

**MA in Mass Communication (MAMC)
Curriculum
[Choice Based Credit System (CBCS)]**

For Regular and Distance Mode



**Department of Communication & Journalism
GAUHATI UNIVERSITY
Guwahati-781014, Assam**

Course Structure

Master of Arts in Mass Communication

Course Code	First Semester
MMC1015	Indian Society and Politics <i>(C)</i>
MMC1025	History of Media and Global Media Scenario <i>(C)</i>
MMC1035	Perspectives on Communication Theory <i>(C)</i>
MMC1045	Basics of Journalism <i>(C)</i>
MMC1054	Practical <i>(C)</i>
	Second Semester
MMC2015	Electronic Media <i>(C)</i>
MMC2025	Advertising <i>(C)</i>
MMC2035	Public Relations and Corporate Communication <i>(C)</i>
MMC2045	Media Laws and Ethics <i>(C)</i>
MMC2054	Practical and Internship <i>(C)</i>
	Third Semester
MMC3016	Photojournalism <i>(E & O)</i>
MMC3024	Media and Communication Research <i>(C)</i>
MMC3035	Specialisation-I <i>(C)</i>
MMC3045	Specialisation-II <i>(C)</i>
MMC3054	Practical and Portfolio <i>(C)</i>
	Fourth Semester
MMC4016	Digital and Social Media <i>(E & O)</i>
MMC4024	Communication for Development <i>(C)</i>
MMC4034	Specialised Communication <i>(C)</i>
MMC4044	Current Affairs and Communicative Language <i>(C)</i>
MMC4056	Dissertation and Comprehensive Viva Voce <i>(C)</i>

ABOUT THE PROGRAMME AND GENERAL GUIDELINES

The primary task of this programme is to plan for an all-round development of the media and communication students that would comprise imbibing correct media education principles, inculcating modern media perspective, understanding professional ethics and determining the pathway for media growth. Keeping all this in mind the syllabus here has been designed accordingly also leaving room for further modifications in order to adapt to changing dynamics of the media world.

OBJECTIVES

The course is designed to:

- Introduce various aspects of mass communication.
- Acquaint and train on different use of media strategies.
- Develop the skills of the students on handling of different mass communication tools.

LEARNING OUTCOMES

After completion of this programme, the students will be able to:

- Discuss the various theoretical and practical aspects of mass communication.
- Enumerate the existing and emerging trends of journalism and mass communication.
- Explain the methods of appropriate use of mass communication tools.
- Inherit the ethical values related to the mass media.
- Develop their skills on online journalism, broadcast journalism, advertising and public relations, film studies and community communications.
- Encourage media entrepreneurship

TEACHING PEDAGOGY

The teaching pedagogy should consist of lectures, tutorial, practical, class discussions, group activities, seminars, special lectures, workshops and field visits. Students may be asked to write brief reaction papers, give group reports, or complete questions that they will submit for class participation.

CLASSROOM DISCUSSIONS

Classroom discussions are designed to encourage students to express opinions, observations, share experiences, and ask questions. Students should use this time to clarify their understanding of concepts encountered in course materials. Students with these concerns should follow the guidelines presented in the syllabus for grievances.

COURSE COMMUNICATION

Students are expected to show respect for instructors, action according to policies set by the University. The instructor will post lecture notes and students may post their reports and other messages of interest on the official whatsapp group, blog/group mail of the department to be notified at the beginning of the academic session. When you e-mail to instructor or any faculty, make sure you put your full name, roll no, subject code and title of the paper/assignment in the subject line. All students must provide their working email ids at the time of admission.

COURSE ASSIGNMENTS

All class assignments submitted for grading should be neatly typed, double-spaced, on standard A-4 paper. For grading or mark based assignments, no emailed assignments will be accepted - only hard copies will be graded/ evaluated. No extension of deadline will be considered unless there is a severe cause of concern. The students are also encouraged to submit their assignments by e-mail to the concerned teacher.

ACADEMIC HONESTY STATEMENT

- Academic dishonesty is **NOT** tolerated in this course.
- Academic honesty is not only an ethical issue but also the foundation of scholarship.
- Cheating and plagiarism are therefore serious breaches of academic integrity.
- Working with others on projects, studying for tests together as well as discussing course material is encouraged; however, cheating on tests or plagiarizing material are considered honour code violations and will be treated accordingly as per the University rules and regulations.
- If you refer to someone else's work, appropriate references and citations must be provided.
- Grammar, spelling and punctuation count, so use the tools necessary to correct them before handing in assignments.

COURSE PREPERATION AND PARTICIPATION

Students are expected to read assigned materials prior to and post class. They should be ready with acquired ideas on the relevant topics which would be further discussed in the classroom by the concerned faculty with the aid of new teaching techniques, books and discussions. **75 percent attendance is a must** and the students should submit their assignments in time.

DISTANCE MODE

There will be no specialisation for the learners of open and distance mode. The **Paper-MMC 3035 S.CC: ICT and Educational Media-I and MMC 3035 S.CC: ICT and Educational Media-II are compulsory for the Open and Distance Learning Learners.**

Course Structure

Semester-I

Master of Arts in Mass Communication

Course Code	First Semester
MMC1015	Indian Society and Politics <i>(C)</i>
MMC1025	History of Media and Global Media Scenario <i>(C)</i>
MMC1035	Perspectives on Communication Theory <i>(C)</i>
MMC1045	Basics of Journalism Print Media <i>(C)</i>
MMC1054	Practical <i>(C)</i>

First Semester; Paper- MMC 1015 C: Indian Society and Politics
No. of Lectures: 75

End Semester Examination will be **3 Hours** duration with 80 marks;
 Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various aspects of Indian society.
- Acquaint on the Constitution of India.
- Introduce the students about the Indian government and politics.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Discuss the Indian social structure.
- Enumerate the Constitution of India.
- Comprehend the Indian government and politics.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Indian Society and Politics (5 Credits, L + T + P = 3 + 1 + 1)	75
MMC 1015 C	1	Indian Society <ul style="list-style-type: none"> • Making of India- formation of the nation state, freedom struggle, post independent development (economic and political history). • Indian society: Nature, Meaning and Definition; • Indian Social Structure; Caste, Religion, Language in India. • North East India: History, culture and politics 	15
	2	Constitution of India <ul style="list-style-type: none"> • Historical Background, Constituent Assembly of India; • Philosophical foundations of the Indian Constitution; Salient Features, Preamble, • Fundamental Rights, Directive Principles of State Policy, Fundamental Duties. • Sixth schedule, Autonomous Council and North East India 	10
	3	Indian Governments <ul style="list-style-type: none"> • Union Government: Structures of the Union Government and Functions, President, Prime Minister, Cabinet, Parliament, Parliamentary privileges; Supreme Court of India, Judicial Review. • State Government: Structure and Functions, Governor, Chief Minister, Cabinet, State Legislature, Judicial System in States, High Courts and other Subordinate 	20

		Courts.	
4	Indian Politics	<ul style="list-style-type: none"> • Problems of the Indian Political System: Linguism, Regionalism, Communalism, Insurgency, Terrorism, Casteism, Corruption and Criminalisation of Politics. • Nation building in India: problems and prospects, 	15
5	Practical: Reading of Daily Newspaper and prepare reports on the news published on Societal and political issues.		15

Key Reading (Paper Code MMC 1015 C)

1. Basu, Durga Das, Introduction to the Constitution of India -New Delhi: Wadhwa and Company Law Publishers, 2002
2. Basu, Durga Das, Introduction to the constitution of India -New Delhi: Prentice-hall of India Pvt. Ltd. 1995
3. Pylee , M.V., Constitutional Amendments in India -Delhi : Universal Law,2003.
4. Mathew, P.D., Fundamental Rights in Action -New Delhi: Indian Social Institute, 1996

E-Resources

- <https://india.gov.in/>
- <http://presidentofindia.nic.in/>
- <http://www.pmindia.gov.in/en/>
- <http://loksabha.nic.in/>

First Semester; Paper- MMC 1025 C: History of Media and Global Media Scenario
No. of Lectures: 75

Objectives of the study

1. Trace the history and evolution of the modern media
2. Acquaint the students with the changing scenario of media growth
3. Get a brief understanding of the structure of the global media scenario

Learning Outcome:

At the end of the course the students will be able to:

1. Comprehend the concept global media dynamics
2. Develop a critical thinking on global media scene
3. Build their perspective on media evolution

End Semester Examination will of **3 Hours** duration with 80 marks;
 Internal Assessment is 20 Marks

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		History of Media and Global Media Scenario (5 Credits, L + T + P = 3 + 1 + 1)	
MMC 1025 C	1	History of Communication and Media <ul style="list-style-type: none"> • Early Communication Modes, the Oral Tradition, Written Language, Introduction to traditional folk media with reference to India and North East. • Origin and growth of press in India and the World, History of Press in India in the Pre and Post Independence Period • Pioneers in Indian journalism, Growth of Indian language media, Media and social reforms, Media facilitating freedom struggle and mass awakening • History of Press in Assam, Role of press in Assam in the Freedom struggle. 	15
	2	Growth and Development of Electronic Media, Alternate Media and New Media <ul style="list-style-type: none"> • Growth and Development of Radio as a Mass Medium in the World, The Golden Period of Radio, Radio during the World War, Growth of Public Service Broadcasting in the World, The Indian Radio Scenario – All India Radio to Private FM Broadcasting, Community Radio, Issue of News and Current Affairs in Private Radio, History of Prasar Bharati. • Growth and development of Television as a Mass Medium in the World, Growth of Satellite Television in the World, History of Indian Television: 	10

		<p>Doordarshan, Growth of SITE, Kheda Experiments, Entry of Satellite TV, DTH or Digital Broadcasting Service, HDTV,CAS</p> <ul style="list-style-type: none"> History of Computer, History of Internet, Development of New Media, New Media and Mobile Telephony Services 	
	3	<p>Global Media Scenario—Some key aspects</p> <ul style="list-style-type: none"> Importance of the study of Global Media Systems, The Information Rich West and the Information Poverty in the Underdeveloped countries. Historical Dimension of the International Information, their Closed situation in the Socialist countries Concept of Free Flow of Information and Imbalance, Origin of the concept of Imbalance, Information Imbalance between the Developed and Developing countries, the Western Bias in Free Flow of Information, Contemporary trends in the Media and International Relations. NWICO, NIEO, NAMEDIA, NANAP, MacBride Commission Report, The Algiers Summit,UNESCO,UNO,G-20,G-10, ITU 	20
	4	<p>Global Media—An Overview</p> <ul style="list-style-type: none"> Newspapers and Magazines of different countries, Radio and Television of different countries, International Broadcasters—BBC,CNN etc. and their current status, Growth and Status of Community media in the Global Perspective, International Media Conglomerates and their current status Transnational News Agencies—Reuters, AP, AFP, TASS-ITAR, DPA, Xinhua, UPI, PTI and their current status, Alternative to ‘Globals’---IANS, IRNS, PANA , CANA, NANAP etc. Media Commercialisation Boom in Global Media, Mac Donaldisation, Paid News Syndrome in the Global Media Scenario, Rupert Murdoch, ‘News of the World’ International Film Industry—Hollywood, Canadian Film Industry etc., Satellite Television—Animated films, documentaries, short films 	15
	5	<p>Practical: Reading of International Newspapers and Magazines of various Countries, Watching International TV Channels and Listening to the programmes of International Radio Broadcasters and preparation of the report on the various aspects such as content, coverage, ethical perspectives etc.</p>	15

