

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
M. A .Mass Communication Part II (Sem. III ,Sem IV)
(w.e.f. June 2021-22)

Semester		Title of Paper	Semester Exam			L	T	P	Credits
Third									
MC		Hard Core Papers	Theory	IA	Total				
HCT	3.1	Corporate Communication and Event Management	80	20	100	4	0	0	4
HCT	3.2	Development Communication	80	20	100	4	0	0	4
		Soft Core Paper (Any One)							
SCT	3.1	Radio Journalism and Production	80	20	100	4	0	0	4
SCT	3.2	International Communication	80	20	100	4	0	0	4
		Open Elective (Any One)	80	20	100	4	0	0	4
OET	3.1	Film Studies			100	4	0	0	4
OET	3.2	Writing for Media	80	20	100	4	0	0	4
		Practical / Field Work							
HCP	3.1	Practical / Field Work 1	80	20	100	0	0	4	4
SCP	3.2	Practical / Field Work 2	80	20	100	0	0	4	4
	1	Internship / Tutorial	00	25	25	0	1	0	1
		One Skill Course ****	--	---	---	---	--	--	--
		Total	480	145	625	16	1	8	25
Four									
MC		Hard Core Papers							
HCT	4.1	Television Journalism and Production	80	20	100	4	0	0	4
			80	20	100	4	0	0	4
HCT	4.2	Advertising and Social Marketing	80	20	100	4	0	0	4
HCT	4.3	Media Law and Ethics	80	20	100	4	0	0	4
		Soft Core Paper (Any One)							
SCT	4.1	Online Journalism and Social Media Management	80	20	100	4	0	0	4
SCT	4.2	Women and Media	80	20	100	4	0	0	4
		Practical / Field Work							
HCP	4.1	Practical / Field Work 1	80	20	100	0	0	4	4
HCD	4.2	Dissertation	80	20	100	0	0	4	4
	1	Internship / Tutorial	00	25	25	0	1	0	1
		Total	480	145	625	16	1	8	25

**** **Skill Course:** Student must have to complete one skill course in M.A. Mass Communication Sem III. He/ She can choose any skill course prepared by Department of Mass Communication (Choose any one from 1) Anchoring 2) Short film /Documentary Making 3) Digital Journalism 4) MOJO Course. or complete any skill course of MOOC/ NPTEL. This course must be completed in duration of Semester III.

MC=Mass Communication

L =Lecture **T** =Tutorials **P**=Practical **IA**= Internal Assessment

HCT=Hard Core Theory **SCT**=Soft Core Theory **OET**=Open Elective Theory

HCP=Hard Core Practical **SCP**=Soft Core Practical **HCD**=Hard Core Dissertation

4 Credits of Theory = 4 Hours of teaching per week

4 Credits of practical = 4 Hours practical per week

NATURE OF QUESTION PAPER AND SCHEME OF MARKING

M.A. (MASS COMMUNICATION) SEMESTER-I/II/III/IV EXAMINATION,

Total Marks: 80 Duration : 3 Hours

Instructions: 1) All questions are compulsory. 2) All questions carry equal marks.

Q. No. 1: Multiple Choice Questions (1 Marks Each) 16 Marks

- (1)
- (2)
- (3)
- (4)
- (5)
- (6)
- (7)
- (8) -----
- (9) -----
- (10) -----
- (11) -----
- (12) -----
- (13) -----
- (14) -----
- (15) -----
- (16) -----

Q. No. 2: Give short answer (Any four out of six) 16 Marks

- (1)
- (2)
- (3)
- (4)
- (5)
- (6) -----

Q. No. 3: Write Answer Type Questions (Any two out of four) 16 Marks

- (1)
- (2)
- (3)
- (4) -----

Q. No. 4: Descriptive Type Questions (Any one out of two) 16 Marks

- (A)
- (B)

Q. No. 5: Descriptive Type Question. 16 Marks

Semester III

HARD CORE PAPERS

HCT 3.1 Corporate Communication and Event Management

Objectives: 1) To understand applications of corporate communication

2) To know techniques of event management.

