.5	-	-	4	4	2
1.6	-	-	6	6	3
1.7	-	-	4	4	2
<b>Total for I Semester</b>	8	4	22	34	19
<b>II Semester</b>					
2.1	1	1	4	6	3
2.2	2	1	2	5	3
2.3	1	1	4	6	3
2.4	1	1	4	6	3
2.5	2	1	2	5	3
2.6	2	-	2	4	3
2.7	1	-	2	3	2
<b>Total for II Semester</b>	10	5	20	35	20
<b>III Semester</b>					
3.1	1	-	4	5	3
3.2	2	1	2	5	2
3.3	2	1	2	5	3
3.4	2	1	2	5	3
3.5	1	1	4	6	3
3.6	1	-	2	3	2
3.7	2	-	2	4	3
<b>Total for III Semester</b>	11	4	18	33	19
<b>IV Semester</b>					
4.1	2	1	2	5	3
4.2	2	1	2	5	3
4.3	2	-	2	4	3
4.4	1	-	4	5	3
4.5	-	-	6	6	3
4.6	-	4	-	4	4
4.7*	-	-	-	-	4
<b>Total for IV Semester</b>	7	6	16	29	23

\* The Internship will be of a six-week attachment with a media organisation.

## **SEMESTER - I**

### **MASC411: INTRODUCTION TO COMMUNICATION THEORIES & PROCESSES**

- I.** Definition, nature and scope of communication – Communication- an interdisciplinary study – The human communication process – Verbal and non-verbal communication – Kinds of communication- intra-personal, inter-personal, group and mass communication.
- II.** Communication competence – Perceptions of the source – Establishing inter-personal relationships- power and influence, disagreement and conflict, co-orientation – Organisational communication- innovation and change – Inter-cultural communication.
- III.** Concepts for mass communication- mass media, mass audience, mass culture and popular culture – Scope and purpose of models for mass communication- transmission model, ritual model, publicity model, reception model.
- IV.** Communication theories- Mass society; Marxism; Functionalism; Critical political economy; Social constructionism; Communication technology determinism; Information society.
- V.** Processes, theories and models of media effects- two step and multi step flow of communication; collective reaction effects; diffusion of innovation; social learning theory; cultivation; framing; agenda setting; spiral of silence – Political communication effects – Internet effects.

### **Pedagogical Approach**

The curriculum will introduce communication processes and theories both theoretically and practically through lectures, discussions and seminars. Practical exercises in inter-personal, organisational and inter-cultural communication will further facilitate in understanding the communication processes.

### **Reference Books**

- Clarifying Communication Theories– A Hands-on Approach: Gerald Stone et al., Blackwell, reprinted in India by Surjeet, 2004.
- Effective Communication & Public Speaking: S. K. Mandal, Jaico, 2007.
- Essentials of Effective Communication: Vasantha R. Patri & Neelakant Patri, Greenspan, 2002.
- India's Communication Revolution– From Bullock Carts to Cyber Marts: Arvind Singhal and Everett M. Rogers, Sage, 2008.
- Introduction to Mass Communications: Warren K. Agee et al, Longman, 1991.
- Mass Communication in India: J. V. Vilanilam, Sage Publications, 2005.
- Mass Communication Theory: Stanley J. Baran & Dennis K. Davis, Wadsworth, 2008.
- Mastering Public Speaking– Exercise Your Body Parts & Build Your Speaking Skills: Dorothy Lynn & Jessica Selasky, Jaico, 2008.
- McQuail's Mass Communication Theory: Denis McQuail, Vistaar, 2005.
- Media Communication– An Introduction to Theory and Process: James Watson, Palgrave Macmillan, 2004.

## MASC412: PRINCIPLES OF JOURNALISM

- I. Seeking the truth and information accuracy – Notion of truth – Verification – Evidence, fact-checking and corroboration – Plagiarism – Inventions, speculation, rumours and gossip – Separation between news and opinion – Simulations, reenactments, alterations, and artistic imaginings – Fairness and balance – Moral judgements – News sources- accurate attribution and confidentiality of anonymous sources – Accuracy as the foundation upon which everything else is built – Context, interpretation, comment, criticism, analysis and debate.
- II. Allegiance to citizens and the larger public interest above any other to provide the news without fear or favour – Fairly represent the varied viewpoints and interests in society, and to place them in context rather than highlight only the conflicting fringes of debate – As framers of public discussion, not to neglect the points of common ground where problem solving occurs – To serve as a watchdog over those whose power and position most affect citizens.
- III. Independence of spirit and mind, rather than neutrality – Avoiding any tendency to stray into arrogance, elitism, isolation or nihilism – Nurturing independence by encouraging individuals to speak their minds and stimulating the intellectual diversity necessary to understand and accurately cover an increasingly diverse society.
- IV. Making the significant interesting and relevant – ‘Journalism- storytelling with a purpose’ – Continually asking what information has most value to citizens and in what form – Avoiding trivia and false significance that engenders a trivial society – Keeping news comprehensive and in proportion, and not inflating events for sensation, neglecting others, stereotyping or being disproportionately negative.
- V. Principles of critical thinking and decision making – Integrity and accountability – Exercising a personal sense of ethics and responsibility- a moral compass – Mastering an increasingly complex body of knowledge and specialised skills including a balance of conceptual, philosophical and skills-based content.

### **Pedagogical Approach**

Lectures will be supplemented with discussions and critiquing of journalistic content in various media. Role playing, hot seating and simulations will be facilitated for students to develop the ability to think critically and practice journalistic principles.

### **Reference Books**

An Introduction to Journalism: Carole Fleming et al., Vistaar, 2006.

Journalism Principles & Practice: Tony Harcup, Vistaar, 2006.

Key Concepts in Journalism Studies: Bob Franklin et al., Vistaar, 2006.

The Journalists Handbook: M. V. Kamath, Vikas, 2007.

The Professional Journalist: John Hohenberg, Blackwell, reprinted in India by Surjeet, 2007.

Understanding Journalism: Lynette Sheridan Burns, Vistaar, 2004.

## MASC413: REPORTING, WRITING AND EDITING FOR PRINT MEDIA

- I. Introduction to Journalism – What is news?- definition, values, elements, characteristics & structure – The basics of reporting- finding news, choosing news, recognising and evaluating news story, a passion for accuracy.
- II. Gathering news- digging for information and initiating newsgathering – Finding and using news sources – Using the internet as a reporting tool – Focusing on primary research – Interviews as a primary source – Building and using background information – Evaluating news sources.
- III. Reporting strategies- reporting a meeting, speech, special event and press conference story – Covering the community on a day to day basis – Writing stories based on information obtained from various community sources.
- IV. Writing and editing news- the elements of news style – The language of journalism- concrete, specific, active, clear, democratic, non-sexist, non-racist – Grammar – Engaging the reader- what makes a good introduction or lead to a story & what makes a good ending to a story? – Analysing the lead, summation graphs, effective and ineffective transitions, and use of quotes – Headline writing.
- V. The importance of writing strategies and storytelling – Writing the feature Story- sources of ideas, feature techniques, feature leads, feature development, feature endings – News features – Human interest features – Personal profiles – Narratives.

### Pedagogical Approach

This course takes a skills oriented approach to train students in the basics of reporting and news writing. To move students as close as possible to the real world of journalism where they will report and write on deadline, as well as work through editing process with their professor. The main objective is to help develop a clear, concise writing style and a passion for thorough, accurate reporting. The content is organised to build professionalism and self-confidence in journalistic skills.

Many of the assignments will be done outside the classroom where students will function as reporters writing for publication. Just as in any media operation, they will be responsible to an editor– or in this case, a professor– who will coach them through the reporting/writing process and evaluate their work, focusing on strengths, weaknesses and opportunities for improvement.

### Reference Books

- An Introduction to Journalism: Carole Fleming, et al., Vistaar, 2006.
- Editing Today: Ron F. Smith & Loraine M. O'Connell, Blackwell, reprinted in India by Surjeet, 2004.
- Handbook of English Usage: E. R. Ram Kumar, Jaico, 2004.
- Headline Writing: Sunil Saxena, Sage, 2006.
- Inside the Writer's Mind– Writing Narrative Journalism: Stephen G. Bloom, Blackwell, reprinted in India by Surjeet, 2004.
- Journalism Principles and Practice: Tony Harcup, Vistaar, 2006.
- Key Concepts in Journalism Studies: Bob Franklin, et al., Vistaar, 2006.
- Newswriting and Reporting: James M. Neal & Suzanne S. Brown, Blackwell, reprinted in India by Surjeet, 2007.
- Newspaper Layout and Design– A Team Approach: Daryl R. Moen, Blackwell, reprinted in India by Surjeet, 2004.
- News Reporting and Writing: Alfred Lawrence Lorenz & John Vivian, Pearson Education, 2006.
- Scholastic Journalism: Tom E. Rolnicki et al., Blackwell, reprinted in India by Surjeet, 2003.
- The Craft of Clarity– A Journalistic Approach to Good Writing: Robert M. Knight, Blackwell, reprinted in India by Surjeet, 2003.
- The Editor's Toolbox– A Reference Guide for Beginners and Professionals: Buck Ryan & Michael O'Donnell, Iowa State Press, 2001.
- The Journalist's Handbook: M. V. Kamath, Vikas, 2007.
- The Newswriter's Handbook– An Introduction to Journalism: M.L. Stein & Susan F. Paterno, Blackwell, reprinted in India by Surjeet, 2005.
- The Professional Journalist: John Hohenberg, Blackwell, reprinted in India by Surjeet, 2007.

Understanding Journalism: Lynette Sheridan Burns, Vistaar, 2004.