Key Reading (Paper Code MMC 1025 C)

1. Arvind M. Singhal & Everett M. Rogers. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. Sage
2. Briggs, A. (2008). Social History of the Media: From Gutenberg to Internet. Polity Press.
3. Bagdikian, H. Ben. (2004). The New Media Monopoly. Boston: Beacon Press.
4. Harman, S. Edward and Noam Chomsky. (1995). Manufacturing Consent, the political economy of the mass media. RHUK.
5. Howard, Phillip N. (2013). Democracy's Fourth Wave?: Digital Media and the Arab Spring. New York: Oxford University Press.
6. Kovarik, B. (2011). Revolutions in Communication: Media History from Gutenberg to the Digital Age. Continuum International Publishing Group.
7. Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd), Oxford
8. Mehta, Nalin. (2008). Television in India: Satellites, Politics and Cultural Change. Routledge
9. Natarajan, J. (2000) History of Indian Journalism. Publication Division
10. Ninan, Sevanti. (2007). Headlines from the Heartland: Reinventing the Hindi Public Sphere. Sage
11. Sarma, P. Gobinda. (2007). 150 Years of Journalism in Assam. Media Trust

E-Resources

- Agence France Presse: <http://afp.com>
- Associated Press: <http://www.ap.org/>
- Brief History of Indian Media: <http://masscommnow.blogspot.in/2012/04/brief-history-ofindian-media.html>
- Indian Press: <http://www.pressreference.com/Gu-Ku/India.html>
- Indian Television: <http://www.indiantelevision.com/television>
- PTI News: <http://www.ptinews.com/>
- Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>

First Semester
MMC 1035 (C): Perspectives on Communication Theory
Total Credit: 5
Number of Classes: 75

Total Marks: 80
Internal Assessment: 20

End Semester Examination will of **3 Hours** duration with 80 marks;
 Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce basic aspects of communication.
- Correlate the theoretical aspects of communication.
- Introduce students to the target audience and recent development in communication field.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Discuss morphology of communication.
- Illustrate audience pattern.
- Interpret growth, development and changing trends of communication in contemporary world.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Perspectives on Communication Theory (5 Credits, L:T : P = 3 : 1 : 1)	
MMC 1035 C	1	Basics of Communication <ul style="list-style-type: none"> • Communication: Definitions, meaning and scope, elements, processes and functions. • Different forms of communication, oral, written, upward, downward, horizontal communication, intra-personal, inter-personal, group, crowd, public, mass communication and their characteristics. • Feedback and barriers of communication. Non-verbal communication, effective communication. Listening in communication, Public Opinion and propaganda. 	15
	2	Models of Communication <ul style="list-style-type: none"> • Need and significance of Models and Theory, Various Schools of Theory: Chicago School, Frankfurt School, Columbia School, Toronto School etc. 	10

	<ul style="list-style-type: none"> • Communication models : SMR, SMCR, Harold. D. Lasswell, Charles. E. Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley & MacLean, Berlo's model, Johnson's model, Frank Dance's Hellical model, and other new models of communication. 	
3	<p>Communication Theories</p> <ul style="list-style-type: none"> • Sociological Theories:- Cultivation, Agenda Setting, Use and gratification, Dependency Theory. • Normative theories: Authoritarian and Free Press theory, Social Responsibility theory, Communist Media theory, Development Communication theory. Democratic Participant Media Theory, Media Hegemony; Emerging perspectives in Communication Studies: Alternatives to the dominant and the classical. Political economy perspective; Intercultural communication. • Media Effect theories: Magic Bullet theory, Limited - Effects; Psychological difference theory, personal influence theory • Structuralism, Cultural Theory, Post Modernism, Feminist Media Theory • Indian theories of communication 	20
4	<p>Understanding Audience</p> <ul style="list-style-type: none"> • Audience Formation and Experience, • Audience as public, Audience as Market, Media Effect and Audience Media Content and Audience: Freedom and gate-keeping, Content production- cultural production, Standardization and Genres Issues: Bias, Representation, Commercialization • Analyzing media content: Range of methods • Media Convergence 	15
5	<p>Communication at the post- modern period</p> <ul style="list-style-type: none"> • Communication as power relationship, media as a source of new political power, Modernity and new political thought, Press and political leadership, Political communication in India: Post independence movements, Emergency, rise of regional parties, economic reforms. • Media organizations of the State and Central Governments, Press Council of India, Registrar of 	15

		<p>Newspapers in India(RNI), Central Board of Film Certification(CBFC) etc.</p> <ul style="list-style-type: none"> • Media imperialism, Media in troubled times- War and conflicts, Media, security and terrorism. • <i>Practical on various aspects of theory engagement, assignment on audience understanding, Societal transformation and behavioural change assessment will have to be performed by students as Internal Assessments.</i> 	
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Suggested Readings:

1. McQuail, D. (2010). *McQuail's Mass Communication Theory*. New Delhi: Sage Publications.
2. Stevenson, N. (1997). *Understanding media culture: Social theory and mass communication*.
3. Singhal, A. & Rogers, E M. (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. New Delhi: Sage Publications.
4. DeFleur, M.L. and S. Ball-Rokeach., *Theories of Communication*. Longman, New York.
5. McQuail, Denis and Windhl. *Communication Models for the Study of Mass Communication*. Longman, London.
6. Werner, Severin J. and Tankard W. James., *Communication Theories. Origin, Methods, Uses*. Longman, London.
7. Kincaid, D. Lawrence, *Communication Theory – Eastern and Western Perspectives*, Academic Press Inc., San Diego, 1987.
8. Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.)
9. Rogers M. Everett. *A History of Communication Study*, New York, Free Press, 1997.
10. Littlejohn, W. Stephen. *Theories of Human Communication*, 3rd ed., Belmont, California, 1989.
11. Barlow, David M and Mills B. *Reading Media Theory: Thinkers, Approaches, Contexts*. Pearson: Longman, London

E-RESOURCES

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>

First Semester; Paper- MMC 1045 C: Basics of Journalism

No. of Lectures:75

End Semester Examination will of **3 Hours** duration with 80 marks;

Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various aspects of Journalism.
- Introduce with the basics of reporting and editing for print media.
- Introduce students about the basics of other related knowledge of journalism with special emphasis on print media.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Discuss the basic journalistic style, types and functions for print media.
- Get an idea about the basics of reporting and editing for print media.
- Get an idea about the other related knowledge required for good reporting and editing.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Basics of Journalism print media (5 Credits, L + T + P = 3 + 1 + 1)	75
MMC 1045 C	1	Basics and concept of News <ul style="list-style-type: none">• Concept of news; Sources of News; News sense and nose for news; authenticity, objectivity• Different types of news; 5Ws and 1H; NEWS; Exclusive news; News flow; Dateline, credit line and Byline, Deadline;• News writing- Basics, structure and know how, Leads: different types of leads• Structure of a newspaper: Components and design	15
	2	Concept of reporting <ul style="list-style-type: none">• Different types of reporting; Objective , Interpretative Investigative; Reporting beats;• Background research for reporting; Essentials of good reporting;• Responsibilities and liabilities of a news reporter;• Difference in reporting for print and other mass media; Language of report writing; Inverted Pyramid and other styles;	20

3	Basics of Editing <ul style="list-style-type: none"> • Concept of editing for print media; Meaning of editing; process and steps of editing for print media; • Newsroom setup; Editorial team and functions at each level; • Headlines- various types and language of headline. Art of Headline writing; Reference section; • Typesetting, layout and design, page makeup; supplements and special pages; Basics of Typography • Essential qualities and responsibilities of Editor 	20
4	Agency and photojournalism <ul style="list-style-type: none"> • News agency- purpose, function, structure and importance in mass communication; various services of news agency; syndicated services • Photojournalism as an integral part of news; Science and arts of Photography; Photo editing styles and software; caption writing, 	15
5	Practical: Writing of news in any two language for the newspapers and also for the GU Times. Translation of news from English to one Indian language and vice versa; Typing and editing of news reported by the students; Practical on the news photography and photo editing with editing software.	5

Key Reading (Paper Code MMC 1045 C)

1. Handbook Of Journalism And Mass Communication- VB Agarwal+ VB Gupta(concept)
2. Journalism- N Jayapalan(Atlantic)
3. Journalism and mass communication- Amit Desai(reference press)
4. Radio and TV journalism- JR Hackmoulder, PP Singh, FAD Jonge(Anmol books)
5. Ethics and journalism-Karen Sanders(sage)
6. Broadcast news producing- Brad Schultz(sage)

E-Resources

- Centre for Investigative Journalism in India: <http://cij.co.in/index.php>
- Daily Writing Tips: <http://www.dailywritingtips.com/the-art-of-writing-news/>
- How to write news story: <http://www.mediacollege.com/journalism/news/write-stories.html>
- Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>
- Press Trust of India: <http://www.ptinews.com/home.aspx>
- Reuters: http://handbook.reuters.com/?title=Reporting_and_Writing_Basics
- Reporting and Writing Basics: The Hoot: <http://www.thehoot.org>
- Reuters Institute for Study of Journalism: <http://reutersinstitute.politics.ox.ac.uk/>
- United News of India: <http://www.uniindia.com/>
- Writing Centre: <https://writingcenter.gwu.edu/>

First Semester; Paper- MMC 1054 C: Practical
No. of Lectures/ Practical: 40

End Semester Examination will of **2 Hours** duration with 60 marks;
 Internal Assessment is 40 Marks

OBJECTIVES

The course is designed to:

- Introduce the basics of reporting including the field reporting
- Introduce the students to the art of journalistic writing and technical know how
- Introduce the basics of folk art and dissemination of messages through traditional folk media

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Develop the concept of writing news stories
- Determine on filed applicability of news techniques
- Acquaint themselves with the technical skills required in news making