.Unit 1: Evolution and growth of corporate communication, Definition, scope, need and functions of corporate communication, Trinity of corporate communications – Identifying the stakeholders, Identifying communication channels, articulating the messages. , Corporate reputation management - Corporate identity; Corporate Image.

Unit II :Defining different publics and their importance , Designing communication strategy for different publics , PR Plan- Scan the environment, Develop a Communication Plan , implementation of communication plan , Evaluation of impact, Case studies of corporate communication

Unit III : Applications of Corporate Communication- Customer Relations, Dealer Relations, Vendor Relations, Employee Communications, Investor Relations, Media Relations, Government PR, PR for Education, Defense and other sectors. Corporate Social Responsibility, Public Opinion, Lobbying, corporate advertising.

Unit IV:Event Management: Concept, definition and importance - Introduction to event planning - The Role of event planner - Functions of event manager - The qualities of good event planner. . Learning your clients need. - Getting to know your client. - Planning correctly for the right type of event. - Who, What, When, Where, and How Selecting Location- Entertainment and speaker ,Corporate event planning - Planning and organizing - Creating an event programme and event schedule - Multimedia campaign. - Marketing your event planning business.

Recommended Books :

- 1) JaishriJethwaney, Corporate Communication, Oxford Publishers, 2010
- 2) Joseph Fernandez, Corporate Communication: A 21st Century Primer, Sage, 2004 •
- 3) JaishriJethwaney, Public Relations, Sterling Publishers, 2002
- 4) Iqbal Sachdeva , Public Relations: Principles and Practices, Oxford University Press, 2009
- 5) S.K. Roy, Corporate Image of India, Sh. Ram Centre, 1974
- 6) R.K. Balan, Corporate Public Relations, Sterling Publisher, 1992
- 7) Fraser.P. Seitel, The Practice of Public Relations, Pearson, 2011
- 8) Naval Prabhakar& Narendra Basu, Public Relations: Principles & Functions, Common Wealth, 2000.
- 9) Event Planning by Jude Allen
- 10) Event Management by Lynn Van Der Wagen and Brenda Carlos
- 11) The Art of Successful Event Management by TanazBasrur
- 12) Successful Event Management – A Practical Handbook by Anton Shone & Bryn Parry 2nd Edition
- 13) Event Coordination by National Institution of Event Management (NIEM)

HCT 3.2 Development Communication

Course Objectives: 1) To understand salient development communication.

2) To understand theories of development communication.

Unit I:Development:Definition, Concept of development, Measurement of development, Development versus growth, Human development, Development and underdevelopment in global perspectives, gap between developed and developing societies, characteristics of developing societies, Economic concept of development,Role of global agencies in solving economic problems of the developing world- UNICEF, WHO, FAO, UNDP, UNCTAD, IMF, World Bank, Millennium Development Goals (MDGs), Sustainable Development Goals(SDGs).

Unit II :Development communication : definition, meaning , concept,Contribution of Nora Qubral,Alternative Development communication approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development,Theories of development communication : Modernization, Media as magic Multiplier, Diffusion of Innovation, Dependency Theory, Indian Theories of development- Gandhian Theory etc.

Unit III :Mass Media as a tool for development- Print Media and Development – Case Studies : My Village Chattera, NIE, Agrowon etc. Journalism ,Role of Radio and Community Radio – case studies Rural Radio Forum , Gyanwani, Radio Rice etc, Television for Development Communication- Case Studies': SITE,KrishiDarshan, Kheda, Jhabua, MNREGA;, Cinema and Documentary for development communication, Traditional Mediafor Development, Digital Media for development, Social media and development.