Writing Dissent– Taking Radical Ideas from the Margin to the Mainstream: Robert Jensen, Peter Lang, 2005.

Writing for the Mass Media: James Glen Stovall, Pearson, 2008.

Writing Opinion for Impact: Conrad C. Fink, Blackwell, reprinted in India by Surjeet, 2005.

Writing the News– The Guide for Print Journalists: Walter Fox, Blackwell, reprinted in India by Surjeet, 2003.



## MASC414: PHOTOJOURNALISM

- I. Introduction to Photography – The science of photography – Image formation (Properties of light and how a camera functions) – Shutter speed – Aperture – Depth of field – Different types of lens (how speed, aperture, lens and DOF are inter related) – Brief history of photography (various types of cameras and formats, time-line of technologies– the transition from film to digital)

Introduction to digital photography – Hands-on training in operation of digital camera (dependent on the model in use) – Experiments with speed, aperture and DOF – Experiments with understanding light (under and over exposure) – Understanding basics and overriding automatic settings (understand menus) – Optimising the camera's output (aspect ratio of images, resolution, white/ colour balance) – File types (RAW, JPG, TIFF, etc.) – Digital workflow- download, organising and back-up files for easy retrieval.

- II. Introduction to photojournalism – Researching stories – Spot news, local news, single picture story, human interest stories – Photo-montage, documentary photography, portraits and photo essay – Picture selection – Giving appropriate captions for images – Meeting deadlines with the help of technology – Legal & ethical issues involved in photojournalism.

- III. Taking pictures- using elements of design, colour and composition to create visually stimulating and storytelling frames – Understanding the relationship between form and content – Shooting with output in mind – Horizontal and vertical formats/ frames – Understanding styles of “Masters of Photography” and identifying your own style – Creating your own style and identity- experimenting with numerous styles and genres, identifying what you are most interested in.

Taking pictures with an individual focus, drawing from our personal and emotional lives – Taking pictures that connect to life, revealing our ways of seeing, communicating perspectives and awareness of our surroundings – Candid photography & street photography- learning how to work rapidly and unobtrusively in busy environments with minimal equipment and maximum adaptability (Skills required for working with people- explaining your objective, convincing, developing trust, putting your subject at ease, appropriate dressing so that you attract minimum attention, etc.)

- IV. Editing pictures- examine print quality, format, size, layout, and title, as well as whether words or other visuals are needed – Editorial process to develop a concise group of images from a large number of photographs – Be your own critic – Learn to stand back, evaluate, and reflect to better understand the success and clarity of your photographs.

- V. Understanding & appreciating photographs – Studying the works and processes of eminent photographers and photojournalists-

Alfred Stieglitz, Edward Jean Steichen, August Sander, Jacques-Henri Lartigue, Edward Weston, Paul Strand, Weegee, Walker Evans, Henri Cartier-Bresson, Brassai, Robert Frank, Robert Capa, W. Eugene Smith, Lewis W. Hine, Dorothea Lange, Margaret Bourke-White, Alfred Eisenstaedt, Joel Meyerowitz, David Douglas Duncan, Eddie Adams, Don McCullin, Sebastiao Salgado, James Nachtwey, Steve McCurry, Marc Riboud, Larry Burrows, Mary Ellen Mark, Josef Koudelka, Raymond Depardon, Elliot Erwitt, Eugene Atget, Man Ray, Andre Kertesz, Ansel Adams, Diane Arbus, Lee Feidlander, Irving Penn, Richard Avedon, Bruce Davidson, Bill Brandt, Helmut Newton, David Bailey, Annie Leibovitz.

Homi Vyarawalla, Sunil Janah, Kanu Gandhi, Raghu Rai, Raghubir Singh, S. Paul, Kishore Parekh, Ashwin Mehta, T.S. Satyan, Prashant Panjiar.

### **Pedagogical Approach**

The curriculum should provide space and train students in academic/ critical analysis of media. The ultimate aim is not to produce technically competent workers but thinking professionals.

The course includes lectures, slide shows, assignments, critiques, in-class discussions, brainstorming, individual / group presentations; and practical exercises for learning photography & photojournalism.

## Reference Books:

- About Looking: John Berger, Viking, 1992.
- Burden of Representation– Essays on Photographies and Histories: John Tagg, University of Minnesota Press, 1993.
- Camera Lucida– Reflections on Photography: Roland Barthes, Hill & Wang, 1982.
- Elements of Photography– Understanding and Creating Sophisticated Images: Angela Faris Belt, Focal Press, 2008.
- Handbook of Photography: James A. Folts et al., Delmar, 2006.
- Landscape and Memory: Simon Schama, Vintage, 1996.
- Langford's Starting Photography– The Guide to Great Images with Digital or Film: Michael Langford & Philip Andrews, Focal Press, 2007.
- Let Us Now Praise Famous Men: Wakler Evans, Mariner Books, 2001.
- On Photography: Susan Sontag, Picador, 2001.
- Photographer's Handbook: John Hedgecoe, Knopf Doubleday, 1992.
- Photo Journalism: B. K. Deshpande, Sonali, 2007.
- Photography– A Critical Introduction: ed Liz Wells, Routledge, 2009.
- Photography– A Cultural History: Mary Warner Marien, Prentice Hall, 2006.
- Photography– A Middle-Brow Art: Pierre Bourdieu, Stanford University Press, 1996.
- Photography at the Dock– Essays on Photographic History, Institutions, and Practices (Media and Society): Abigail Solomin-Godeau, Minnesota University Press, 1994.
- Picture Editing: Tom Ang, Focal Press, 2000.
- Raw Workflow from Capture to Archives– A Complete Digital Photographer's Guide to Raw Imaging: Philip Andrews, Focal Press, 2006.
- Regarding the Pain of Others: Susan Sontag, Picador, 2004.
- The Art of Colour Photography: John Hedgecoe, Elsevier, 1998.
- The New Photography Responsibility in Visual Communication: Frank Webster, Calder, 1981.
- The Photograph: Graham Clarke, Oxford University Press, 1997.
- The Photograph– A Strange Confined Space: Mary Price, Stanford University Press, 1994.
- The Photography Handbook: Terrence Wright, Routledge, 2004.
- The Photography Reader: ed Liz Wells, Routledge, 2002.
- The Social Uses of an Ordinary Art: Pierre Bourdieu, Polity Press, 1996.
- The Work of Art in the Age of its Technological Reproducibility, and Other Writings on Media: Walter Benjamin, Belknap Press of Harvard University Press, 2008.
- Ways of Seeing: John Berger, Penguin, 2008.

## MASC415: PRACTICAL – COMPUTER SKILLS & SOFTWARE FOR PRINT MEDIA

- I. Computer-assisted reporting and research.
- II. Spreadsheets for journalists – Building a database & database managers for journalists.
- III. Basic digital workflow from organisation and file management to output – Tools for editing images for slideshows, multimedia presentations – Uploading on the web and e-mailing effectively.
- IV. Processing images, creating the desired illustrations and photo editing with software, such as Adobe Illustrator and Adobe Photoshop.
- V. Creating and editing page layouts with software, such as QuarkXPress and Adobe InDesign.

### **Pedagogical Approach**

Students will learn to use computers and the internet as a reporting tool. They will also be trained in computer page-makeup, using style sheets with the above software for newspaper design and production. They will be encouraged to experiment with design and picture editing. They also learn image sizing & RGB to CMYK conversion; working with curves in order to specifically adjust tonal values within an image, regulating contrast, colour, and tonality; and using various selection tools, image layers and masks to make local image adjustments, creating an effect that parallels traditional darkroom dodging and burning.

**MASC416: PRACTICAL – LAB JOURNAL PRODUCTION (3 in 3 MONTHS)**

- I.** Advanced exercises in reporting, writing features, reviews and special articles.
- II.** Advanced exercises in editing, re-writing, page make-up and layout.
- III.** Online editing, word processing, spell-check, grammar-check, page make-up on computers.
- IV.** Visual journalism exercises- taking photographs, selecting photographs, photo editing, caption writing and placement of photographs – Using photo features, info-graphics, illustrations, and cartoons.
- V.** Production of lab journal– one-page, two-page, and four-page tabloid– progressively, one in each month.

**Pedagogical Approach**

This focuses holistically on the process of newspaper design and production. Students work in small teams to produce their lab journals; applying and developing reporting, writing and editing skills.

**Reference Books**

Editing Today: Ron F. Smith & Loraine M. O'Connell, Blackwell, reprinted in India by Surjeet, 2004.

Headline Writing: Sunil Saxena, Sage, 2006.

Inside the Writer's Mind– Writing Narrative Journalism: Stephen G. Bloom, Blackwell, reprinted in India by Surjeet, 2004.

Newswriting and Reporting: James M. Neal & Suzanne S. Brown, Blackwell, reprinted in India by Surjeet, 2007.

Newspaper Layout and Design– A Team Approach: Daryl R. Moen, Blackwell, reprinted in India by Surjeet, 2004.

News Reporting and Writing: Alfred Lawrence Lorenz & John Vivian, Pearson Education, 2006.

Scholastic Journalism: Tom E. Rolnicky et al., Blackwell, reprinted in India by Surjeet, 2003.

The Craft of Clarity– A Journalistic Approach to Good Writing: Robert M. Knight, Blackwell, reprinted in India by Surjeet, 2003.

The Editor's Toolbox– A Reference Guide for Beginners and Professionals: Buck Ryan & Michael O'Donnell, Iowa State Press, 2001.

The Newswriter's Handbook– An Introduction to Journalism: M.L. Stein, Susan F. Paterno, Blackwell, reprinted in India by Surjeet, 2005.