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Practical Credits (4 Credits, L + T + P = 1 + 1 + 2)	60
MMC 1054 C	1	Traditional Folk Media Tools of Community Communication, Puppetry, Street Play, Folk performances, Wall Magazine, Mobile Communication, Community Meetings, Workshops, Modernisation of Traditional Folk media, Awareness campaigns.	20
	2	Reporting and Editing Reporting for GU Times/Lab Journal , Editing for GU Times/ Lab journal, Designing and Layout	10
	3	Opinion Writing & Photojournalism Letters to the Editors, Feature, Article, blog, photo feature, writing caption and catch line, News Photography.	10
	4	Technical Operations Basics of Computer, Internet, DTP, MS Office, Pagemaker, Quark Express, Indesign, Photoshop, Corredraw.	15
	5	Presentation and Viva Voce Presentations, film screening on relevant topics, public service message designing,	5

E-Resources

Press Trust of India (PTI): <http://www.ptinews.com/>
 United News of India (UNI): <http://www.uniindia.com/>
 Associated Press (AP): <http://www.ap.org/>
 Reuters: <http://in.reuters.com/>
 Agence France Presse (AFP): <https://www.afp.com/en>
 Community Radio Management Information System: <http://www.cronlineindia.net/defaultEng.asp?>
 World Association of Community Radio Broadcasters: <http://www.amarc.org/>

**MA in Mass Communication (MAMC)
Curriculum
[Choice Based Credit System (CBCS)]**

SEMESTER: II

Course Structure

MMC2015	Electronic Media <i>(C)</i>
MMC2025	Advertising <i>(C)</i>
MMC2035	Public Relations and Corporate Communication <i>(C)</i>
MMC2045	Media Laws and Ethics <i>(C)</i>
MMC2054	Practical and Internship <i>(C)</i>

Second Semester
MMC 2015 (C): Electronic Media
Total Credit: 5
Number of Classes: 75

Total Marks: 80

Internal Assessment: 20

Objectives of the study:

1. To introduce the elements of electronic media
2. To discuss different dimensions of television and radio
3. To enumerate elements of visual communication and studio know how

Learning Outcomes

1. Enhance the student's knowledge on the functioning of Electronic media
2. Get an idea on the technical know- how of electronic media
3. Develop skills pertaining to electronic media

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Electronic Media (5 Credits, L :T : P = 3 : 1 : 1)	75
MMC 2015 C	1	Introduction to Radio and Television Growth and Development of Radio and Television, Various Committees associated with the journey, Concept of Public Service Broadcasting, Knowledge about Electromagnetic Spectrum, AM, FM, Community Radio, Internet Radio, HAM Radio etc. Evolution of television. History of Cinema and its role in the society; current trend.	10
	2	Programme Production Phases of Production: Pre-production, Production and Post-production; Radio and Television Formats (Feature, Documentary, Talk Show, Interview etc.), Understanding various programmes and formats, Radio and Television copy, Advertisements in electronic media	15
	3	Studio Know how Understanding Studio: Studio Management, Studio Floor, Role of Director, Editor, Set Designer, make-up artists Sound in Electronic Media and Types of Microphone Camera Function: Types of shots, Angles and movement of Camera, position of Camera, Shutter speed etc. Magic of Light: Outdoor and Indoor production; Voice Training and Art of Presentation	20
	4	Electronic Media News Basics of Electronic News Gathering (ENG), Radio News: different bulletins, radio news reporting, editing, radio news reading/ presentation, different radio programmes on current affairs; Television news: basics of television news, news vs views, television news reporting, editing, packaging of news, news anchoring/ presentation, live talk shows, elements of news bulletin, new trends in television news.	20
	5	Ethics of Electronic Media Production Duties and Responsibilities of Media persons	10

		Do's and Don'ts of Electronic media production Convergence with new media and its impact Satellite Channels, TRP and BARC Content Analysis of Electronic Media Programmes	
<p>Suggested Readings:</p> <ul style="list-style-type: none"> ◆ Visual Intelligence: Perception, Image and Manipulation in Visual Communication: Barry, A.M.: State University of New York Press. ◆ How to Read a Film: Monaco, James; Oxford University Press. ◆ Broadcast Journalism; Gaur, D.K; New Delhi, Omega Publication ◆ Electronic Media; Gaur, M.M; New Delhi, Omega Publication ◆ Radio Production; Mcheish, Robert; Oxford, Focal Press ◆ Before the Headlines; Singh, C.P; New Delhi, Macmillan India Limited ◆ Broadcasting Journalism; Dash, A; Discovery Publications, New Delhi ◆ Video Production; BelavadiVasuki; Oxford University Press ◆ Video Streaming & Editing; Aptech Ltd.; Mumbai, Aptech Ltd. ◆ Manual of Film Editing; Hudson, T & Critterden, R; Acford ◆ Mass Media Research; Dominick, Wimmer; Wadsworth ◆ The Essential Guide to Doing Research; Leary, Zina O.; Vistar Publication ◆ Samprasar Sangbadikota (Ass); Ankuran Dutta; Publication Board of Assam 			

Second Semester; Paper- MMC 2025 C: Advertising**No. of Lectures: 75****Objectives:**

1. To discuss the trends of advertising
2. To introduce the creative elements of ad-making
3. To analyse the different concepts of branding in modern times

Learning Outcomes

1. Acquaint with the different aspects of advertising
2. Familiarise with the tools and terms associated with ad making
3. Enhance skills required in effective promotion of products

End Semester Examination will of **3 Hours** duration with 80 marks;

Internal Assessment is 20 Marks

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Advertising (5 Credits, L + T + P = 3 + 1 + 1)	75
MMC 2025 C	1	Introduction to Advertising – Understanding Advertising, Characteristics, Needs, Functions and Classification of Advertising, Elements of Advertising-Headline, Picture, Logo, Slogan, Body, Tagline etc.; Advertising Spots and Jingles, Difference between Advertising and Publicity, Marketing Communication and Propaganda, relevance of advertising in the marketing mix.	10
	2	Creative Strategy and Media Planning USP, Appeals in Advertising, Ad Strategy, Idea generation, Copywriting, Copywriting for different media, language, kinds of layout (Thumbnail, rough and comprehensive) and design principles, use of colour in design, kinds of copy. Differences of Advertising for various media, indoor and outdoor, Impact of advertising; Media Planning - Factors influencing Media Planning - Media Strategy, Media Scheduling, Media Mapping and advertising campaigns, monitoring and evaluation.	15
	3	Advertising Agency and Advertising Media Advertising Agency, It's organizational structure, types of Ad Agencies and functions of the various departments of an Ad Agency, the Current status of Ad Agencies in the World Perspective and Indian Perspective, AAAI, DAVP, DIPR Internet and social media Advertising, marketing, blogging and its current status, Market research and audience research	20
	4	Brand Building and Advertising Management –Concept and definition of Brands, Brand Image, Brand Management, Elements in a Marketing Plan- Market mix, Ad. Budget, Pre-budget thinking, Production and cost analysis.	15
	5	Legal and Ethical Issues in Advertising - Legal Aspects of Advertising, Laws and Acts concerning Advertising, ASCI and Advertising Ethics-Codes and Guidelines of Advertising; New trends, Importance of self regulation in advertising.	15

Suggested Readings:

- Applegate, Edd. (2005). Strategic Copywriting: How to Create Effective Advertising. Rowman & Littlefield
- Bumba, Lincoln & Sissors, Z. Jack. (1996). Advertising Media Planning (3rd Ed). NTC Business Books.
- Griffiths, Andrews. (2004). 101 Ways to Advertise Your Business – Building Successful Business with Smart Advertising. NSW: Allen & Unwin
- Hackley, Chris. (2005). Advertising & Promotion- Communicating Brands. New Delhi: Sage
- Keding, Ann & Bivins, Thomas. (1992). How to Produce Creative Advertisement (2nd Ed). McGraw-Hill.
- Jethwani, Jaishree. (2010). Advertising Management. New Delhi: Oxford University Press
- Jones, P. John. (1998). John Philip Jones. What's in a Brand? Building Brand Equity Through Advertising. Tata McGraw-Hill.
- Kotler, Philip. (2000). Marketing management. Prentice Hall of India
- Pricken, Maria. (2011). Creative advertising. Thomas & Hudson. 2011
- Tungate, Mark. (2013). Adland: A Global History of Advertising (2nd Ed). London: KoganPage
- Pandey, Piyush. (2015). Pandeymonium :Piyush Pandey On Advertising. New Delhi: Penguin Books
- Sharma, Sangeeta & Singh, Raghuvir. (2006). Advertising: Planning and Implementation. Phi Learning
- Sharma, Chetan, Herzog, Joe & Melfi, Victor. (2008). Mobile advertising: Supercharge Your Brand *In* The Exploding Wireless Market. John Wiley & Sons.
- Dutta, Ankuran and Ray, Anamika (2010). Bigyapan (Ass): Bina Library

Second Semester; Paper- MMC 2035 C: Public Relations and Corporate Communication
No. of Lectures: 75

End Semester Examination will of **3 Hours** duration with 80 marks;
 Internal Assessment is 20 Marks

Objectives of the study

1. To introduce the elements of public relations
2. To enhance the understanding on different types and circumstance associated with public relations
3. To felicitate PR industry and academic interactions

Learning Outcomes

1. Apprise with the concepts of Public relations and corporate communication
2. Improve the relationship building skills from an industry perspective
3. Develop the existing notions on PR from an academic and industry perspective

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Public Relations and Corporate Communication (5 Credits, L + T + P = 3 + 1 + 1)	
MMC 2035 C	1	Understanding Public Relations Concept of Public Relations, History and Evolution of public relations as a profession (Global and Indian perspectives), Increasing importance of PR, Target Audience and Publics of PR – Internal, External, PR vis-à-vis Advertising, propaganda, publicity, campaigns, promotion, PR organizations- IPRA, PRSI, PRCI etc.,	10
	2	Strategies, Processes and Practice of Public Relations PR Plan- environment study, developing communication plan, implementing communication plan, impact evaluation. Scope and concept of PR in modern management system, PR in public & private sector, New roles & strategies of PR, Interface of PR with various management disciplines (human resource development, finance, marketing, law etc.)	15
	3	PR Skills and Applications Communication Skills: (PR tools) House Journal, Bulletin Boards, Rejoinder, Backgrounder, Open House, Video Magazine, Media Release, Media Note, Communiqué, Digital Skills: New trends in PR, digital platforms, Social Media, e-tools of PR, alternate media. Organising Skills: Press Conference, Meet the Press, Press Briefing, Negotiating Skills: media relations, employer-employee relations, Customer Relations, Client Servicing Qualities of a good PR person, Functions and responsibilities of PR practitioner.	20
	4	Understanding Corporate Communication: Corporate communication- concept and scope; Corporate identity, corporate image, Reputation, Imperatives of Reputation management, Image repair theory; spin doctoring, lobbying, corporate advertising, Community Relations and Corporate Social	15