Unit IV :: Contemporary Issues and Development Communication -Development and role of media, role of NGOs and people's movement, Awareness campaign for grass root democracy – Panchayat Raj Institutions, planning Commission -Five Year Plans &Indian Development, NITI Ayog, objective, & its structure,Health Communication: family welfare, nutrition, mother and child survival, and AIDS awareness, Pulse Polio Campaign, Communication for water conservation, agriculture, education, literacy

Recommended Books :

- 1) O.P. Bhatnagar : Education, Communication and Development
- 2) Srinivas R.Melkote: Communication for Development in Third world Countries
- 3) K.N.Singh&S.N.Singh : Effective Media for Rural Audience
- 4) P.R.R. Sinha : Communication and Rural Development
- 5) B.Balaswamy: Communication for Sustainable Development
- 6) J.B.Ambedkar : Communication and Rural Development
- 7) L.Vinod Kumar: Rural Development in India
- 8) ShyamParmar : Traditional Folk Media in India
- 9) R.K.Samanta : Development Communication for Agriculture.
- 10) Alan Hancock: Technology transfer and Communication
- 11) Journals: Kurukshetra, Village, Journal of Rural Development, Social Actiona

SCT 3.1 Radio Journalism and Production

**Course Objectives: 1) To understand radio production process.
2) To know techniques of writing for radio.**

Unit I: Introduction to Radio Broadcasting -Radio as a Medium – Characteristics , Radio Formats - Radio News Bulletins, Radio Magazine, Talk Show, Interview, Discussion, Commentary, Radio Feature/ Docu-Drama, Radio Drama, Outdoor Broadcasting, Radio Jingles, and Phone In, Radio Clock – Public, Private, Community Radio Station, Radio Transmission – SW, AM and FM, Types of Radio Broadcasting - HAM Radio; Satellite Radio; Digital Audio Broadcasting; and Online Radio, Criteria for good Sound – Clarity, Intelligibility and Fidelity

Unit II : Radio Journalism ,Radio as News Medium – Features, Reporting for Radio ,News gathering Techniques and Tools, Using , Sound Bites (VoxPopuli), Scripting for Radio News, News Presentation; Broadcasting Voice - Prosody and Pronunciation.

Unit III : Pre Production - Ideation and Research, Writing for Radio – Characteristics and Principles ,Scripting for Different Radio Formats – For Example: Radio Features (Using Narrations/commentary), Radio Drama; and Writing AudioCues, Planning – Time and Resource Budgeting; Hiring Key Personnel (Creative and Technical), Roles and Responsibilities of Key Personnel in Radio Production, Recording Programs - Creative Use of Sound and Voice, Working of a Radio Studio and Production Control Room – Studio Layout; Acoustics; Input and Output Chain – Microphones, Cables

and Speakers; Studio Console for Recording and Mixing, Talk Back System

Unit IV : Post Production - Sound Editing – Principles of Sound Editing, Audio Editing Softwares, Use of Archived Sounds, Music and Sound Effects (sfx), Marketing Radio Programs, Audience Feedback and Analysis, Archiving, Podcasting, Monetization of Radio Programs (CDs & DVDs), Sharing Via Social Media (Sound Cloud)

Recommended Books :

- 1) **Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;**
- 2) **K.M. Srivastava: Radio and Television; Sterling Publishers.**
- 3) **U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.**
- 4) **P.C. Chatterjee: Broadcasting in India; Sage.**
- 5) **Carrol Fleming: The Radio Handbook; Routledge.**
- 6) **P.C Chatterjee, Broadcasting in India, New Delhi, Sage.**
- 7) **Vinod Pavarala & Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India , Sage Publication**
- 8) **K.M. Srivastava: Radio and Television; Sterling Publishers.**
- 9) **U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.**
- 10) **P.C. Chatterjee: Broadcasting in India; Sage.**

SCT 3.2 International Communication

**Course Objectives: 1) To understand international communication system..
2) To know issues related to international communication.**

Unit I: Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – international, regional and internal disparities.

Unit II: Communication as a human right – UNO's Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Unit III: Impact of new communication technology on news flow – satellite communication – its historical background – status – progress – effects – information super highways – international telecommunication and regulatory organizations – UNESCO's efforts in removal imbalance in news flow – debate on new international Information and Economic Order – MacBride Commission's report – non-aligned news agencies news pool – its working, success, failure.