## MASC417: **PUBLIC SPEAKING & PRESENTATION SKILLS**

- I. Processes and principles of effective communication – Barriers to communication.
- II. The art and skill of effective communication- building your own style; assertive communication; verbal communication skills; non-verbal communication skills including posture, body language, eye contact, and voice modulation.
- III. Critical thinking and analysing skills – The Art of visualisation – Listening and interviewing skills – Ideating, planning and preparing concepts.
- IV. Skills for public speaking – Knowing your audience – Role of the personality, interpersonal skills and language proficiency – Demonstrating confidence, enthusiasm, clarity and understanding.
- V. Skills for oral presentations; extempore speaking; group discussions; seminars and question & answer sessions – Use of multimedia aids in presentations.

### **Pedagogical Approach**

Through various topics and techniques, the curriculum will introduce essentials of public speaking and presentation skills both theoretically and practically. The students will also receive training for public speaking presentation skills. Practical exercises in verbal communication and non-verbal communication will develop the communication skills of the students.

### **Reference Books**

Effective Communication and Public Speaking: S. K. Mandal, Jaico, 2007.

Essentials of Effective Communication: Vasantha R. Patri & Neelakant Patri, Greenspan, 2002.

Mastering Public Speaking– Exercise Your Body Parts and Build Your Speaking Skills: Dorothy Lynn & Jessica Selasky, Jaico, 2008.

## **SEMESTER- II**

### **MASC421: REPORTING, WRITING AND EDITING FOR ELECTRONIC MEDIA**

- I.** Brief history and evolution of radio & TV – Chronology of important events/developments in broadcast trends, their social impacts, how the sector is evolving to meet future needs – Community broadcasting - definition, characteristics, values, needs & prospects – Community based programmes- themes, issues, features and principles – Ethics of community broadcasting – Introduction to broadcast media equipment and techniques.
- II.** Knowing audience preferences and choices- requests for advice and information, post box, guest announcers, interviewee, vox pops, village visits, panel discussions, group interview, audience as spectators, talent guests, mobile studio, listening groups, independent programmes, etc., audience survey & feedback techniques – Difference between news writing for print media and broadcast media – Competencies and skills required – News writing style and conventions– the craft of good writing, of tight writing, usage and language – Introduction to newsroom- structure, functions, culture.
- III.** News gathering, news processing/ output, news scripting – The basics of reporting- getting the news stories, tools of news gathering- hand outs, news releases, covering speeches, etc. – The interview- skills, different types, phases – News writing techniques (including the news angle, five Ws and one H, the intro, focus) – Facts and opinion – Cliches, corroboration, attribution, multi-angled stories vs one angled stories – Developing the story- beginning, middle and end – Accuracy, reporting ethics- sourcing & verifying news – Cross confirmation, apologies, trust building.
- IV.** Elements of a news bulletin – Focusing on dispatches- dispatch writing exercises, elaborating cue and body of a dispatch through examples – Breaking news- characteristics, the race to be no.1 in breaking news – Preparation of news bulletins.
- V.** Story formats- some basics – Features – Documentaries- types & formats, characteristics, themes – Talk shows – Road shows – Audience feedback – Live crosses, natural sound etc – Presentation- sharpening presentation skills, time management, phone-ins & live activities – Compering and announcing- copy preparation, ad libbing, creating imagery, voice training, body language.

### **Pedagogical approach**

Combination of lectures, discussions, small group exercises, seminars, fieldwork, and workshops. Lectures will cover guidance, motivation, and the important aspects, historical background and the conceptual framework of the subject. The practicals include training on the nuts and bolts of the subject and offer students the benefit of media practitioners' experience. They will learn the practical skills of reporting, interviewing, writing, editing and presentation. Students will make individual and group presentations on topics selected in consultation with the instructor. In addition to written assignments, students will be required to produce several news and feature stories for radio and for television, and a documentary for radio or television. Students will be closely supervised and evaluated while preparing reports.

### **Reference Books**

Basic Radio Journalism: Paul Chantler & Peter Stewart, Focal Press, 2007.

Managing Television News– A Handbook for Ethical and Effective Producing: B. William Silcock et al., Routledge, 2007.

Script to Screen– An Introduction to TV Journalism: Sharda B. Kaushik, Macmillan, 2003.

Writing and Producing Television News: Eric K. Gormly & Blackwell, reprinted in India by Surjeet, 2005.

## MASC422: **COMMUNICATION RESEARCH METHODS**

- I. Research- elements of research – Social science research – The magic of scientific inquiry – Theory construction – Deduction – Induction – Types of research- descriptive, explanatory, exploratory – Basic and applied research – Research problem – Research question – Hypothesis formulation – Types of hypothesis – The logic of hypothesis testing – Research design.
- II. Variables – Independent vs. dependent variables – Extraneous variables – Intervening variables – Direct effects – Causality – Mediation – Moderation – Measurement – Constructs – Operationalisation – Reliability – Validity – External and internal validity – Scales– nominal, ordinal, interval and ratio – Attitude measurement – Likert, semantic differential scales – Questionnaire design – Online survey.
- III. Sampling – Probability versus non-probability sampling – Sampling error – Surveys – Cross-sectional surveys – Interviewing – Experimental methods – Lab experiments versus field experiments – Quasi experiments – Statistical analysis- mean, mode and range, standard deviation, chi-square test, t-test, ANOVA.
- IV. Qualitative research – Sampling and data collection methods – Content analysis – Case studies – Cultural text and its meanings – Textual and visual analysis – Participant observation – In-depth interviewing – Focus groups – Grounded research theory – Ethnography- cyber ethnography, auto ethnography – Feminist communication research – Audience research – Qualitative internet research.
- V. Data Analysis – Field notes – Writing dissertation and reports – APA style, Chicago manual style, MLA style – Ethics and biases in research – Online communication and media journals – Print journals – Communication associations in the world.

### **Pedagogical approach**

The teaching methodology includes theory and group projects that require students to design research methods for various topics, participation in class discussions and paper assignments.

### **Reference Books**

- A Guide to Conducting Online Research: Ted J. Gaiser & Anthony E. Schreiner, Sage, 2009.
- Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005.
- Doing Qualitative Research– A Comprehensive Guide: David Silverman & Amir Marvasti, Sage, 2008.
- Doing Your Masters Dissertation: Chris Hart, Vistaar, 2009.
- Mass Media Research– Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth, 2008.
- Research Methodology– A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008.
- Research Methods in the Social Sciences: eds Bridget Somekh & Cathy Lewin, Sage, 2005.
- Social Research Methods: Alan Bryman, Oxford University Press, 2004.
- Statistical Methods for Practice & Research– A Guide to Data Analysis Using SPSS: Ajai S. Gaur & Sanjaya S. Gaur, Response Books, 2009.
- Visual Research Methods– Image, Society & Representation: Gregory C. Stanczak, Sage, 2007.
- Writing Your Thesis: Paul Oliver, Sage, 2009.

## MASC423: RADIO PRODUCTION

- I. Audio technology – Principles of sound – Quality of sound – Mechanism of human speech and hearing – Microphones – Directional response and polar diagrams of mikes – Types of cables and connectors and their uses – OB recording equipments – Frequency response controls, equalizers LF, MF, HF Q factor, filters – Sound level controls – Editing sound – Familiarisation of audio mixers and their operations – Difference in recording, editing and mixing sound for different media (radio, TV and film).
- II. Recording & editing – Techniques of sound recording – Recording procedures – Monitoring sound – Editing – Sound mixing – Sound scripting – Sound dubbing – Sound effects – Music recording – Location of recording – Studio and OB – Acoustics, perspective, distortion, filter, artificial echo and silence – Handling equipments for live programmes, PIP, POP and OB – Headphones.
- III. Radio broadcasting – Types of propagation- AM, SW and FM – History of radio – Radio in India – Characteristics of radio medium – Fundamentals of radio production – Audience – Target audience – AIR and Public Service Broadcasting – Commercial broadcasting of AIR and Vividh Bharati – Local radio – Community radio – Private commercial radio.
- IV. Know your voice – Voicing and treatments – Pitch – Volume – Tempo – Vitality – Enthusiasm – Timbre – Tone – Pronunciation – Vocal stressing – Inflection – Job of an announcer – Job of a compere – Job of a radio disk jockey – Narration and voice-over techniques.
- V. Scripting & producing radio programmes – Writing for sound – Duration – Quotation marks – Scriptwriting, editing scripts & producing talks, discussions, interviews, dramas – Music production – OB programme productions – Running commentaries- sports and non-sports – Documentary / Feature – Radio magazine – Phone In Programmes – Special audience programmes – Live programmes – Radio in formal and non-formal education – Radio in development – Documentation – Errors and emergencies – Feedback – Listeners' letters.

### **Pedagogical approach**

Lectures will be supplemented with work in small groups to practice and create a teamwork spirit. They will be engaged in the following practical exercises to apply learning: recording and editing; radio programme production for community radio broadcasting.

### **Reference Books**

- Creative Radio Production: Bruce Siegel, Focal Press, 1992.  
Modern Radio Production: Carl Hausman et al., Thomson Wadsworth, 2007.  
Radio Production, Art and Science: Michael Keith, Focal Press, 1990.  
Radio Programme Production: Richard Aspinall, UNESCO, 1971  
Techniques of Radio Production: Robert Mc Leish, Focal Press, 2005.  
TV Sound Operations: Glyn Alkin, Hastings House Daytrips, 1978.