	Responsibility (CSR), Crisis management: plan for crisis preparedness, response, media handling, media confronting.	
5	Practice and challenges of PR & CC: Event management, organising an event, Legal, Ethical issues and emerging Trends in PR and Corporate Communication, IPRA Code of Ethics, PRSI Code and Ethics.	15
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Antony, Young (2010). Brand Media Strategy. Plagrave Macmillan • Craige, Carroll (2011). Corporate Reputation and the New Media. Taylor and Francis • Corporate Communication – Principles and Practice (2010). New Delhi: OUP • Duhe, C. Sandra (2007). New Media and Public Relations. Peter Leng • Fernandez, Joseph (2004). Corporate Communications: A 21st Century Primer. New Delhi: Response Books • Jethwaney, Jaishri (2010). Public Relation Management. New Delhi: Sterling • John, Foorley and Fred, M. Garcia (2007). Reputation Management, the Key to successful Public Relations and Corporate Communication. New York: Routdlege • K.M, Srivastava (2007). Public Relations in the Digital Era. Varanasi: Pilgrims Publishing • Rob, Brown (2009). Public Relations and Social Web. Kogan Page • Sam, Hinton and Larissa, Hjorth (2013). Understanding Social Media. India: Sage • Dutta, Ankuran and Ray, Anamika (2016:2nd edn). Janasamparka (Ass): Bina Library 		

Second Semester; Paper- MMC 2045 C: Media Laws and Ethics**No. of Lectures: 75**End Semester Examination will of **3 Hours** duration with 80 marks;

Internal Assessment is 20 Marks

Objectives of the study

1. To introduce media and journalistic laws
2. To apprise with the ethical issues of journalism
3. To correlate laws with current media scenario

Learning outcomes

1. Familiarise with the Indian legal system from the pretext of media personnel
2. Establishing relations between the Governance and the existing media laws
3. Develop the understanding on media laws, rights and duties

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Media Laws and Ethics (5 Credits, L + T + P = 3 + 1 + 1)	75
MMC 2045 C	1	Media laws-I History of press laws in India; Contempt of Courts Act 1971, Civil and Criminal Law of Defamation- libel, slander and malign, Relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; Laws dealing with Obscenity; Right to Information Act, 2005; Press and Registration of Books Act 1867, Working Journalists' and other newspapers employees' (Conditions of Services and Miscellaneous Provisions) Act, 1955, Young Persons and Harmful Publications Act,1956.	10
	2	Media laws-II Cinematograph Act, 1952; Press Council of India Act, 1965, Prasar Bharati Act;, Guidelines for TV content, Media and Public Interest Litigation, Cable TV Networks Regulation Act, 1995, Information Technology Act, 2005, Copyright Act,1957 and plagiarism, Copy left issues- Concept of Open Educational Resources (OER) and Open Media Resources (OMR)	15
	3	Media Ethics Freedom of Speech and expression, Privacy issues, right to reply, communal writing and sensational reporting, yellow journalism; Press Council of India Codes and press ombudsmen; Freebies, bias, coloured reports, Paid Journalism, Election Commission of India guidelines for media, Government and media ethics, Ethical reporting on Children and Women, Proposed Media Council, Accountability and Independence of Media, CBFC and film certifications	20
	4	International Rights and Media Human Rights Laws (Human Rights Act, 1993) and Universal Declarations, UNCRC, Geneva Convention, International Humanitarian Laws and Conflict Reporting, challenges and safety measures of media personnel, embedded journalism, parachute reporting.	15
	5	Practical	15

	Studying different cases violating the laws and ethics by media and vice-versa.	
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Suggested Readings:

- Basu, D.D. (2006). Law of the Press. Prentice Hall
- Neelamalar, M. (2015). Media Laws and Ethics. PHI.
- Pathak, P. Juhi. (2014). Introduction to Media Laws and Ethnics. Shipra Publications
- Ninan,Sevenati and Chatterji, Subarno (2013). Hoot Reader: Media Practice in Twenty-First Century India. Oxford University Press
- Rayadu, C.S and Rao, S.B. Nageshwara. (1995), Mass Media Laws and Regulations. Himalaya Publishing Book
- Sharma,B.R. (1993). Freedom of Press: Under the Indian Constitution. Dee & Deep Publications
- Vidyasagar, I.S. (2006). Constitution of India. ABD Publisher

Second Semester; Paper- MMC 2054 C: Practical & Internship
No. of Lectures/ Practical: 60

End Semester Examination will be viva-voce on the practical assignments of 60 marks
 And Internship Assessment is 40 Marks

OBJECTIVES

The course is designed to:

- Introduce the basics of radio and tv reporting including the field reporting
- Introduce the students to the art of ad-making and technical know how
- Introduce the basics of public relations, event management & corporate communication

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Develop the production skills of radio and tv programmes, including news
- Determine the on filed applicability of news techniques
- Acquaint themselves with the technical skills required in ad-making and PR management.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Practical Credits(4 Credits, L + T + P = 1 + 1 + 2)	60
MMC 2054 C	1	Electronic Media Production of radio programmes using different formats, radio news bulletin- major, minor and headlines; television programme production, television news, production of Lab video magazine	20
	2	Reporting, Editing, Opinion Writing & Photojournalism Reporting for GU Times/lab journal, Editing for GU Times/ lab journals, Designing, Layout, Letters to the Editors, Feature, Article, Blogs, photo feature, writing caption and catch line, News Photography, rewriting and translation.	10
	3	Advertising Preparation of Advertisement copy for print media, Radio and Television, Preparation of Advertising Jingles and spots for Radio and Television, Preparation of a marketing strategy of to be launched products or services, Study and analysis of various advertisements of Print media, radio, TV and internet along with report preparation.	10
	4	Public Relations Visit to various PR departments/ firms and other corporate organisations, study their organisational structure with report submission. Organise and manage student events, organise press conferences, prepare media releases, media monitoring etc.	15
	5	Presentation and Viva Voce Presentations, film screening on relevant topics, public service message designing,	5
E-Resources			

- Advertising Standard Authority : <http://www.asa.co.nz/codes/codes/advertising-code-of-ethics/>Global Media Ethics : <https://ethics.journalism.wisc.edu/resources/global-media-ethics/>
- Cyber Journalist: Technology, Tools & Ethics: <http://cyberjournalist.org.in/index.html>
- Digital Media Ethics : <https://ethics.journalism.wisc.edu/resources/digital-media-ethics/>
- Media laws and ethics and news coverage issues of the Indian media: <http://indiatogether.org/media/thehoot.htm>
- Mass media laws and ethics lecture series : https://www.youtube.com/watch?v=LSULAO_cvEo
- Professional Code of Ethics : <https://www.ndsu.edu/pubweb/~rcollins/431ethics/codes.htm>
- Public Relations Society of India : <http://www.prsichennai.org/html/codeof.htm>
- The Hoot : <http://www.thehoot.org/>
- AFQS: <http://www.afaqs.com/>
- Advertising Age: <http://www.adageindia.in/>
- Brief History of Indian Media: <http://masscommnow.blogspot.in/2012/04/brief-history-of-indian-media.html>
- Concept of Public Relations: http://catalogue.pearsoned.ca/assets/hip/us/hip_us_pearsonhighered/samplechapter/0205170005.pdf
- Communication Theory: <http://communicationtheory.org>
- History and evolution of PR: http://www.sagepub.com/sites/default/files/upm-binaries/41963_9781412921152.pdfIndian Television: <http://www.indiantelevision.com/television>
- Mass Communication Theory: <https://masscommtheory.com/>
- Public Relations Consultants Association of India: <http://prcai.org/>
- TAM Media Research:<http://tamindia.com/>
- The Advertising Agencies Association of India (AAAI): <http://www.aaaindia.org/>
- The Indian Society of Advertisers: <http://www.isanet.org.in/>
- The Advertising Standards Council of India: <http://www.ascionline.org/>
- The Advertising Club: <http://www.theadvertisingclub.net/>

**MA in Mass Communication (MAMC)
Curriculum
[Choice Based Credit System (CBCS)]**

SEMESTER: III

Course Structure

Third Semester

MMC3016	Photojournalism <i>(E & O)</i>
MMC3024	Media and Communication Research <i>(C)</i>
MMC3035	Specialisation-I <i>(C)</i>
MMC3045	Specialisation-II <i>(C)</i>
MMC3054	Practical and Portfolio <i>(C)</i>

Third Semester; Paper- MMC3016: Photojournalism
No. of Lectures:90

End Semester Examination will of **3 Hours** duration with 80 marks;
 Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various aspects of photography.
- Introduce the nuances of photo journalism.
- Enable an in-depth study on the technicalities and composition of photo journalism.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Comprehend the technicalities of photojournalism.
- Develop their knowledge on ethics and trends in photojournalism .

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Photojournalism (6 Credits, L + T + P = 3 + 1 + 2)	90
MMC 3016	1	Introduction to photography Concept and history of photography, photography as a profession – types of photography, commercial/editorial/wildlife/Travel etc. Photography – Basic Idea, Types of Camera based on function, Types of Camera based on technology, Types of Camera based on format, Photography – Still and movie, Ethics in Photography,	20
	2	Technicalities of Photography Parts of still camera, Lens, Film Compartment, Viewfinder, Shutter, Shutter Release, Shutter Speed Control, Film Speed Control, Aperture or F-Stop Control, Flash, Hot Shoe Mount, Lens Ring Mount, White balance, Exposure, Shots and Camera Movement for Movie, Basic Shots, Camera Movement- Pan, Tilt, Pedestal, Zoom, Trolley or Truck, Dolly, Arc, Crane; digital and mobile phones	15
	3	Composition of a photograph Artistic understanding of light and composition, Using camera to capture mood and emotions as a tool to tell stories Rule of thirds, Gaze motion principle, Depth of field, Rule of 180 degree Role of a Photo Editor.Different aspects of photojournalism	15
	4	Light and Photo editing Basics of artificial lighting, light modifiers Advantages of Natural light photography, advantages of artificial light photography, flash photography, Combining different kinds of lights (natural/artificial, hot lights/electronic flash), Outdoor Photography / Nature and Landscape photography. Different photo formats- JPEG, PNG, TIFF, RAW etc., Photo editing, basics of photo editing- adjusting brightness, contrast, colour, resolution, crop, basics of Adobe Photoshop, Illustrator	15
	4	Photojournalism Photo Journalism across the globe, Impact of photo Journalism, Development journalism through photography, Understanding	15

		news photography, wildlife photography, fashion photography, studio photography, candid photography, travel and lifestyle photography Developing captions, Writing and Editing Captions for Still Photography, the Five W's and How, Accuracy, Spelling, Edit the Captions, creative writing, photo feature writing, word play, alliteration, metaphors, innuendos	
	5	Practical Advanced photoshop and others Exploring Creativity (one month)	10
<p>Key Reading (Paper Code MMC 1015 C)</p> <ol style="list-style-type: none"> 1. Photojournalism: Telling Stories with Pictures and Words: Volume 1 2. Associated Press Guide to Photojournalism (Associated Press Handbooks) 3. Photojournalism: The Professionals' Approach Paperback 4. National Geographic Photography Field Guide 2nd Edition: Secrets to Making Great Pictures (NG Photography Field Guides) Paperback – by Peter Burian (Author), Bob Caputo (Author) 5. Practical Photojournalism: A Professional Guide <p>E-Resources</p> <p>http://www.foto8.com/live/ http://lens.blogs.nytimes.com/ http://www.positive-magazine.com/</p>			