Unit IV: Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information -Mass Communication ; cultural imperialism – criticisms; violence against media persons; – effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Recommended Books :

- 1) C. H. Sandage, Advertising: Theory and Practice
- 2) D. S. Mehta, Handbook of PR in India
- 3) Datta, Sarojit. Advertising Today- In the Indian Context
- 4) Eric McGregor, Teach Your Advertising
- 5) Frank Jefkins, Advertising Made Simple
- 6) H. W. Hepner, Effective Advertising
- 7) H. W. Hepner, Modern Advertising

OPEN ELECTIVE (Any One)

OET 3.1 Film Studies

Course Objectives: 1) To understand Cinema.

2) To know genres of cinema.

Unit I: Lumiere Brothers, the era of silent movies, evolution of sound films and major cinema movements - German expressionism, Soviet montage, Italian neo-realism and 'French New Wave' Surrealism, impressionism; Documentary Film Movements, Free Cinema, Cinema Novo, British New Wave, The Movie Brats, Japanese, Hollywood cinema, Japanese cinema; Indian new wave cinema; Film direction – qualities and responsibilities of a film director, world's great directors; Walt Disney, Charles Chaplin, Akira Kurosawa, Steven Spielberg, Majid Majidi, Satyajit Ray etc.

Unit II: Hundred years of Indian cinema. – Popular Hindi Cinema , From Silent to talkies, Studio Era, Noted Directors and styles- Raj Kapoor, Bimal Roy, Guru Dutt, Anurag Kashyap, Vishal Bhardwaj, Overview of Indian New Wave: Satyajit Ray, Ritick Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalakrishnan.

Unit III : Special focus on Marathi Cinema : Fifty years of Marathi cinema. Important directors and their contribution to Marathi cinema: Dadasaheb Torne, V. Shantaram, Vishnupant Damale (Prabhat Company), Baburao Painter, Dada Kondake, Jabbar Patel, Amol Palekar, New wave Marathi Cinema after Swas. Umesh Kulkarni, Nagraj Manjule etc

Unit IV: Cinema as a Form - Elements of a film- shot, scene, sequence, lighting, composition, cinematography, screenplay, editing, deep focus , Vocabulary of visuals , Sound and Cinema- diegetic and non-diegetic sounds, Cinema as a narrative - Linear vs non-linear storytelling, Story, plot, character, Continuity editing and illusion of reality, Film Genres, Film production: Pre-production, production and post-production; Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music; Language of cinema: Montage, Film appreciation, film reviews.

Recommended Books :

1. Bose, Mihir, Bollywood: A History, New Delhi: Tempus, 2006.
2. Friedman, et al. An Introduction to film Genres, New York: W.W. Norton and Company, 2013.
3. Rajadhyaksha, Ashish, Indian Cinema: Origins to Independence, in The Oxford History of World Cinema, Geoffrey Nowell Smith (ed.), New York: OUP: 2007.
4. Ramachandran, T.M., 70 Years of Indian Cinema, 1913-1983, Mumbai: Cinema India International, 1985.
5. Ramussen, Dana, India's New Wave Cinema: All about Parallel Cinema, USA: Biblio Bazar, 2010.
6. Ray, Satyajit Ray, Deep Focus: Reflections on Cinema, New Delhi: HarperCollins, 2011.

OET 3.2 Writing for Media

Objectives: 1) To understand various types of media

2) To know writing techniques for media.

Unit I: Introduction to media writing; Purpose of media writing; Fundamentals of Media Writing styles; The ABCD of Media Writing: Accuracy, Brevity, Clarity, Discernment; KISS formula; Creative writing, Grammar and Punctuation- Choosing appropriate Words, Vocabulary Building, Using Dictionary, Thesaurus and Glossary, Understanding Rules: Punctuation, Grammar and Spelling, Misunderstood Words Media writing forms; Writing Ethics of media writing; Research for media writing; Techniques of translation

Unit II: Writing for Print Media -Writing news for newspapers, Importance and types of lead and heading, structure of news, news values, Writing articles, features, Interviews for newspapers and magazines, editorials and news analysis, writing for various audiences – Film and book reviews ,travelogue.