## MASC424: TELEVISION PRODUCTION

- I. Introduction- pre-production, production, post-production – Checklists & trouble shooting.
- II. Production research & conceptualisation – Design & planning – Directing- aesthetics and techniques.
- III. Writing and production terminology – Writing formats for video and television production – Script writing.
- IV. Tools for recording – The video camera, camera lenses, camera mounts, camera operation, basic camera commands and movements – Basic television picture framing, fundamentals of composition and lighting techniques – Recording techniques, principles, uses and misuses – Types of microphones, principles and usage.
- V. Digital audio-visual editing – Video editing- transition & effects – Video graphics and titles, etc. – Editing techniques – Learning to use various editing software such as Adobe Premier Pro, Avid, Final Cut Pro, etc. – Production switches and special effects – Chroma key usage – Hands on other equipment (video audio mixer board, telephone recording, live telephone recording, knowing the ABC of transmitters, etc.)

### **Pedagogical approach**

Students will be introduced to the tools for television production and will work in small groups with a spirit of team work and collaborative learning. They will be engaged in the following practical exercises:

Television field production exercises– first field shooting exercise; first video editing exercise; second field production: script, recording and editing.

Multicamera television studio exercises– A note to Directors; First TV studio: crew positions and equipment operation; Studio production exercise: 2-shot, Bust shot.

Producing Television News– Piece to camera, the voice over: VO, Sound on tape: SOT, putting the formats together, news packages, news editing. Interviewing: Conversation with a goal, creating the package, the live shot, producing the newscast/ news bulletin.

### **Reference Books**

- Alternative Script Writing– Successfully Breaking the Rules: Ken Dancyger & Jeff Rush, Focal Press, 2002.
- Audio-Visual Journalism: B. N. Ahuja, Surjeet, 2000.
- Basic Laboratory Exercises for Field, Audio, and TV Studio Production: Michael J. Havice, Blackwell, reprinted in India by Surjeet, 2006.
- Basic TV Staging: Millerson Gerald, Focal Press, 1982.
- Directing– Film Techniques and Aesthetics: Michael Rabugger, Elsevier, 2008.
- Fundamentals of Television Production: Ralph Donald & Thomas Spann, Blackwell, reprinted in India by Surjeet, 2004.
- Introduction to TV Journalism: S. Kaushik, Macmillan, 2000.
- Practical DV Film Making: Russel Evans, Focal Press, 2007.
- Sound Techniques for Video and TV: E. G. M. Alkin, Focal Press, 1989.
- Techniques of TV Production: Gerald Millerson, Focal Press, 1990.
- Television Production: Gerald Millerson, Focal Press, 1999.
- The Moving Image– Production Principles as Practices: Gorham Anders Kindem, Scott Foresman, 1987.
- The Shut up and Shoot Documentary Guide: Anthony Q. Artis, Focal Press, 2008.
- TV Production: Allan Wurtzel, McGraw-Hill, 1995.
- TV Production Handbook: Herbert Zettel, Thomson Wadsworth, 2007.
- TV Sound Operations: Glyn Alkin, Focal Press, 1975.
- Video Camera Techniques: Gerald Millerson, Focal Press, 1994.
- Video Production Handbook: Miller, Focal Press, 1987.
- Working with Video– A Comprehensive Guide to the World of Video Production: Winston Brian & Julta Kevdal, Watson-Guptill, 1986.
- Write to TV– Out of Your Head and onto the Screen: Martie Cook, Focal Press, 2007.
- Writing and Producing for Television and Film: Esta De Fossart & John River, Sage 2006.
- Writing for TV, Radio, and New Media: Robert Hilliard, Wadsworth, 2007.

## MASC425: PUBLIC RELATIONS & CORPORATE COMMUNICATION

- I. Definitions, origin and development – Scope and functions – Professionalism and regulation – Corporate communication and management – Role of PR as an effective means of organisational and social communication in marketing and communications strategy – PR and corporate identity – Corporate social responsibility, corporate community involvement & cause-related marketing.
- II. Internal and external communication – Competencies for internal and external communication – Professional writing skills – Research and evaluation – Creativity & innovation – Preparation of PR campaign plans – Corporate communication publics – Employee relations, media relations, consumer relations, financial relations, not-for-profit public relations, etc. – Corporate communication in crisis management.
- III. Tools of PR & corporate communication- event management, press releases, press conferences, planned tours, brochures, newsletters, handouts, posters, house journals, open house, exhibitions, TV, film, radio, demonstrations, viral marketing techniques, multimedia, internet & online tools.
- IV. Political communication, public relations, and the public sphere – Public sector public relations & Government information services – Indian case studies – Pre-era and post-era of the internet.
- V. Public relations and globalisation – International and global PR – Corporate future challenges- from two-way asymmetric to two-way symmetric approach, transparency, accessibility, interactivity – Media management, spin and image management – Integrated 360 degree approach.

### **Pedagogical Approach**

A combination of lectures, tutorials, group discussions and practical exercises using case studies, role plays, media relations techniques, organising logistics for events, gathering research, pitching stories, writing press releases, e-mails, etc.

### **Reference Books**

Effective Public Relations: S. M. Cutlip & A. C. Center, Prentice Hall, 2008.

Handbook of PR in India: D. S. Mehta, Allied, 1997.

Handbook of Public Relations: Philip Lesley, Jaico, 2000.

International Communications Strategy– Developments in Cross-Cultural Communications, PR and Social Media: Silvia Cambie and Yang-May Ooi, Kogan Page, 2009.

Practical Public Relations: Sam Black, Prentice, 1983.

The Public Relations Handbook: Alison Theaker, Routledge, 2008.

## MASC426: **ADVERTISING**

- I. Evolution of advertising in the world and in India – Rural advertising in India – Defining advertising and its role in integral communication, the marketing mix, social marketing and public service – Types of advertising and media for advertising.
- II. Global advertising & advertising conglomerates – Types of advertising agencies – Advertising agency-structure and processes, functions, commission system – Agency client relationships – Advertising and marketing communications services departments – Case studies- agencies in India.
- III. Strategy and planning of advertisement campaigns – Budgeting and media planning – Consumer behaviour and advertising research – Market segmentation – Process of market research.
- IV. Brand positioning and the role of advertising – Differentiating ideas – Positioning strategies – Case studies – Brand equity – Brand image – Celebrity endorsements.
- V. Creative development of the idea and the brief – Creating an appeal – Visualisation – Layout and production, colour psychology and typography – Creative copy writing – Synergy between copy and art – Creativity in Indian advertising – Ethical aspects of advertising and apex bodies in advertising.

### **Pedagogical approach**

This course trains students to understand and respond to the needs of the advertising world. Along with lectures and class discussions, critical observation of advertisements in various media including print, radio, television, outdoors, and online, is highly recommended. The students express their creativity and advertising sense through a range of practical exercises in creative conceptualisation, copywriting and artwork. Many of the assignments will be done outside the classroom where students will work in small groups to create advertisements and then present in the class.

### **Reference Books**

- Ad. Worlds– Brand Media and Audiences: Meyers & Greg, Arnold, 1999.
- Advertising and Sales Promotion: S. H. H. Kazmi & Satish K. Batra, Excel, 2008.
- Advertising Basics: J. V. Vilanilam & A. K. Varghese, Sage, 2008.
- Advertising Management: Jaishri Jethwaney & Shruti Jain, Oxford University Press, 2006.
- Advertising Management: Rajeev Batra, Prentice Hall, 1995.
- Advertising Media Planning– A Brand Management Approach: Larry D. Kelley & Donald W. Jugenheimer, M. E. Sharpe, 2008.
- Advertising Procedure: Otto Kleppner, Prentice Hall, 2010.
- Brand Positioning– Strategies for Competitive Advantage: Subroto Sengupta, Tata McGraw-Hill, 2006.
- Broadcast Advertising: Sheriyl K. Ziegler & Herbert H. Howard, Iowa State Press, 1990.
- Differentiate or Die: Jack Trout & Steve Rivkin, Westland, 2008.
- Integrated Advertising, Promotion and Marketing Communications: Kenneth E. Clow & Donald Baack, Pearson, 2007.
- Ogilvy on Advertising: David Ogilvy, Vintage, 1985.
- Positioning: Al Ries & Jack Trout, McGraw-Hill, 2001.
- The (un)Common Sense of Advertising: Sanjay Tiwari, Response, Sage, 2003.
- The Craft of Copywriting: June A. Valladares, Response, Sage, 2008.
- The Image Makers: William Meyers, Crown, 1984.

## MASC427: WEB JOURNALISM

- I. Introduction to Online journalism – A brief history of the Internet – Characteristics of the Internet-multimediality and interactivity – Hyperlinks.
- II. Basic html and concepts of CSS – Structural tags – Comment tags – Used to hide coding in a browser – Hyperlinks, e-mail links and anchor (internal page) links, annotated links – Font sizes and styles on a web page and site.
- III. Basic introduction to photo scanning, sizing and cropping in Photoshop – How to add photos and graphics to a web page, using an image tag – Online design and navigation issues, eye tracking studies, audience concerns and the importance of folder structure to web building and web addresses – Web design tips – An introduction to Dreamweaver's shortcuts for inserting links, images, tables, bullets– creating links in Dreamweaver.
- IV. Writing for the web – Writing and editing online – Online storytelling forms – Reporting, writing and structuring succinct feature stories and headlines for the web – Multimedia and user-generated content, gathering and editing images – Audio and video-tweets – Blogs – Citizen journalism.
- V. Legal issues in cyberspace – Copyright issues present ongoing dilemma – To link or not to link-Wikipedia in the newsroom, do Wikis have a place in the newsroom? – RSS for journalists.

### **Pedagogical approach**

The course pedagogy involves introduction to theoretical concepts, oral presentations, written assignments both in-class and at-home, discussions and a small project. Students will also analyse corporate and news websites, and portals for their interactive features and learn how to conduct hermeneutic analysis on user interface and usability.

### **Reference Books**

Journalism Online: Mike Ward, Focal Press, 2002.