Third Semester; Paper- MMC 3024: Media and Communication research

End Semester Examination will of **3 Hours** duration with 80 marks;
Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce the basics of media research
- Define the areas and methods of data collection.
- Develop a scientific temperament as well as train them to analyse data

LEARNING OUTCOMES

After completion of this course, the students will be able to:

1. Develop their perception media research
2. Define and introduce the changing trends in research methodology
3. Broaden their mindset on media studies

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Media and Communication research (5 Credits, L + T + P = 3 + 1 + 1)	60
MMC3024	1	Introduction to research Meaning of research, Definition of research, Objectives of research, Importance of research, Types of research, Quantitative and Qualitative Research, Classification of research: Exploratory and Descriptive (Survey and observation), Hypothesis/ research question Research Design, Causal research design: experimentation, formation of objectives, Measurement and scaling, fundamentals and comparative scaling,: Non comparative scaling technique	15
	2	Communication Research Meaning of communication research, Types of communication research, Importance of research in mass media, Elements of communication research, Role of computer in communication research, Areas of Communication Research- Print media research, Electronic media research, Advertising research, Public relation research, concept of precision journalism, infographics	10
	3	Research Methods Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit poll Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis Research Tools- Data and its types, Methods of Primary Data Collection, Observation, Interview, Questionnaire and schedules, Other Methods of data collection, Secondary data collection, Census and sample, Importance of Sampling, Sample designs, Sample size	15
	4.	Analysis and interpretation Data measurement techniques, Editing of data, Classification of data, Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations, Report writing	15
	5	Practical The students have to read different academic writings and write annotated reviews on a particular subject area on media and communication of their own interest. They have also to identify the research problems, formation of objectives on a selected topic.	5
Key Reading (Paper Code MMC 3024 C) 1. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies. Routledge. 2. Wimmer and Domnick,(2011)Mass Media ‘Research: An Introduction, 10th edition. Boston: Wadsworth. 3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press. 4. Reinard, John C. (2006). Communication Research Statistics, California State University: Sage publication. 5. Fink, Arlene & Kos, J. B. (2005). How To Conduct Surveys, A Step-By-Step Guide, 3rd Edition. University of California: Sage publication.			

**Third Semester; Paper- MMC3035-I,
Specialisation 1: Online journalism
No. of Lectures: 75**

End Semester Examination will of **3 Hours** duration with 80 marks;
Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce the elements of online journalism
- Define the areas of online journalism.
- Introduce an in-depth study of online journalism and media convergence

LEARNING OUTCOMES

After completion of this course, the students will be able to:

4. Develop their perception on online journalism
5. Define and introduce the changing trends in online journalism

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Online Journalism I (5 Credits, L + T + P = 3 + 1 + 1)	75
MMC3035-I	1	Introduction to online journalism Concept of New media, Internet –Introduction, history, evolution and development, services of social media and target audience in new media, Alternative media, New Media Literacy	15
	2	Reporting and writing for online journalism How to prepare a news report online? Ethics of news reporting, Elements of news reporting online, Creative Writing, Feature writing, Social media blogging, Media convergence, types of online journalism, lifestyle journalism, news based journalism, photo journalism, participatory journalism.	20
	3	Understanding web technology Uploading news material, fundamentals of internet: World Wide Web, Web 2.0, IP, web page, website, search engine, Software: Proprietary and Open source and free softwares and search engine optimisation working of internet: networking and its classification. The Fundamentals of Web Design: Current trends in web design, working of web, Maximising web coverage and web demography, designing online news portal	15
	4.	Global New Media Subscribing to Internet, Sending, receiving and forwarding e-mail. Writing for websites and homepages,	10
	5	Practical Web designing	15

		Blog Web Reporting Web Portal	
Key Reading (Paper Code MMC 1015 C) <ol style="list-style-type: none">1. Keval. J. Kumar, 2009, Sage Publication2. Vir Bala Agarwal, Sage Publication, New Delhi3. Dictionary of Communication Studies. Watson and Hill			

Third Semester; Paper- MMC 3045-I
Specialisation 2: Online journalism
No. of Lectures: 75

End Semester Examination will of **3 Hours** duration with 80 marks;
 Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce the elements of online journalism
- Define the areas of online journalism.
- Promote online media literacy

LEARNING OUTCOMES

After completion of this course, the students will be able to:

6. Develop their perception on online journalism
7. Define and understand the changing trends in online journalism

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Online Journalism II (5 Credits, L + T + P = 3 + 1 + 1)	75
MMC 3045-I	1	Overview of Online journalism Online Journalism across the globe, Online journalism and its relevance, Internet editions and e-newspaper. Alternative media and the changing media scenario, services of social media and target audience in new media, internet advertising.	10
	2	Developing online journalism Media convergence, understanding types of online journalism, developing lifestyle reporting, news based reporting, development reporting, community journalism, photo journalism, participatory journalism/citizen journalism, online video and photo feature reporting online. Writing for websites and homepages,	15
	3	New Media in a global scenario Studying global media online, changing media scenario, media through the internet, understanding media convergence and assisting alternative media. Alternative media limitations, media privacy and international policies on new media	15
	4.	Developing web technology Uploading news material, fundamentals of web design: current trends in web designing, working of web, web viewing, designing online news portal, online media tools Cyber Crime, Hacking, Phishing, Online Identity, Cookies,	15
	5	Practical Preparing online feature (Content generation: Writting, photography, video, graphics, effects etc) Preparing a social media page Creating news paper online	20

		Online video editing and uploading	
Key Reading (Paper Code MMC 1015 C) <ol style="list-style-type: none">1. Keval. J. Kumar, 2009, Sage Publication2. Vir Bala Agarwal, Sage Publication, New Delhi3. Dictionary of Communication Studies, Watson and Hill			

Third Semester
MMC 3035-II
Specialization I (Broadcast Journalism)
Total Credit: 5
Number of Classes: 75

Total Marks: 80

Internal Assessment: 20

End Semester Examination will of **3 Hours** duration with 80 marks;

Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various aspects of broadcast journalism.
- Train the students on radio and television production.
- Enable students to develop creative concepts pertaining to broadcast journalism

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Acquire skills on the technical aspects of broadcast journalism and convergence.
- Develop skills on script writing and production knows how's.
- Decipher the art and science of broadcast media

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Specialization I (Film Studies: Introduction) (5 Credits, L:T : P = 3 : 1 : 1)	75
MMC 3035-II	1	Basics of Broadcast Journalism Introduction to radio and television journalism Growth and development of broadcast media, philosophy of broadcast journalism, differences between print and broadcast journalism/media. Reach, access and impact. Current status Various types of Casting: personal, on-line, web casting, podcasting etc.	10
	2	Radio Journalism: Introduction to radio characteristics and importance. Sound & voice. Basic principles for radio writing. Difference between written and spoken language. Writing for various programmes of radio; Radio formats: Spoken word, drama and music.	15
	3	Radio Production Radio news writing and reading. Radio comparing and anchoring. Special audience programmes. Radio interview and commentary, live coverage. New trends in radio programmes. FM broadcasting, radio jockey, language skills, jingles Tools for recording, audio editing, transferring and transmitting Internet Radio Basics of internet radio, convergence of radio media	15
	4	Working of Community Radio Community Radio: objectives and workings of community radios,	15

		Difference between Broadcasting and narrowcasting Understanding community radio with reference to audience specific programmes Case study: Radio Luit, Gyan Taranga, Radio Brahmaputra etc.	
	5	Radio Production Students will have to produce programmes for radio <i>Students will have seminar presentation, group discussions and orientation programmes related to film studies as internal assessment</i>	10
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Hill, John & Gibson, Pamela Church. (2000). <i>Oxford Guide to Film Studies</i>. Oxford University Press. Stam, Robert. (2000) <i>Film Theory: An Introduction</i>. BlackWell Publishers. <p>References</p> <ol style="list-style-type: none"> Nelms, J. (2003) <i>An Introduction to Film Studies</i>, 3rd edition, London: Routledge. Turner, Graeme. (2002). <i>The Film Cultures Reader</i>. Routledge Thoraval, Yves (2000) <i>Cinemas of India</i>, Macmillan India. Monaco, James. (1981). <i>How to Read a Film</i>. Oxford University Press. Roberts, Graham & Wallis, Heather. (2003). <i>Introducing Film</i>. Arnold Publishers. 			

Third Semester
MMC 3045-II: Specialization II (Broadcast Journalism)
Total Credit: 5
Number of Classes: 75

Total Marks: 80

Internal Assessment: 20

End Semester Examination will of **3 Hours** duration with 80 marks;

Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various aspects of broadcast journalism.
- Train students on television production.
- Generating awareness on convergence of media

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Discuss the technical aspects of television journalism and convergence.
- Develop skills on script writing and production know hows.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Specialization I (Film Studies: Introduction) (5 Credits, L :T : P = 3 : 1 : 1)	75
MMC 3045-II	1	<p>Basics of Television Journalism Introduction of television journalism, characteristics and functions. Light, sound & voice. Basic principles for Television writing. Difference between written and visual language.</p> <p>Different TV Programmes - Fictional and non- fictional programmes. Script writing: Different formats for script writing. Various stages of writing. Shooting script, Storyboard, Script for various programmes. Scriptwriter quality & responsibility. New trends in script writing. Writing for various programmes of television: talk, discussion, features and documentary, play, television magazine, Phone-in, , television advertisements etc.</p>	10
	2	<p>Studio Know How and Anchoring Basics of Camera adaptation, anchoring and packaging of programmes, Coordination between camera person and the reporter, piece to the camera, cut-away and fillers, set design, dubbing and subtitling sound bites, signature tune, Voice over, narration, bytes etc. Art of presentation, Television studio and ENG production Types of microphones used on video camera, Types of audio & video connectors Introduction to video formats: VHS, S-VHS, U-matic: Low-band & Hi- band, beta cam, beta cam SP, digi-beta cam, mini DV, DV/DVC,DVC Pro, DV-CAM etc , TV camera-Mike</p>	15
	3	<p>Television Production</p>	20