Unit III: writing for Electronic Media -Skills of TV anchor, scripting for TV programmes, Writing to visuals: Reference writing, story board and visualization, Writing TV production scripts: news, features, Soap operas, documentaries and commercials Writing for TV News: Structure of TV news, structure of TV report, PTC, bytes and writing for other visual inputs

Writing for radio programmes - news and current affairs, documentaries, phone-in programmes, attributes of a radio jockey, special audience programme for youth, children, women, and farmers.

Unit IV: Writing for Digital Media - Basics of writing for online media- structure and content, Writing stories for internet, editing and rewriting, Websites and blogs writing, Content writing for online media, Writing for social media, writing for mobile journalism.

Recommended Books :

- 1) Rich Carole, News Writing and Reporting, Wadsworth Publications, 2010
- 2) June A. Valladares, Craft of Copywriting, Sage Response Books, 2000
- 3) Robert L. Hilliard, Writing for Television, Radio and New Media, Wadsworth Pub. 2008
- 4) Milan D. Meeske, Copy Writing for Electronic Media: A Practical Guide, Wadsworth Publications, 2006
- 5) Bruce Bartlett, Et. AL , Writing for Visual Media, Focal Press, 2013
- 6) Nirmal Kumar Chawdhary, How to Write Film Screenplays, Kanishka Publication, 2009
- 7) Lee Goldberg & William Rabkin, Successful Television Writing, Wiley, 2003
- 8) Usha Raman, Writing for the Media, Oxford University Press, 2009

Semester IV

HARD CORE PAPERS

HCT 4.1 Television Journalism and Production

Objectives

1) To understand television production process.

2) To know techniques of writing for television .

Unit I: Visual communication – communicating with still pictures and video – shooting with TV camera– camera mounting. Colour balance, basic shots and camera movement. Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries. Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up.

Unit II : Video editing techniques – cut , mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production –role of functionaries - planning studio programmes – cue’s and commands – formats of TV programmes– studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production , corporate video production.

Unit III: Writing for television: Writing to still, writing for video, reference visuals to words.TV. News writing; marking copy in production language. Writing for television programmes – research, visualization and production script. Television reporting: visualizing news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories.

Unit IV : Television news editing: planning, production and compilation of news programmes – writing lead-in/intro to news packages – headlines writing, teasers and promos. Television anchoring: voice broadcast skills – enunciation , flow, modulation - facing a camera – eye contact - use of teleprompter; live studio and field interviews - moderating TV studio discussions; anchoring chat shows and cross-fire.

Recommended Books:

- 1) Alan Wurtzel (1983). Television Production, McGraw-Hill Education, New York.
- 2) Gerald Millerson (1974). The Technique of Television Production, Hastings House, Kolkata.
- 3) Robert L. Hilliard (2014). Writing for Television, Radio, and New Media, Taxmann Publications Private Limited, Mumbai.
- 4) Chatteji P.C (1987). Broadcasting in India, Sage Publications, New Delhi.
- 5) Frank Barnas & Ted White: Broadcast news Writing, Reporting, and Producing, Focal

HCT 4.2 Advertising and Social Marketing

Objectives: 1) To understand production techniques of advertising.

2) To know applications of social marketing.

Unit I:Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.).Consumer in economic theories, models of consumer behavior.

Unit II:Brand management: definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality – corporate brand. Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns. Process of motivation and theories of motivation.

Unit III:Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces. Media characteristics–defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

Unit IV:Social Marketing ,Principles of Social Marketing , Role of Social marketing in changing public behavior, Monitoring and evaluating social marketing programmes, Function of social Marketing. Social Marketing as a holistic view. Dissemination of ideas and services, audience segmentation. Market Research, product development, incentive etc.