Online Journalism– A Basic Text: Tapas Ray, Foundation Books, 2006.

Online Journalism– A Critical Primer: Jim Hall, Pluto Press, 2001.

Online Journalism– Principles and Practices of News for the Web: James C. Foust, Holcomb Hathaway, 2008.

Online Journalism– Reporting, Writing and Editing for New Media: Richard Craig, Thomson Wadsworth, 2004.

Online Journalism Ethics– Traditions and Transitions: Cecilia Friend & Jane B. Singer, M.E. Sharpe, 2007.

Online News– Journalism and the Internet: Stuart Allan, Open University Press, 2006.

The Elements of Online Journalism: Rey G. Rosales, iUniverse.com, 2006.

## SEMESTER III

### MASC511: INTRODUCTION TO FILM STUDIES

- I. Defining narrative- diegetic and non-diegetic elements – Narrative structure – Alternatives to narrative fiction film- documentary, ethnographic and experimental (avant-garde) films – Ethics and ethnography.
- II. Basic aspects of film language and film aesthetics:
  - Mise-en-scène- setting, lighting, composition, costumes, props, make up, hair, figure behaviour.
  - Cinematography- framing, angle, focus, movement, and composing.
  - Editing- story-centered editing and the construction of meaning; editing and time; editing and space; continuity editing; breaking the rules of editing.
  - Sound- the relationship between sound and image; Diegetic and non-diegetic sound; Dialogue; Voice over; Sound effects; Music.
  - Production and exhibition of film:
    - Stages and elements of production- pre-production, production and post-production.
    - Contexts for studying production- stars, genre, distribution and exhibition.
- III. An approach to film analysis- understanding audience expectations – The goal of film analysis- the importance of developing interpretive claims.
- IV. Social context and film style- Hollywood, Italian neorealism, French new wave, cinema verite, parallel cinema, Bollywood – Film authorship and the auteur – Independent documentary films.

### Pedagogical approach

Film screenings & discussions. Writing about films– scene analysis paper, film analysis paper, research paper & film review.

### Reference Books

- Bollywood– Popular Indian Cinema through a Transnational Lens: eds Raminder Kaur & Ajay J. Sinha, Sage, 2005.
- Bollywood– Sociology Goes to the Movies: Rajinder Kumar Dudrah, Sage, 2007.
- Brand Bollywood– A New Entertainment Order: Derek Bose, Sage, 2006.
- Cinema & Sensation– French Film and the Art of Transgression: Martine Beugnet, Edinberg University Press, 2007.
- Contemporary Hollywood Cinema: eds Steve Neale & Murray Smith, Routledge, 1998.
- Directing– Film Techniques and Aesthetics: Michael Rabuger, Elsevier, 2008.
- Documentary– A History of the Non-Fiction Film: Erik Barnouw, Oxford University Press, 1993.
- Experimental Ethnography– The Work of Film in the Age of Video: Catherine Russell, Duke University Press, 1999.
- Film– A Critical Introduction: Maria Pramaggiore & Tom Wallis, Allyn & Bacon, 2006.
- Film– An Introduction: William H. Phillips, Bedford/St. Martins, 2005.
- Film Art– An Introduction: David Bordwell & Kristin Thompson, McGraw- Hill, 2009.
- Film Cultures: Jenet Harbord, Sage, 2002.
- Film Studies– The Basics: Amy Villarejo, Routledge, 2007.
- Film Studies: The Essential Resource: Peter Bennett, Andrew Hickman & Peter Wall, Routledge, 2007.
- Filmography of Social Issues: Charles P. Mitchell, Greenwood Press, 2004.
- French Films– Texts and Contexts: Susan Hayward & Ginette Vincendeau, Routledge, 2000.
- French National Cinema: Susan Hayward, Routledge, 1993.
- Hitchcock: Francois Truffaut, Paladin, 1987.
- Introduction to Film Studies: eds Jill Nelmes, Routledge, 2007.
- Italian National Cinema 1896-1996: Pierre Sorlin, Routledge, 1996.
- Key Concepts in Cinema Studies: Susan Hayward, Routledge, 2004.

Making Meaning in Indian Cinema: Ravi S. Vasudevan, Oxford University Press, 2000.

Movies and Methods, Vol. I & II: Bill Nichols, Seagull, 1993.

National Identity in Indian Popular Cinema 1947-1987: Sumita S. Chakravarty, Oxford University Press, 1998.

Sage Handbook of Film Studies: James Donald & Michael Renov, Sage, 2008.

The "I" of the Camera: William Rothman, Cambridge, 2004.

The Film Cultures Reader: ed Graeme Turner, Routledge, 2002.

The Village Voice Film Guide: eds Dennis Lim, John Wiley & Sons, 2007.

## MASC512: MULTIMEDIA TECHNOLOGIES – CULTURE AND SOCIETY

- I. Evolution of digital media and digital communication – Online communication – Online communities – Online identities – Social networking and social media tools – Human-computer Interaction – Social interactions and mobile phones/Internet.
- II. Mediated communication – Social consequences of new communication technology – Mobile phones and micro-cultures – Adoption and use of technologies – Media convergence – Digital media literacy – Production and consumption in the digital age.
- III. Access and Digital Divide – Cyberspace and the public sphere – Digital natives and digital immigrants – Impact of digital technology on culture – Digital media activism – Participatory communication – Citizen journalism – Fan culture in new media.
- IV. Game studies – Scripting for games – Digital story telling – Video games and online games – Game addiction – Representation of gender in games – Interactivity in games – Narrative and ludic aspects of games – Games in education – Alternate Reality Games (ARGs)– ARGs in marketing.
- V. Cognitive telephony and satellite technologies – Interactive TV – IPTV – Digital video compression technologies- MPEG, 3G & 4G – Search engine content optimisation – Social media marketing – Blogging, podcasting and screencasting – RSS feeds – Writing for the Web – Mobile communication – Web 2.0 – Interactive media – Interactive multi-media – Flash presentations – Dreamweaver – Video conferencing – Web conferencing.

### **Pedagogical approach**

This course exposes students to different forms of online media and their use by audiences. The pedagogy involves theory and practicals such as using social network sites for playing games and social interaction, mobile phones for activism etc. In addition, student seminars on current trends in multimedia and digital media, written assignments and thoughtful discussions on related topics will form part of the teaching method.

### **Reference Books**

- Convergence Culture– Where Old and New Media Collide: Henry Jenkins, New York University Press, 2008.
- Cybertext– Perspectives on Ergodic Literature: Espen J. Aarseth, The Johns Hopkins University Press, 1997.
- Fans, Bloggers, and Gamers– Media Consumers in a Digital Age: Henry Jenkins, New York University Press, 2006.
- Gatewatching– Collaborative Online News Production: Alex Bruns, Peter Lang, 2005.
- Mobile Communications– Re-negotiation of the Social Sphere: Rich Ling & Per E. Pedersen, Springer-verlag, 2005.
- Reporting and Producing for Digital Media: Claudette Guzan Artwick, Blackwell, reprinted in India by Surjeet, 2005.
- The Mobile Connection– The Cell Phone's Impact on Society: Rich Ling, Morgan Kaufmann, 2004.
- Understanding the Web: ed Alan B. Albarran & David H. Goff, Blackwell, reprinted in India by Surjeet, 2003.
- Writing for the Web: Crawford Kilian, Jaico, 2009.
- Zero Comments– Blogging and Critical Internet Culture: Geert Lovink, Routledge, 2007.

## MASC513: DEVELOPMENT COMMUNICATION

- I. Development- concept, processes and models of development – Indicators of development – Characteristics of developing and developed societies – Gap between developed and developing societies – Development Communication- concept, strategies and barriers.
- II. Development communication issues- health, education, poverty and hunger, agriculture, environment, sustainable development, gender equality, Millennium Development Goals (MDG) – Development Support Communication – Information Education Communication (IEC) and Behavioural Change Communication (BCC) – Case studies.
- III. Research for development communication – Identifying stakeholders – Field techniques for data collection – Participatory development – Participatory Rural Appraisal (PRA) techniques – Computer-assisted reporting and research.
- IV. Human communication and traditional media – Inter-personal and group communication – Origin, concept and characteristics of traditional media- relevance in contemporary society – Case studies of traditional media forms in India- folk songs, folk dances, folk theatre, folk tales, puppetry, folk games and street theatre – Street play/puppetry production.
- V. Mass communication and modern media- internet, radio, TV, films and animation – Development journalism and communication through grassroots comics, cartoons and posters – Choosing appropriate media, planning and producing communication for developing societies.

### Pedagogical approach

This course will consist of lectures on various aspects of development and its relation with communication for helping the students grasp the various ideas of development and the processes and means to achieve it. The students will also do various practical exercises and assignments including field research, computer assisted research, preparing reports, charts and maps based on data collected from field work; and production of a street play/puppet show in groups for communicating development messages.

### Reference Books

- Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves, Sage, 2008.
- Communication of Innovations– A Journey with Everett Rogers: eds Arvind Singhal & James W. Dearing, Sage, 2006.
- Communication Technology and Human Development– Recent Experiences in the Indian Social Sector: Avik Ghosh, Sage, 2006.
- Communications Development and Civil Society: V.S. Gupta, Concept, 2004.
- Development Communications and Media Debate: Mridula Menon, Kanishka, 2007.
- Development Journalism– What Next?– An Agenda for the Press: D.V.R. Murthy, Kanishka, 2007.
- Doing Development Research: eds Vandana Desai & Robert B. Potter, Sage, 2006.
- Folk Media for Development– A Study of Karnataka's Traditional Media: N. Usha Rani, Karnataka Book, 2009.
- Grassroots Comics– A Development Tool – Leif Packalen, Sharad Sharma, Ministry for Foreign Affairs of Finland, 2007 available on <http://formin.finland.fi/developmentpolicy>.
- Inposters!– A Social Commentary through Cartoons: K.P. Sasi, VAK, 2004.
- Organizing for Social Change– A Dialectic Journey of Theory and Praxis: Michael J. Papa et al., Sage, 2006.
- Participatory Rural Appraisal– Principles, Methods and Application: N. Narayanasamy, Sage, 2009.