	Television news gathering, writing and presentation. Various types of programme productions techniques Soap Operas Reality Shows TRP	
4	Ethics of Visual Production Editing - meaning and significance, Grammar of editing - (i) Grammar of Picture (ii) Grammar of Audio, eye line, point of view and continuity type- match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics. Criteria for editing - picture, narration and music, Editing equipment - recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, on linear workstation. Types of editing - assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non linear editing (basics of wares) • Indoor and outdoor shooting: TV news and news based programme. Anchoring for different programmes.	15
5	Television Production Students will have to produce one audio-visual news bulletin	15
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Singh, Chandrakant P., Before the Headlines : A Hand Book of Television Journalism, MacMillan India Ltd., Delhi. 2. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi. 3. Saxsena, Gopal, Television in India, Vikas Publishing House, New Delhi. 4. Acharya, R.N., Television in India, Manas Publication, Delhi. 5. French, David and Michael Richard (Eds.), Contemporary Television, Eastern Perspective. Sage, New Delhi 6. Ninan, Sevanti., Through the Magic Window: Television and Change in India. Penguin Books, New Delhi. 7. Dahlgren, Peter, Television and the Public Sphere: Citizenship, Democracy and the Media. Sage, London. 8. Zettl, H.(2006). <i>Handbook of Television Production</i>. Wadsworth. 9. Shelley, S.L. (1999). <i>A Practical Guide to Stage Lighting</i>. Focal Press. 10. Compesi, Ronald J. and et.al. (1997). <i>Video field Production and Editing</i>, Allyn & Bacon. 11. Burrows, Thomas D. and et.al. (2000) <i>Video Production: Disciplines and Techniques</i>. McGraw-Hill 		

Third Semester; Paper- MMC 3035 S.CC: Community Communications-I; (Specialization)
No. of Lectures: 75

End Semester Examination will of **3 Hours** duration with 80 marks;
 Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various concepts on community.
- Discuss the traditional folk forms of communication.
- Introduce students about the basic characteristics of community media.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Discuss the concepts on community and volunteerism.
- Enumerate the traditional folk form of communication.
- Explain the basic characteristics of community media.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Community Communications-I (5 Credits, L + T + P = 3 + 1 + 1)	75
MMC 3035 S.CC	1	Traditional Folk Communication Introduction to Folk Media and Traditional Media, Different Forms of Traditional Communication across India, Folk art and Folk Culture, Folk Art as a means of Communication, Rejuvenating Traditional forms of media	15
	2	Identifying Community Who is a community, definitions, characteristics of community, C3 Model, Community Building, Role of Folk media in Community, Information and Action	15
	3	Community Media Introduction to Community Media, Definitions, Characteristics of Community Media (DOLPHIN), functions of community media, community media for community development.	20
	4	Volunteerism Activism, Volunteerism, Communication for Development.	10
	5	Practical: Reading of Daily Newspaper and prepare reports on the news published on Societal and political issues. Presentation of the different folk forms, Participation in form forms like puppetry and street plays	15
Key Reading (Paper Code MMC 3035 S.CC)			
E-Resources			

Third Semester; Paper- MMC 3045 S.CC: Community Communications-II; (Specialization)**No. of Lectures: 75**End Semester Examination will of **3 Hours** duration with 80 marks;

Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various concepts on community.
- Educate and train the students on the Constitution of India.
- Introduce students about the Indian government and politics.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Discuss the Indian social structure.
- Enumerate the Constitution of India.
- Explain the Indian government and politics.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Community Communications-II (5 Credits, L + T + P = 3 + 1 + 1)	75
MMC 3045 S.CC	1	Community Newspaper Concept of Community Newspaper, Growth and development of community newspaper in India with reference to Assam, Community journalism, community reporting, editing, publishing community newspapers, circulation, periodicity	10
	2	Community Radio Concept of Community Radio, Growth and development of community radio in South Asia with reference to India, Listeners' club, Community Radio programmes and content generation, community radio technology, community radio management.	15
	3	Community Video Concept of Community Video, Growth and development of community video in the world with reference to India, Community Video programmes and content generation, community video production, projection and exhibition, community television, technology concerns for community television and video.	15
	4	Community Media and challenges Community participation, community mobilization, sustainability-financial, social and organizational sustainability,	15
	5	Practical: Students have to produce community radio programmes involving community members, community video production and community newspaper publication.	20
Key Reading (Paper Code: MMC 3045 S.CC)			

Third Semester**MMC 3035 (C): Specialization I (Film Studies: Introduction)****Total Credit: 5****Number of Classes: 75****Total Marks: 80****Internal Assessment: 20****Course Outline**

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Specialization I (Film Studies: Introduction) (5 Credits, L :T : P = 3 : 1 : 1)	75
MMC 3035 C	1	<p>Basics of Film study</p> <p>Movies and Meaning: Images, Motion pictures, Cinema as mass media, Cinema and Communication.</p> <p>Growth and Development of film - National and International perspectives with emphasis on Indian Cinema, Movements and various Film Schools with emphasis on French New Wave, Indian New Wave, Indian New Wave Directors.</p> <p>Formats- Regular 8 mm, 16 mm, 35 mm, 70 mm, 3D, Animation</p> <p>Parallel Cinema, Popular /Mainstream Cinema, Short and Documentary Film, Animation, Detailed study about a few Famous Directors like Satyajit Ray, Kurosawa, Vittorio De Sica, Federico Felini, Coppola etc.... and their Style of Presentation.</p>	15
	2	<p>Cinematic Storytelling : Narrative – Fictional and Non-Fictional, Significance and Structural elements of Narrative, Story and Plot, Principles of Plot Construction – Selection and Omission of details, Sub-Plots, Deviant Plot Structure.</p> <p>Growth and Development of Regional Films as a whole for the country with special reference to Assam and the North- East, their Contribution to the National Film Movement and Culture</p> <p>Study and Analysis of a few Prominent Film Makers of the Region- Manipur and Assam- Bhabendra Nath Saikia, Jahnu Barua (Mridu), Aribam Shyam Sharma, Films- Joymoti, Indramalati, Dr Bezbaruah, Bristi, Sandhyarag, Agnisnaan, Kolahal, Khagoroloi Bahu Door, Konikar Ramdhenu etc</p>	15
	3	<p>Film Genres and National Film Cultures - Crossover Films, Documentary Filmmaking, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Study of</p>	15

		Western and Indian Classics, Film and Ideology, Stars, Studio systems,. Film and gender, class, caste and Religion and Indian society.	
	4	<p>Censorship</p> <p>Film Censorship- Impact, Arguments For as well as Against its Continuation and Relevance in Today's Era, Future Projection, Organizations related to the Business of Production, Presentation and Training in Filmmaking- NDFC, FTII, SRFTI, JCFTI, Film Festival Directorate of India, Children's Film Society of India, National and State-level Awards for films, National Film Archives of India, Film Division</p>	15
	5	<p>The Techniques</p> <p>Stages in Film Production, Ideation to Post-Production</p> <p>Cine-script writing</p> <p>Film Screening and Discussion</p> <p><i>Students will have seminar presentation, group discussions and orientation programmes related to film studies as internal assessment</i></p>	15
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Hill, John & Gibson, Pamela Church. (2000). <i>Oxford Guide to Film Studies</i>. Oxford University Press. Stam, Robert. (2000) <i>Film Theory: An Introduction</i>. BlackWell Publishers. <p>References</p> <ol style="list-style-type: none"> Nelms, J. (2003) <i>An Introduction to Film Studies</i>, 3rd edition, London: Routledge. Turner, Graeme. (2002). <i>The Film Cultures Reader</i>. Routledge Thoraval, Yves (2000) <i>Cinemas of India</i>, Macmillan India. Monaco, James. (1981). <i>How to Read a Film</i>. Oxford University Press. Roberts, Graham & Wallis, Heather. (2003). <i>Introducing Film</i>. Arnold Publishers. 			

Third Semester**MMC 3045 (C): Specialization II (Film Studies: Theoretical Perspective)****Total Credit: 5****Number of Classes: 75****Total Marks: 80****Internal Assessment: 20****Course Outline**

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Specialization II (Film Studies: Theoretical Perspective) (5 Credits, L :T : P = 3 : 1 : 1)	75
MMC 3045 C	1	Film theories - Realism, Auteur, Soviet montage, Psychoanalysis, Film Theories: Realist Film Theory, The Question of Realism, Auteurist Film Theory, Psychoanalytic Model of Film Criticism, Feminist Model of Film Criticism, Cognitive Model Ideological Model of Film Criticism, Cinematic Apparatus – Ideology and issues of representation feminists, Blacks, and Caste. Subaltern Cinema.	15
	2	Semiotics and Cinema - Signs, Symbols, Physiology of perception, Denotative and Connotative meaning, Film Language, Mise-en-scene, Montage and Soviet Filmmakers – Eisenstein, Pudovkin, Dovzhenko, Vertov, Materialistic and Realistic Narratives Elements of Mise-en scene: The Cinematography, production and design Sound in Film	15
	3	Cine Society Movement in India and Assam- Growth and Development, Present Scenario, the Movement's Influences and Impact upon the Masses, Satyajit Ray's experiences with the movement Film Appreciation, critical analysis and film review	7
	4	Eco-cinema Need and Significance of Eco cinema studies. Trends, Types and Characteristics of Eco cinema, Perspective on growth and development of Eco cinema at international level with reference to India	8
	5	Film Screening and Film Analysis (Practical): Textual and	15x2=30

	<p>Contextual analysis of films of different Genres</p> <p><i>Students will have to attend film festivals and film workshops as internal assessment</i></p>	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Monaco, James. (2009). <i>How to Read a Film</i> .Oxford University Press. 2. Andrew, J. Dubey. (1976. <i>The Major Film Theories</i>. Oxford University Press 3. Braudy L and Cohen M. (2004) <i>Film Theory and Criticism</i>. Oxford University Press 4. Ellis J. C and McLane, B. A. (2005) <i>A New History of Documentary Film</i>.The ContinuumInternational Publishing Group. NY 5. Mitman, Gregg. (2009). <i>Reel Nature: America’s Romance with Wildlife on Films</i>. University of Washington Press. 6. WilloquetMaricondi, Paula. (2010) <i>Framing the World Explorations in Ecocriticism and Film</i>. University of Virginia Press 7. Bouse Derek. (2000). <i>Wildlife Films</i>. University of Pennsylvania Press. 8. Carmichael, D. A. (2006) <i>The Landscape of Hollywood Westerns: ecocriticism in an American Western</i>. University of Utah Press 9. Guha, Ramachandra. (2014) <i>Environmentalism</i>. Penguin 		

Third Semester; Paper- MMC 3035 S.CC: ICT and Educational Media-I; (Specialization for Open and Distance Learning Learners)