Five Ps in the social marketing – product, pricing, placement, package and promotion. Social marketing and development, Communication strategies for NGOs. Social Marketing of family planning, health and pro social innovations. Social marketing in health functions, fund raising and social marketing ethics.

Recommended Books :

- 1) Advertising, Frank Jefins, Published by Financial Times Management (first published January 1st 1985)
- 2) Advertising Management, Edited by Jaishri Jethwaney, Oxford, 2012.
- 3) Advertising Management: Concepts and Cases, Manendra Mohan, Tata McGraw-Hill, Education, 1989A
- 4) Social Marketing: Influencing Behaviors for Good, Nancy R. Lee (Author), Philip Kotler (Author), SAGE Publications Inc; Fifth Edition edition (January 14, 2015)

HCT 4.3 Media Law and Ethics

Course Objectives: 1) To understand salient features of Constitution of India.

2) To understand laws related to media.

Unit – I: Introduction to the Indian Constitution – Preamble, salient features, freedom of speech and expression and their limits, Directive Principles of State Policy, Fundamental Rights and duties. provisions of declaring emergency and their effects of media- provisions for amending the constitution; provisions for legislature reporting parliamentary privileges and media; election commission and its machinery,. Center – State relations

Unit – II :Restrictions on Media: Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship on press and its different forms, Right to Privacy.

Press Laws: Copyright Act. Books and Newspapers Registration Act. Working Journalists Act, Press Council Act and Role of PCI.

Broadcast Media: Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act.

Unit III:Laws of Human Rights- Child labor Acts- Indecent Representation of women (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Relevant provisions of Indian Penal code with reference of sedition, crime against women and children; laws dealing with obscenity, Right to Information Act 2005, Magic Remedies Act.

Film -Cinematography Act 1952 and film censorship.

Cyber Laws – I.T. Act 2000, Proposed Digital Media Act

IPR- WTO agreement and Intellectual property right legislation, including Copyright Act, Trade Marks Act and Patent Act,

Unit IV–Press commissions - Recommendations of the first and second press commissions, Reports of various committees dealing with media in India – Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee. Wages and working conditions of journalists, Regulation, Self-Regulation and Deregulation, Regulatory Bodies – PCI, TRAI, CBFC, NBSA, BCCC, ASCI, ICANN, NBA,

Press Council's norms of Journalistic conduct, AIR news policy for broadcast media, Broadcasting code, Doordarshan programme and advertising code.

Recommended Books:

1. A.N. Grover (1991). Press and the law, Vikas Publishing House Pvt Ltd, Mumbai
2. A.G. Noorani (1971). Freedom of the Press in India, Nachiketa Publications, Mumbai
3. Durga Das Basu (2010). Law of the Press in India, Lexis-Nexis India
4. R.C. Sarkar (1984). The press in India, S. Chand, New Delhi
5. J Natarajan (2000). History of Indian Journalism, Publications Division, India
6. K.S. Venkateswaran (1993). Mass Media Laws and Regulations in India, Asian Mass Communication Research and Information Centre, Singapore
7. S.K. Aggarwal (1993). Media & Ethics, Shipra Publications, New Delhi

SOFT CORE (Any One)

SCT 4.1 Online Journalism and Social Media Management

Objectives

- 1) To understand the distinct characteristics of online journalism**
- 2) To learn the basic writing styles used by online journalists**

UNIT I :The World Wide Web and the Information Society; Media convergence; Online Media and mass communication; History and Evolution of the Internet; Networked society, Development of internet and online journalism – web 1.0, web 2.0, web 3.0, Online Journalism: Definition and Concept and Features of Online Journalism.