## MASC514: **INTERNATIONAL COMMUNICATION**

- I. Historical context of international communication- world systems analysis – Normative theories – Political, economic and cultural dimensions of international communication – Imperialism, electronic imperialism & electronic colonialism theory, hegemony – Discourses of globalisation.
- II. Global news and information flow – International news agencies- Reuters, AFP, AP – Setting global news agenda, news flow patterns- offline and online – A critique of western news values – Al Jazeera: an Arab news media challenging the West – Media's role in international relations and public diplomacy – CNN effect: a case study.
- III. Global Media- growth of media in different countries – Transnational media corporations – Cross media ownership – Global internet services – International broadcasting – Satellite television and radio – CNN, BBC, DW, Euro News, VOA, AOL, Google, Yahoo, Microsoft, Murdoch's News Corporation, Zee TV – Alternative media – Case studies – Inter Press Service, OneWorld.net, Undercurrents.
- IV. Issues in international communication – Communication as a human right – Disparities in international communication, the role of international organisations in the debate – New World Information and Communication Order- a critique – Alternative communication – Global communication politics today – International communication – Propaganda and embedded journalism – Free flow of trade – Protecting intellectual property – Global digital divide.
- V. Challenges for the future- towards a new world system – Communication for peace and conflict transformation – Privacy and information warfare – Governmental intrusion – Free access to new media – Democratisation of information flow and media systems – Sustenance of cultural diversity – Global public sphere and creating a global civil society.

### **Pedagogical Approach**

Combination of lectures, discussions and debates, observation and critique of international media- mainstream and alternative, and seminars.

### **Reference Books**

- Current Issues in International Communication: L. John Maritn & Rey Eldon Hiebert, Longman, 1990.
- Global Communication– Theories, Stakeholders, and Trends: Thomas L. Mcphail , Wiley-Blackwell, 2005.
- Global Communication in Transition– The End of Diversity?: Hamid Mowlana, Sage, 1996.
- Global Communication: ed Yahya R. Kamalipour, Wadsworth, 2006.
- Handbook of International and Intercultural Communication: eds William Gudykunst & Bella Mody, Sage, 2002.
- International Communication– Concepts and Cases: Kwadwo Anokwa, Carolyn A. Lin & Michael B. Salwen, Wadsworth, 2003.
- International Communication– Continuity and Change: Daya Kishan Thussu, Arnold, 2006.

## MASC515: **EDUCATIONAL COMMUNICATION**

- I. Media in education – Instructional Communication Theory – Perspective on inquiry- representation, conversation and reflection – Major learning theories- Behaviourism, Contiguity theory, Gestalt theory – Robert Gagne's Information Processing Model and its implications to instructional design – B.F. Skinner – Classical conditioning – Jean Piaget – Theory of Development – Lev Vygotsky – Situated cognition and activity theory – Social Development Theory – Situated Cognition Perspective on Learning on Demand – Howard Gardner – Theory of Multiple Intelligences – Albert Bandura and Social Learning Theory – Cognitive Dissonance – Social Judgment Theory – Cooperative Learning.
- II. Instructional Media- concept, selection, use and variety – E-learning resources- e-learning, e-books, e-journals, etc – Web- based learning- access and teaching issues.
- III. Components of e-learning- CBT, WBT and virtual classroom – E-learning tools – Learning management systems- definition – Components – LMS Vs LCMS.
- IV. Communication technology in education- meaning, scope and choice – Systems approach to instruction and instructional designs – Audio visual technology– projected and non-projected aids – Individualised instruction – Keller plan – Personalised System of Instruction (PSI) – Self-paced instruction – Advanced techniques in education- multimedia, interactive video, video conferencing.
- V. Educational Television- from SITE (Satellite Instructional Television Experiment) to INSAT – Cable TV – Community television – Instructional television – Countrywide classroom – Different types of programmes and formats suited for educational broadcast- TV documentaries, interview, quiz programmes, children's programmes and edutainment programmes.

### **Pedagogical approach**

The subject aims to provide a systematic investigation of the needs of an educational communication system. A combination of lectures and practical exercises will provide an opportunity to the students to produce educational content for cross media and transmedia platforms. They will be encouraged to research, plan and produce a media project relevant to the society.

### **Reference books**

Documentary Story Telling: Sheila Curran Bernard, Focal Press, 2007.

Using Edutainment for Distance Education in Community Work: Esta De Fossard, Sage, 2008.

Writing and Producing for Television and Film: Esta De Fossard & John Riber, Sage, 2006.

Writing and Producing Radio Dramas: Esta De Fossard, Sage, 2005.

## MASC516: VISUALISATION AND STORYBOARDING

- I. Message design & development – Message design and positioning – Message design marketing objectives, appeals, message presentation and advertising – Message structure, message format, development and problem clutter.
- II. Visualisation and creativity – Creative process – Visual thinking – Development of concept – Brand planning- various visual elements – Visualisation transformed into layout thumbnail, the rough layout.
- III. Illustration- role and importance, types of visuals, photographs & drawing purpose of illustration –Types of illustrations for advertisements – Illustrations for storyboard & rendering techniques.
- IV. Storyboard – What is storyboard?- steps, concept development, sketching, perspective – Eye levels, visual analysis & visual appreciation.
- V. Storyboarding for TV, film, marketing presentations and games.

### **Pedagogical approach**

Extensive studio work with theoretical inputs. Criticism of art work and open discussions. Visits to industries are also recommended.

### **Reference Books:**

Foundations of Advertising– Theory and Practice: S.A. Chunawalla & K.C. Sethia, Himalaya, 1997.

Handbook of Advertising Art Production: Richard M. Schelemmer, Prentice Hall College, 1990.

Illustration for Advertising: Dick Ward, Little, Brown, 1988.

The Complete Guide to Advanced Illustration and Design: Simon Jenning, Booksales,1988.

Visual Methodologies– An Introduction to the Interpretation of Visual Materials: Dr. Gillian Rose, Sage, 2006.

## MASC517: Cognitive Theories and Instructional Designing

- I. Cognitive theories and Instructional Design: Constructivism; Social constructivism; Situated learning paradigm – Pedagogy versus andragogy – Instruction versus information – Introduction to instructional design – Learning theory and instruction – Types of mediated learning- e-learning – CBT, WBT, Synchronous, Asynchronous.
- II. Project kick- off meeting – Analysing content – Chunking content – Preparing ID (Instructional Design) strategy – Macro and micro strategy – Writing instructional objectives – ID mapping – Content outline.
- III. Levels of complexity – Interactivity– level 1, 2, 3 interactivity – Expository versus exploratory content – Content types- facts, concept, procedure, process, principles – Content treatment- scenarios, simulations, Role Play Games(RPG), case Studies, examples and non-examples, need to know/nice to know content – Job aids – Graphic development.
- IV. ADDIE model- needs analysis, task analysis, audience analysis – Bloom’s taxonomy – Prototype – Storyboarding and visualisation – Writing assessments – ARCS – Gagne’s instruction of nine events – Technical writing.
- V. LMS – LCMS – SCORM compliance – E-learning2.0 – Moodle – Interactive Whiteboard – Webex – Jing – Twitter in e-learning.

### Pedagogical approach

The pedagogy puts more thrust on practicals with theory sessions conducted along side. The students will be trained on skills to develop simple, interactive and immersive online e-learning content.

### Reference Books:

5 Elements of Instructional Design: Hilary R. Estey, BVC, 2001.

Instructional– Design Theories and Models - A New Paradigm of Instructional Theory: Charles M. Reigeluth, Routledge, 1999.

Instructional Design: Patricia Smith & Tillman Ragan, McGraw- Hill, 1993.

Principles of Instructional Design: Robert Gagne et al., Wadsworth, 2004.

Rapid Instructional Design– Learning ID Fast and Right: George M. Piskurich, Pfeiffer, 2006.

Real World Instructional Design: Kathy Cenammo, Deby Kalk, Wadsworth, 2004.

The Systematic Design of Instruction: Walter Dick et al., Allyn & Bacon, 2004.

Trends and Issues in Instructional Design and Technology: Robert Reiser & John V. Dempsey, Prentice Hall, 2006.

## SEMESTER IV

### MASC521: MEDIA LAWS, ETHICS & SOCIAL RESPONSIBILITY

- I. Brief history of Indian journalism and press laws in India – Constitution of India- fundamental rights- freedom of speech and expression and their limits – Freedom of the press – Constitutional provisions – International instruments – Access to information laws and procedures – Right of reply provisions – Protection of whistleblowers – Contempt of court, sub judice rules – Laws regulating blasphemy, hate speech, and racism – Defamation law – The law and professional standards relating to privacy – Free speech on the web – Cyber laws.
- II. Introduction to media ethics – Philosophical background in ethics – Nature of media ethics – Personal ethics and group ethics – Consequences of personal choices – Moral judgment – Economic imperatives versus ethical duties – Codes of conduct for media practitioners – Qualities, qualifications, duties and responsibilities – The notion of professional standards – Regulation of the media- state regulation or self-regulation? – Public interest litigation – Ethics in the digital age.
- III. Conflict of interests – Principle of independence – Censorship- threats, reprisals and intimidation – Personal integrity – Principle of accountability – Legal ethics – Slander and libel considerations – Professional limits – Principle of harm limitation – Media bias and sensationalism.
- IV. Standards of taste – Gender and sexual orientation – Stereotyping – Mythmaking by the media – Obscenity and pornography – Violence and brutality – Special, sensitive situations– How should journalists cover hostage-takings, suicide attempts and other events where media coverage could exacerbate the problem, or lead to deadly consequences? – Ethical concerns in investigative journalism.
- V. Media and diversity – Walking through ethical minefields – Ethnic, racial and cultural identities – Social responsibility of media in presenting a representative picture of all constituent groups in society – The role of media during conflicts and wars- conflict-reduction journalism, conflict-resolution journalism – coverage of state security issues and information access – The limits of the right to know- journalism ethics and patriotism – Journalism as a serious source of news and democratic debate or just another source of entertainment? – Ethics and cheque-book journalism – New roles for journalism and public opinion.