No. of Lectures: 75

End Semester Examination will of **3 Hours** duration with 80 marks;
Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various concepts on community.
- Educate and train the students on the Constitution of India.
- Introduce students about the Indian government and politics.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Discuss the Indian social structure.
- Enumerate the Constitution of India.
- Explain the Indian government and politics.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		ICT in Education (5 Credits, L + T + P = 3 + 1 + 1)	75
MMC 3045 S.CC	1	Introduction to ICT Concept and Meaning of ICT, characteristics of ICT, functions of ICT, history of ICT, various aspects of ICT, various applications of ICT in mass communication, current trends of ICT	5
	2	ICT and Education ICT as a tool of education and research in the contemporary period, role of ICT as a change agent for higher education, concept and meaning of e-learning portal, application of e-learning portal as a tool of education, e-books, e-journals and their applications, online databases such as DOAJ, Shodhganga, Jstor etc. and their applications, Smart classroom, virtual classrooms and their relevance in the contemporary period.	4
	3	ICT in ODL Concept, meaning and characteristics of Open and Distance Learning(ODL) and its relevance in the contemporary education scenario in the world, India and North East, application of ICT as a tool of ODL, e-learning materials, Self Learning Materials(SLMs) online SLMs and their needs, online examination systems in ODL and significance, Interactive Voice	7

		Response System (IVRS) and Bulk SMS and their significance in ODL, radio and television as tools of ODL, videoconferencing, relevance of smart classrooms and virtual classrooms in ODL.	
	4	Online Education: Concept, meaning ,characteristics and history of online education and its current status, significance of online education, Massive Open and Online Course(MOOC) and its significance	8
	5	ICT for the differently abled: ICTs in education for people with special needs, <i>Insight</i> —ICT for differently abled, ICT for differently abled students, content creation for Persons with disabilities (PWD), Challenges in the use of ICT for PWD.	8
Key Reading (Paper Code: MMC 3045 S.CC)			
E-Resources			

Third Semester; Paper- MMC 3045 S.CC: ICT & Educational Media-II; (Specialization for Open and Distance Learning Learners)

No. of Lectures: 32

End Semester Examination will of **3 Hours** duration with 80 marks;
Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various concepts on community.
- Educate and train the students on the Constitution of India.
- Introduce students about the Indian government and politics.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Discuss the Indian social structure.
- Enumerate the Constitution of India.
- Explain the Indian government and politics.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Community Communications-II (5 Credits, L + T + P = 3 + 1 + 1)	32
MMC 3045 S.CC	1	Educational Radio Educational radio as a tool of higher education, extension education and ODL, Concept and Meaning of educational radio, characteristics, functions, growth and development of educational radio, types of educational programme formats, educational programmes in All India Radio and community radio, Case study of Gyan Vani.	5
	2	Educational Television Concept, characteristics and functions of educational television, its growth and development, types of educational television programmes and formats, Educational programmes of Doordarshan and other private channels, Case study- Gyan Darshan, Vyas, Ekalavya.	4
	3	Community media and education contents Concept, meaning and characteristics of community media, growth and development of community media in the world and India, role of community media as a tool of higher education and ODL, the contents of community media and their relevance in education, different programme formats of community media, local media vs community media, Open Educational	7

		Resources(OER) and ODL, content exchange platforms- EDAA, Manch	
	4	Production in Educational Media Various aspects of the educational media production: video production, audio production, audio production, techniques of instructional media production.	8
Key Reading (Paper Code: MMC 3045 S.CC)			

Programme- Master of Arts in Mass Communication

Third Semester;

Paper- MMC3054C: Practical and Portfolio

No. of Lectures:

Assessment will be done for Practical on the specialisation for 60 Marks and Portfolio for 40 Marks;

OBJECTIVES

The course is designed to:

- Introduce the students to industry specific skills.
- Provide hands on training on the specialized areas.
- Acquaint the students with the workings of the media and communication sector

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Develop command over specialised areas
- Get an idea about the practical utility of the various aspects of their specialized area.
- Showcase their acquired skills in the field of communication

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Practical and Portfolio (5 Credits, L + T + P = 3 + 1 + 1)	XX
MMC 4054 C	1	Practical Assignment on the Specialisation This practical portion of the paper is linked with the specialisation and carries 50 marks	
	2	Portfolio The students have to submit a portfolio to the department for the partial fulfilment of their third semester examination. In the portfolio, the students have to collect all their published material, non published materials, designed outputs and produced programmes (with evidences) to be submitted in a presentable manner. This portfolio carries 30 marks.	
	3	Viva of Specialisation There will be a viva-voce on the practical assignment and the portfolio submitted by the students, which carries 20 marks. Viva voce will be taken by external and internal examiners.	
Key Reading (Paper Code MMC 1054 C)			
E-Resources			

**MA in Mass Communication (MAMC)
Curriculum
[Choice Based Credit System (CBCS)]**

SEMESTER: IV

Course Structure

Fourth Semester

MMC4016	Digital and Social Media (E & O)
MMC4024	Communication for Development (C)
MMC4034	Specialised Communication (C)
MMC4044	Current Affairs and Communicative Language (C)
MMC4056	Dissertation and Comprehensive Viva Voce (C)

Fourth Semester; Paper- MMC 4016 O&E: Digital and Social Media**No. of Lectures: 32**

End Semester Examination will be of **3 Hours** duration with 80 marks;
Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various aspects of digital media.
- Highlight the emerging concepts and challenges of digital social media.
- Introduce students about significance and usage of social media.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Derive the concepts of digital and social media.
- Utilise digital social media tools for different developmental and promotional activities
- Comprehend the functionalities and challenges of social media

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Digital and Social Media (5 Credits, L + T + P = 3 + 1 + 1)	32
MMC 4016 E&O	1	Introduction to New Media, Digital and Social Media Definition of new media, Growth and development of new media, History of Information Technology, Information Revolution, Information Super Highway, Information Communication Technology (ICT), The Internet In India, Digital world and Networking, Characteristics of social media, Concept and evolution of digital social media, media convergence, digital divide	5
	2	Digital Social Media and Its Practice Technologies of Digital Social Media, Tools and platforms of digital social media, Collaborative projects and open authoring, blogs and micro blogs, content communities, social networking, virtual game world, virtual social world, instant messaging,	4
	3	Uses and Strategies for Digital Social Media Media audiences, E-Commerce, E-Banking and E-Governance Limitations of digital social media, Cyberspace, Cyber Crime, Hacking, Phishing, Gaming Industry, Online Gambling Industry, Online community revenues/monetization, Impact of social media, Social and cultural Implications, Social media Participation. Youth and social media: Social media usage, the youth and social media, Psychology and New Media, New media rights and limitations, Social media and human rights, Social and virtual identity, Social stereotyping	7
	4	Soft Skills for Social Media Forming community online, The Power of Content; Engagement skills, open source materials, copyright and plagiarism, How ideas travel, Social media measurement and metrics, How Companies use Social Media Data;	8

		Understand the ethical and privacy perspectives of social media Developing contents for Website, blog contents, photo blogs, contents for social networking pages, increasing followers, Studying Social media sites, identifying news sense in social media contents	
	5	Technical Skills for Social Media Preparing a Blog and micro blogs, creating and operating mail id, Professionalising personal profile, Creating websites, Creating Collaborative projects and open authoring, developing content communities, social networking, virtual game world, virtual social world, instant bulk messaging, using multimedia tools for promotion, MOOCS and online courses, online interactive sessions.	8

Fourth Semester
MMC4024 (C): Communication for Development (C4D)
Total Credit: 4
Number of Classes: 32

Total Marks: 80
Internal Assessment: 20

End Semester Examination will be of **3 Hours** duration with 80 marks;
 Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce the innovative approaches to C4D concepts, processes and practices
- To cater the growing demand for communication experts to work on development sector
- To upgrade human resource with specialised knowledge and skills on communication for social and behaviour change.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Develop skills on carrying out research, content design, implementation, monitoring & evaluation of C4D interventions
- Decipher the significance of knowledge base of theories around development, behaviour change, social transformation and; human rights principles.
- Get an exposure to techniques of designing and developing effective C4D strategies, interventions for social transformation.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Communication For Development (C4D) (4 Credits, L :T : P = 2 : 1 : 1)	80
MMC 4024 C	1	Development Communication Meaning, concept, and approaches to development; Dominant paradigm of development, Social, cultural, and political perspectives in development; Diffusion of innovation Communication of and for development, Role of media in development, Communication for nation building; Need and significance of participatory communication, different approaches and levels of participation, Concept of development journalism, Role and importance of development journalism-national and international perspectives	
	2	Developmental Issues and Media Dynamics Social issues of sex and gender, Gender and empowerment – perspectives and opportunities, Inculcating scientific temper and issues like Witch Hunting, Climate change and disaster risk preparedness, Environment and Development Social conflicts, repercussion of conflicts on children, women, and old. Problems of human trafficking, sex workers, domestic	

	workers, rural-urban migration Regional, National and International health priorities and policies, Health communication strategies, Advocacy and social mobilization for health awareness, Health challenges in the north eastern region such as problem of high maternal mortality ratio.	
3	Community Communication Concept of Community, Community Centres and C3, traditional and folk media for development, Radio as a tool of communication, Origin, Concept, Philosophy and Policy of Community Radio (CR), CR as an alternative mass medium, CRS in South Asia, Role of CR in development, Tools and techniques of community video (CV), Significance of CV in Development, Fogo Process, Indian experiences ICT for Development and its societal implications; participatory culture and ICT, community informatics	
4	C4D Process Research, Formulation of research problem, review of literature, research design, Qualitative and Quantitative Research Methods; Planning for long term strategy- communication objective setting, stakeholder/ target audience mapping, Message strategy- Content Design, treatment of content; understanding culture in communication (social norms, beliefs and attitudes), Community mobilisation, Advocacy in development communication, media selection and media mapping; Implementation design, Monitoring and evaluation: processes and practice	
5	C4D: Practice The Students will come with communication strategy based on mid-media (Street Play, Puppet show etc.) as well as produce radio or video programmes on any Contemporary Development Issue and will perform it in the presence of an External Expert/community.	