### Pedagogical Approach

Media ethics need not be simply another theoretical discipline. It can be as challenging, creative and experimental as any other practical class. We propose the creation of an Ethics Lab, a real or virtual space where students recreate and face ethical dilemmas similar to those found in the real world.

Students will develop an ability to think critically and practice journalistic and communication ethics. For that purpose we develop skills in comprehension, analysis, synthesis, and evaluation of ethical dilemmas in micro and macro levels of discussion. For some cases, students will be asked to role-play.

Exploration of media practitioners' responsibilities in different societies will include discussing local, national and international case studies; film screenings and viewing television.

### Reference Books:

- 21<sup>st</sup> Century Journalism in India: ed Nalini Rajan, Sage, 2007.  
Ethics in Media Communication: Louis Alvin Day, Thomson Wadsworth, 2006.  
Hear The People: Centre for Advocacy and Research, New Delhi, 2005.  
Journalism– Critical Issues: ed Stuart Allan, Rawat, 2005.  
Journalistic Ethics– Moral Responsibility in the Media: Dale Jacqueline, Pearson, 2007.  
Mass Communication in India– A Sociological Perspective: J.V. Vilanilam, Sage, 2005.  
Mass Communications – Concept-Case Approach: Kwadwo Anokwa et al., Wadsworth, 2003.  
Media Communication Ethics: Louis Alvin Day, Wadsworth, 2006.  
Media Ethics– Cases & Moral Reasoning: Clifford G. Christians, et al., Pearson, 2006.  
Media Ethics: Paranjy Guha Thakurta, Oxford University Press, 2009.  
Practicing Journalism– Values, Constraints, Implications: Nalini Ranjan, Sage, 2005.

Rape of the Family– Sexual Violence in Indian TV Soaps: Centre for Advocacy and Research, New Delhi, 2006.

The Indian Media Business: Vanita Kohli-Khandekar, Response, Sage, 2003.

Whose News?– The Media and Women’s Issues: eds Ammu Joseph & Kalpana Sharma, Sage, 2006.

## MASC522: **MEDIA CONVERGENCE & MANAGEMENT**

- I. An overview of media- global, national & local scene – Media economics – Media industry analysis – Planning a media venture- scope, purpose, strategies and methodologies – Venture creation and its practical, economic and legal aspects – Ownership patterns- sole proprietorship, partnership, private limited companies, public limited companies – Management functions- planning, organising, directing, controlling – Organisational structure of different departments, its functions and synergy.
- II. Media convergence- its genesis, paradigm shift in social space and its impact, convergence regulation – Media convergence and marketing fundamentals – Advertising, retailing and media planning for cross platform media – Branding and media – Property creation – Understanding media exposure – Internet conversion rates, hits, Alexa – Television ratings (TRPs, Reach, Frequency) – Radio listenership – Print readership – Media pricing – Rate cards, sponsored contents, developing spot rates – Integrated branding approach across different media – Understanding the consumer- buying behaviour models, market segmentation, targeting, profiling and positioning.
- III. Cross media interactivity in television- using twitter, emails and SMS to interact with hosts in television – Planning and execution of programme production – Production terms, control practices and procedures – Administration and programme management in media- scheduling; transmitting; record keeping; quality control and cost effective techniques – Budget control, costing, taxation, labour laws and PR for building and sustaining business and audience through multiple media forms.
- IV. Diffusion of innovation – New media and its influence on Indian consumer – Internet conversion ratios and related evaluation – Delivering digital media entertainment over the web and mobile – Digital interactive marketing – Cross media promotion of films through games – Digital Audio broadcasting – Digital Multimedia broadcasting – WiMAX mobile environment – Social interaction and marketing through Context Aware (Location Aware) technologies – Mobile social networking – New media project management and account handling – Online production and broadcasting – Identifying unconventional media spaces and business opportunities.
- V. Understanding worldwide customer bases – Developing a niche sphere – Planning for international campaigns – Business process outsourcing and the challenges – International media houses and their business model – Issues in intellectual property rights – Ethical issues in entertainment and content regulation – Broadcasting regulations- licensing and content, foreign equity in Indian media- issues and challenges – Piracy and legal disputes- an overview.

### **Pedagogical approach**

Students will have a complete overview of the media management practices and enhance their skills and knowledge in dealing effectively with current trends through both practical and theoretical principles relevant to the issues concerned. The students will undergo lectures, tutorials, group exercise, solving management case studies, seminars, quizzes, interaction with key media personnel, weekly workshops etc. There will be strong emphasis on student performance evaluation through projects and practical assignments and on research work by the students themselves. The subject is specially designed to serve the growing needs of media organisations for smart workforce.

### **Reference books**

- Balancing on the Wire– The Art of Managing Media Organizations: James Redmond & Robert Trager, Atomic Dog, 2004.
- Breach of Faith– A Crisis of Coverage in the Age of Corporate Newspapering: ed Gene Roberts, University of Arkansas Press, 2002.
- Into the Buzzsaw– Leading Journalists Expose the Myth of a Free Press: ed Kristine Borjesson, Prometheus Books, 2002.
- Leaving Readers Behind– The Age of Corporate Newspapering: ed Gene Roberts, University of Arkansas Press, 2001.
- Management of Electronic Media: Alan B. Albarran, Wadsworth, 2002.
- Taking Stock– Journalism and the Publicly Traded Newspaper: Gilbert Cranberg et al., Iowa State Press, 2001.
- The Business of Media: David Croteau & William Hoynes, Pine Forge Press, 2001.
- The Chain Gang– One Newspaper Versus the Gannett Empire: Richard McCord, University of Missouri Press, 2001.

The Economics and Financing of Media Companies: Robert G. Picard, Fordham University Press, 2002.

The New Media Monopoly: Ben H. Bagdikian, Beacon, 2004.

The Problem of the Media: Robert W. McChesney, Monthly Review Press, 2004.



## MASC523: CONTEMPORARY MEDIA ISSUES

- I. Sensitivity of the media towards issues including gender, disability, diversity, education, environment, health care, human rights, and pluralism- how are they raised by the media?
- II. Media literacy and reception studies – Use and misuse of media – How real is reality TV? – Graphic images – How much is too much? – Hidden cameras – Video editing – Photo and digital manipulation and misrepresentation – Offensive images – Breaking news – Speed versus accuracy – Sensationalisation – Programming for increasing TRPs.
- III. Spectatorship and politics of representation – Female & male gaze – Representation of marginalised and the subaltern – Taste and representation of issues in the media including- the printed word, the still photograph, the moving image, traditional media and new media – Portrayal of women, children, differently abled- how does the media represent them? – Media coverage of diversity.
- IV. Survival of ethical principles – Pressure from competition – Personal and corporate interests – Media funding – Media ownership – Consumerism – Globalisation – Cultural imperialism – Media in times of conflict – Violence against media professionals and protection of their rights and lives.
- V. Media and society – Entertainment, infotainment, edutainment – New technologies, old dilemmas – Effects and implications of new media – The role of media in the democratisation process – Building citizenship through participation, online forms of interaction (web, e-mail, forum, chat, blog), changing the community through the action of the media, helping critical public opinion – The rise of participation journalism (citizen journalism).

### Pedagogical approach

The course critically looks at contemporary media, culture & society. The media are examined for developing an in-depth understanding of critical issues with the help of case studies & critique of various articles, photographs, television programmes, radio programmes, films, folk performances and new media. Group discussions and seminar papers will further aid developing skills for critical analysis of media and also sensitise the students to the use and misuse of media. Guest speakers will be invited to participate in class discussions and debates. Multidisciplinary seminars and workshops will also be organised.

### Reference Books

- Audience-Citizens– The Media, Public Knowledge and Interpretive Practice: Ramaswami Harindranath, Sage, 2009.
- Big Brother– Reality TV in the Twenty-First Century: Jonthan Bignell, Palgrave Macmillan, 2005.
- Ethics in Media Communication: Louis Alvin Day, Thomson Wadsworth, 2006.
- Feminism, Media and the Law: eds Martha A. Fineman & Martha T. McCluskey, Oxford University Press, 1997.
- Filmography of Social Issues: Chales P. Mitchell, Greenwood Press, 2004.
- Image Journeys: eds Christiane Brosius & Mellisa Butcher, Sage, 1999.
- Journalism– Critical Issues: eds Stuart Allan, Rawat Publications, 2005.
- Making Sense of Media– Key Texts in Media and Cultural Studies: Arthur Asa Berger, Blackwell, 2005.
- Media and Mediation: Bernard Bel et al., Sage, 2005.
- Media, Gender and Identity– An Introduction: David Gauntlett, Routledge, 2006.
- No Sense of Place– The Impact of Electronic Media on Social Behaviour, Oxford University Press, 1985.
- Photographs Objects Histories– On the Materiality of Images: eds Elizabeth Edwards & Janice Hart, Routledge, 2004.
- Race, Multiculturalism and the Media– From Mass to Class Communication: Clint C. Willson II & Fellix Gutierrez, Sage, 1995.
- Rape of the Family– Sexual Violence in Indian TV soap: Centre for Advocacy and Research, New Delhi, 2006.
- Seeing Stars– Spectacle, Society & Celebrity Culture: Pramod K. Nayar, Sage, 2009.
- The Media in Question– Popular Cultures and Public Interests: eds Kees Brants et al., Sage, 1998.
- The Political Communication Reader: eds Ralph Nagrine & James Stanyer, Routledge, 2007.
- Understanding Media Culture: Jostein Gripsrud, Arnold, 2002.
- Visual Communication– From Theory to Practice: Jonathan Baldwin & Lucienne Roberts, 2006.

Visual Communication– Images with Messages: Paul Martin Lester, Wadsworth, 2003.

Visual Methodologies– An Introduction to the Interpretation of Visual Materials: Gillian Rose, Sage, 2007.

Women in Mass Communication: Pamela J. Creedon & Judith Cramer, Sage, 2007.

## MASC524: DOCUMENTARY FOR SOCIAL CHANGE

- I. The varied forms of the documentary – Film, radio and photography – Its nature and quest for truth – A space to share different experiences and reflect on the nature of those experiences – Case studies.
- II. The use of the documentary to pose incisive questions and catalyse social responsibility and human unity – Stimulating debate and discussion through media advocacy and activism – Case studies.
- III. A tool for democratisation of media – Educational communication – Community/ participatory media – Emerging women documentary practitioners – Case studies.
- IV. Finding funding and audiences – Exploring avenues for project/ production finance and distribution/ exhibition – Public service broadcasting – User generated content – Online distribution – Case studies.
- V. Independent documentary film making- a spirit of enquiry with courage and creativity – Creating innovative content for radio – Raising awareness on key issues facing contemporary society – Case studies.

### **Pedagogical approach**

The students will be exposed to a wide range of documentary content through film screenings, radio programmes, and documentary photography. They will be engaged in various exercises for developing skills for critical analysis of media. They will also be encouraged to identify ideas for documentary production.

The course will not only showcase and critique the documentary, but also help the students examine their role as citizens with sensitivity towards contemporary issues of gender, disability, diversity, education, environment, health care, human rights, pluralism and others so that they may use the documentary towards social change.

### **Reference Books**

Documentary in the Digital Age: Maxine Baker, Focal Press, 2006.

Documentary Story Telling: Sheila Curban Bernard, Focal Press, 2007.

Practical DV Filmmaking: Russel Evans, Focal Press, 2007.

**MASC525: PRACTICAL – SPECIALISATION MEDIA PROJECT** (as per UGC - CDC's recommendations)

Environmental communication – Women, children and media – Science and technology communication – Human rights and media – Alternative media – Political communication – Health communication – Rural communication – Communication in disaster management – FM radio – Web radio and television – Brand management – Film studies – Feedback systems – Any other area identified by students and faculty jointly/individually.

**MASC526: DISSERTATION & VIVA VOCE** (as per UGC - CDC's recommendations)

Every student will have to do a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

**MASC527: INTERNSHIP / WORK EXPERIENCE – 6 WEEKS**

Each student will have to undergo a six-week attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/corporate communication, or any other identified by the students and faculty jointly/individually.

## **APPENDIX - I**

### **ONLINE RESOURCES**

#### ***ADVERTISING***

2.aaaa.org/Portal/Pages/default.aspx  
aaaindia.org/  
adage.com/  
afaqs.com/  
bestofadvertising.net/  
brandrepublic.com/Discipline/PublicRelations/  
brandweek.com/bw/index.jsp  
exchange4media.com/  
greyme.com/index1.htm  
impactonnet.com  
in.kpmg.com/Home/Home.asp  
jkrowling.com/  
mudra.com/  
ogilvy.com/  
pitchonnet.com/

#### ***DEVELOPMENT COMMUNICATION***

education.nic.in  
moef.nic.in  
mohfw.nic.in  
oneworld.net  
rural.nic.in  
sidint.org  
undp.org  
wcd.nic.in

#### ***FILM STUDIES***

bfi.org.uk/  
brightlightsfilm.com/documentaries.html  
ejumpcut.org/home.html  
filmmusicmag.com/  
film-philosophy.com/index.php/f-p  
imagesjournal.com/  
indianauteur.com/  
lib.berkeley.edu/MRC/CineasteMenu.html  
muse.jhu.edu/journals/wide\_angle  
newwavefilm.com/about/history-of-french-new-wave.shtml  
people.virginia.edu/~pm9k/libsci/womFilm.html  
rouge.com.au/  
script-o-rama.com/oldindex.shtml  
sismedia.wetpaint.com/page/Italian+Neorealism  
theauteurs.com/notebook/posts  
uiowa.edu/commstud/resources/film\_resources.html  
widescreenjournal.org/index.php/journal/index  
yidff.jp/docbox/docbox-e.html

#### ***INTERNATIONAL COMMUNICATION***

ips.org  
oneworld.net  
unesco.org

## **JOURNALISM**

[allindiaradio.org/](http://allindiaradio.org/)  
[bbc.co.uk/](http://bbc.co.uk/)  
[blog.thescoop.org/](http://blog.thescoop.org/)  
[concernedjournalists.org/career\\_resources/journalism\\_websites](http://concernedjournalists.org/career_resources/journalism_websites)  
[cpj.org/](http://cpj.org/)  
[guardian.co.uk/](http://guardian.co.uk/)  
[ifj.org/en](http://ifj.org/en)  
[journalism.org/](http://journalism.org/)  
[poynter.org/](http://poynter.org/)  
[ted.com/](http://ted.com/)  
[thehoot.org/](http://thehoot.org/)

## **LAB JOURNAL PRODUCTION**

[abduzeedo.com/future-newspaper-design](http://abduzeedo.com/future-newspaper-design)  
[bestfrontdesign.com/](http://bestfrontdesign.com/)  
[brasstacksdesign.com/](http://brasstacksdesign.com/)  
[docstoc.com/docs/2634602/Newspaper-template](http://docstoc.com/docs/2634602/Newspaper-template)  
[graphicriver.net/item/the-newspaper-frontpage/37325](http://graphicriver.net/item/the-newspaper-frontpage/37325)  
[layoutexecutive.com/](http://layoutexecutive.com/)  
[smashingmagazine.com/2008/02/11/award-winning-newspaper-designs/](http://smashingmagazine.com/2008/02/11/award-winning-newspaper-designs/)  
[snd.org/](http://snd.org/)

## **MEDIA LAWS AND ETHICS**

[auditbureau.org/](http://auditbureau.org/)  
[concernedjournalists.org/career\\_resources/journalism\\_websites](http://concernedjournalists.org/career_resources/journalism_websites)  
[cyberjournalist.org.in/](http://cyberjournalist.org.in/)  
[indiannewspapersociety.org/](http://indiannewspapersociety.org/)  
[ire.org](http://ire.org)  
[journalism.org/resources/j\\_tools](http://journalism.org/resources/j_tools)  
[muckraker.org](http://muckraker.org)  
[newsu.org](http://newsu.org)  
[nieman.harvard.edu/Narrative/](http://nieman.harvard.edu/Narrative/)  
[poynter.org](http://poynter.org)  
[presscouncil.nic.in/home.htm](http://presscouncil.nic.in/home.htm)  
[pulitzer.org](http://pulitzer.org)  
[tehelka.com/](http://tehelka.com/)  
[thehoot.org/](http://thehoot.org/)

## **MEDIA MANAGEMENT**

[grey.com/assets/pdfs/cases/India.pdf](http://grey.com/assets/pdfs/cases/India.pdf)  
[grey.com/assets/pdfs/cases/UN.pdf](http://grey.com/assets/pdfs/cases/UN.pdf)  
[jombs.com/articles/2004113.pdf](http://jombs.com/articles/2004113.pdf)  
[mediajournal.org/.../pub/download.php?...mediajournal](http://mediajournal.org/.../pub/download.php?...mediajournal)

## **PHOTO JOURNALISM**

[acclaimimages.com/search\\_terms/live\\_wire.html](http://acclaimimages.com/search_terms/live_wire.html)  
[buzznet.com/photos/](http://buzznet.com/photos/)  
[enterworldpressphoto.org/](http://enterworldpressphoto.org/)  
[flickr.com](http://flickr.com)  
[nppa.org](http://nppa.org)

photoessays.net/kalivelli.html  
smashingmagazine.com  
thephotessay.com/  
traveler.nationalgeographic.com/photography  
webdesignerwall.com  
worldpressphoto.org/  
worldwidetourist.net

### ***PUBLIC RELATIONS & CORPORATE COMMUNICATION***

corporatecomm.org/  
corporatewatch.org/  
online-pr.com/  
pr.alltop.com/  
prnewsonline.com/  
prsa.org/  
prsi.co.in/  
prwatch.org/  
prweekus.com/  
ragan.com/ME2/Default.asp

### ***RADIO PRODUCTION***

aurovilleradio.org/  
bbc.co.uk/radio4/factual/indiasroute66.shtml  
npr.org/  
worldspace.com/hear/ws\_wn.html

### ***RESEARCH METHODS***

socialresearchmethods.net/

### ***TELEVISION***

flowtv.org/?p=4710  
indiantelevision.com/  
mediacollege.com/  
museum.tv/publicationssection.php?page=520  
questia.com/library/sociology-and-anthropology/gender/women/women-and-television.jsp  
zimmer.csufresno.edu/~candace/

### ***SUBJECT GATEWAYS***

bubl.ac.uk/  
intute.ac.uk/