Suggested Readings:

1. McPhail, T. L. (2009). Development communication: Reframing the role of media. UK: Wiley Blackwell
2. Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory communication for social change. Thousand Oaks: Sage
3. Srinivas Melkote, & Steeves. (2001). Communication for Development in the Third World. New Delhi: Sage
4. Dash, Susghil Kumar.(2007). Climate change: An Indian perspective. Cambridge University Press
5. Dutta, Ankuran & Ray, Anamika (2011). Science Communication in Assam. DVS Publishers
6. Mahesh Rangarajan, Editor, 2009. Environmental Issues in India: A reader. Pearson Education India
7. Tabing Louie. (2002). How to do community radio, Unesco Publication, New Delhi
8. Dutta, Ankuran .(2014). Innovations in Community Radio, CEMCA & Ministry of Information and Broadcasting, GoI, New Delhi

Web references:

Fourth Semester
MMC 4034 (C): Specialised Communication
Total Credit: 5
Number of Classes: 84

Total Marks: 80
Internal Assessment: 20

End Semester Examination will be of **3 Hours** duration with 80 marks;
 Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce the students to various fields of communication.
- Familiarize the students with various types of reporting.
- Enumerate the basics of media management.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Develop skills on various types of specialised communication.
- Decipher the significance of science communication, corporate communication, cultural communication and sports journalism.
- Get an idea on the organizational structure of the media establishments with its functionalities

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Specialized Communication (5 Credits, L :T : P = 3 : 1 : 1)	84
MMC 4034 C	1	<p>Science Communication</p> <p>Basic understanding of science and technology communication, need and significance, historical background, inculcating scientific temperament, science popularisation, Role of media in creating scientific temper in society, important tenants of science writing, Knowledge about scientific experiments in the country: SITE Experiment, Kheda Project, Chambal Project, Agricultural extension programmes etc.</p> <p>Science coverage in Indian media, science literature- fiction and non-fiction, science films, science through radio and television, science through traditional folk media, science reporting, writing and content generation, translation in science communication.</p>	
	2	<p>Political Communication</p> <p>The Changing Role of Media in Democracy, Media Influencing Politics and vice versa, Political Communication’s effects on the public: Agenda Setting & Priming and Framing, Media’s role in Diplomacy and conflict, Embedded journalism, News Coverage during elections, Political Marketing & PR, Emotions in Politics, Populism, International relations, covering parliamentary sessions, Trial by Media, media activism with special reference to role of social media and community media for social change, media manipulation,</p>	

		media lobbying, intolerance.	
3	Cultural Communication	Cultural demography, culture and sustainability, culture and tradition, understanding various aspects of Indian Culture and their scope, popular culture. Oral literature, material culture, performing arts. Origin and development of art forms and their contemporary status. Current scenario of cultural reporting, cross cultural communication, cultural impact and imperialism. Cultural reporting, criticism and appreciation. Styles of writing for different forms, requirements and expectations from culture reporters. Students' presentation on different cultural forms.	
4	Sports Communication	Need and significance of sports journalism, understanding sports diplomacy, introducing various types of sports in the world with special reference to North East India, various sports events, sports associations and federations, Basic rules of some major sports Sports channels, newspaper and magazines. Sports marketing and PR, Differences and similarities with other reporting; Do's and don'ts; Sports features and photography; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media; Radio commentaries; Live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases. Importance of knowing and understanding a game, research and background information	
5	Business Communication and Media Management	The Nature of Business Communication, Types of Business Communication, business channels, magazines, newspaper; Business communication skills: Listening, Writing and spoken, General Principles and guidelines Business Communication, Report writing, Writing Memos, Circulars, Notices and Applications. Developing Oral Business Communication Skills, Covering business promotion.	

Suggested Readings:

1. Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.
2. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.
3. Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.
4. Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*
5. Samovar, L. A & Porter, R. E. (2000). *Inter-cultural Communication-A Reader*, Wadsworth.
6. Curran, James. (2000). *Mass Media and Society*, Arnold.
7. Ravindran, R.K. (1999). *Media and Society*. Commonwealth.
8. Price, Stuart. (1998). *Communication Studies*, Longman.
9. Caldwell'(eds) *Production Studies: Cultural Studies of Media Industries*. New York: Routledge.
10. Dawking, Richard. *Modern Science Writing*; Oxford University Press
11. Bucchi, Massimiano .*Science & The Media*; London & New York
12. Berger, RoloffSwoldsen . *Handbook of Communication Science*; Sage Publications
13. Indian Science News Association , *Communicating Science*; Indian Science News Association, Kolkata
14. Dutta, Ankuran& Ray, Anamika . *Science Communication in Assam*. DVS Publishers

Fourth Semester**MMC 4044 (C): Current Affairs and Communicative Language****Total Credit: 4****Number of Classes: 32****Total Marks: 80****Internal Assessment: 20**End Semester Examination will be of **3 Hours** duration with 80 marks;

Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce relevant topics of current affairs.
- Familiarize the students with major issues and events of political and social importance.
- Enumerate the ways to improve their communicative skills.

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Improve their knowledge on the current issues
- Develop expertise on communicative skills.
- Inculcate professionalism and personality development traits

Course Outline

Paper Code	Part	Subject Title / Content of the Unit	No. of Classes
		Specialized Communication (5 Credits, L:T:P = 3:1:1)	32
MMC 4044 C	A	<p>Current Affairs</p> <p>There will be no specific topic for the first half of this paper - Current Affairs. Teachers will identify some important topics and happenings at international, national and especially in the regional level in the fields of politics, socio-economy, sports and their relationship.</p> <p>Students must keep themselves abreast of the current developments and happenings in the state, north-eastern region, national and international arena. Any issue of significance at these levels whether directly or indirectly related must be discussed.</p> <p>They would be advised to regularly keep reading the current affairs newsmagazines like <i>Yojana, Kurukshetra, Frontline, India today, The week, Outlook etc.</i></p>	16
	B	<p>Communicative Language</p> <p>Assessment 1. Students will be expected to show their knowledge of everyday vocabulary and the assessor has to check for speaking skills.</p> <p>Students have to display their knowledge of verbs and adverbs.</p>	16

	<p>Assessment 2.</p> <ol style="list-style-type: none"> Book review: Assess a book, list out a few words from the book and review the book Letter Writing: Students will have to write a letter to an organization offering their voluntary/ services for a month long duration and write applications. Presentation: Students have to prepare Power Point presentations on any relevant topic and present in the classes. <p>Assesment 3</p> <ol style="list-style-type: none"> For this assessment task, students are required to complete and provide evidence of how they have maintained a weekly journal stating daily activities adhering to tense forms and new vocabulary they have learnt. <p>For the ODL Students : The ODL students have to mandatorily submit minimum of two book reviews, two film reviews, two published articles or upload two blog write-ups on any relevant topic.</p>	
C	<p>Internal Evaluation</p> <p>Internal evaluation will be calculated on the basis of the activities and assignments for this paper.</p> <p>For ODL students, the internal assessment will be calculated on the basis of the OMR based MCQ examinations to be held every semester.</p>	
<p>Suggested Readings:</p>		

Fourth Semester;

Paper- MMC 4056 C: Dissertation and Comprehensive Viva-voce

No. of Lectures:

Assessment will be done for Dissertation preparation for 70 Marks and Viva-Voce for 30 Marks;

OBJECTIVES

The course is designed to:

- Introduce the students to Elements and Methods of Mass Communication research.
- Introduce the basics of Research and Mass Communication Research areas.
- Introduce students about the use of Communication research in the mass communication process

LEARNING OUTCOMES

After completion of this course, the students will be able to:

- Select, design and prepare a research
- Get an idea about the various areas of mass communication research.
- Get an idea how the research can be used in mass communication process

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit	No. of Classes
		Dissertation and Comprehensive viva voce (5 Credits, L + T + P = 3 + 1 + 1)	xx
MMC 4056 C	1	Topic selection and methodology Selection of topic; Pilot study for the validation of the topic; Methodology for the research	
	2	Report writing Writing styles for dissertation; APA, MLA; Software for report writing – MS-Word, Page Maker, Photoshop, MS-Excel and other softwares for data analysis	
	3	Presentation Presentation for topic selection; Pre submission seminar; Viva voce preparation	
	4	Viva Voce There will be a viva voce on the dissertation topic, research methodology and overall course content. Viva voce will be taken by external and internal examiners.	
Key Reading (Paper Code MMC 1045 C)			
E-Resources			

Annexure

USEFUL LINKS FOR MA IN MASS COMMUNICATION STUDENTS

Indian Media Bodies

National Film Development Corporation (NFDC): <http://www.nfdcindia.com/>
Film and Television Institute of India (FTII): <http://www.ftiindia.com/>
Central Board of Film Certification: <http://cbfcindia.gov.in/>
Film Division of India (FDI): <http://filmsdivision.org/>
Children's Film Society (CFSI): <http://cfsindia.org/>
Directorate of Film Festivals: <http://dff.nic.in/>
Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>
Press Council of India: <http://presscouncil.nic.in/>
All-India Newspaper Editors' Conference (AINEC)
Editors' Guild of India: <https://editorsguildofindia.org/in-the-media/>
Registrar of Newspaper for India (RNI): <http://rni.nic.in/>
Indian Languages Newspapers Association (ILNA)
Indian Newspaper Society (INS)
Press Institute of India: <http://www.pressinstitute.in/>

International Journalists Union:

Society of professional journalists: <https://www.spj.org/>
International Federation of Journalists: <http://www.ifj.org/>
International Association of Journalists: <http://www.journalist-association.eu/>
International Consortium of Investigative Journalists: <https://www.icij.org/>
Committee to protect Journalists: <https://www.cpj.org/>
International Association of Independent Journalists: <http://www.iaij.org/>
Association of European Journalists: <http://www.aej.org/>
International Association of Press Clubs: <http://pressclubs.org/>
International Association of Literary Journalism Studies: <http://ialjs.org/>
International Women's Media Foundation: <https://www.iwmf.org/>
World Federation of Science Journalists: <http://www.wfsj.org/about/>
European Federation of Journalists: <http://europeanjournalists.org/>

Indian Journalists Association

India Journalists Union: <http://indianjournalistsunion.org/>
Journalists Union of Assam:
Delhi Union of Journalists:
National Union of Journalists
All Assam Newspaper Employees Federation
National Union of Journalists: <http://www.nujindia.com/>
Journalists Association of India: <http://www.jaoi.org/>
India Federation of Working Journalists: <http://ifwj.in/>
All India Freelance Journalists Association: <http://www.journalistsindia.com/>
Journalists Federation of India: <http://www.jfoi.org/>
Newspaper Association of India: <http://naiindia.com/member.html>
All India Newspaper Employee Federation: <http://ainef.blogspot.in/>

Media Research Bodies

Audit Bureau of Circulation: <http://www.auditbureau.org/>
TAM Media Research: <http://www.tamindia.com/>
Indian Readership Survey:
Press Institute of India: <http://www.pressinstitute.in/>
CMS India: <http://www.cmsindia.org/>
Broadcast Audience Research Council) India: <http://www.barcindia.co.in/index.aspx>

Important Media Agencies:

Press Trust of India (PTI): <http://www.ptinews.com/>
United News of India (UNI): <http://www.uniindia.com/>
Associated Press (AP): <http://www.ap.org/>
Reuters: <http://in.reuters.com/>
Agence France Presse (AFP): <https://www.afp.com/en>
Community Radio Management Information System:
<http://www.cronlineindia.net/defaultEng.asp?>
World Association of Community Radio Broadcasters: <http://www.amarc.org/>