UNIT II: Skills a journalist needs in the digital age, multimedia tools available to report the story immediately; Contextual hyper linking; Computer Assisted Reporting, Writing and editing for online newspapers, e-magazines & newsletters, Principles of news selection & news sources, Format & style of writing, Language of news, specialized reports, profile etc., Issues and Challenges in Online Journalism; Impact of new media technology on media message; New media and freedom of speech and expression; values & Ethics of online journalism, The value of protocols, production of news based website, Freedom of the media and pressures on online journalist

UNIT III :Social media – meaning, definition, characteristics and functions, Evolution and growth of social media, Types of Social Media, Facebook, Twitter, WhatsApp, YouTube , Instagram , Linked In Etc, Characteristics of Social Media, Making news from social media and live events, Sources of news, writing styles on various platforms , News aggregators , News Consumption cultures-feedback and sharing , Crowd sourcing, micro blogging, trolling, addiction , Important social networking sites, blogging and micro-blogging, Social media literacy, Synergy Between Social and Mainstream Media, Citizen Journalism.

UNIT IV:Social Media Management – Strategies, Tools and Technologies , Social Media Audience Measurement , Social media marketing, Case studies of successful social media marketing campaigns , Social Media and Contemporary concerns , Trolling and counter-communities , Social media ethics and its limitations , Future of social media Verifying news, spotting fake news.

Recommended Books :

- 1) Coban, and Baris, Social Media and Social Movements: The Transformation of communication Patterns, New York: Lexington Books, 2016.
- 2) Fuchs Christian, Social Media: A Critical Introduction, London: Sage, 2014.
- 3) Lipschultz, and Harris Jeremy, Social Media Communication: Concepts, Practices, Data, Law, New York: Routledge, 2014.
- 4) Seargeant, Philip and Tagg, and Caroline, The Language of Social Media: Identity and Community on the Internet, New York: Palgrave Macmillan, 2014.
- 5) Trottier, Daniel and Fuchs, and Christian, Social Media, Politic and the state: protests, Revolutions, Riots, Crime and Policing in the Age of Facebook, Twitter and You Tube, New York: Routledge, 2015.

SCT 4.2 Women and Media

**Objectives: 1) To understand gender bias in reporting.
2) To know about unbiased reporting.**

UNIT I: Gender, Media and Society – gender inequality and its sources, families on television, Women and Social Life, Women and Literature – Women representation and participation in literature and arts – Women and media

UNIT II: Image, Inequality and Media - Gender segregation in media - gender stereotypes - gender, advertisement and media - gender portrayal in traditional media - film and gender stereotypes - gender portrayal in contemporary media, social media.

UNIT III: Men and media representation - media representation of the third gender - gender, media and ethnic representations - Feminist theory and media - Media impact and gender - gender, geography and communication. Communication and Women's Empowerment – National Policy for Empowerment of Women – Social and Economic Empowerment of Women – Gender Budget – Role of NGO's for Women's Development.

UNIT IV: Portrayal of women in print and electronic media –Emergence of social Media. Role of Social Media (Facebook, Twitter etc) in mobilization of public opinion on women's issues . Victimization of women through social media, empowering role of Social media. Media for Empowerment of Women: Efforts in Print, Running Magazines, Alternate Literature, Community Radio, Participatory Video, participation of women in media

Recommended Books:

- 1) Bhasin Kamala, Understanding Gender : Gender Basics , New Delhi : Women Unlimited , 2004
- 2) Bhasin Kamala, What is Patriarchy? Gender Basics, New Delhi:Women Unlimited, 1993
- 3) Lugones, Maria C. (1983). Have We Got a Theory for You! Feminist Theory, Cultural Imperialism and the Demand for "The Woman's Voice". McGraw Hill. Buy at Amazon Dines,
- 4) Gail, and Jean McMahon Humez. Gender, Race, and Class in Media: A Text-Reader. Thousand Oaks, CA: Sage, 2002. ISBN: 9780761922612
- 5) Frith, K. T., & Karan, K. (2008). Commercialising women: images of Asian women in the media Cresskill, NJ: Hampton Press. Gelfman, J. S. (1976).
- 6) Women in television news, New York: Columbia Univ. Press. Knight, D., & Beauvoir, S. D. (1986). Feminism. Oxford: Oxford University

M.A. Mass Communication(Sem III)
Term Work and Practical

Paper	Description	Marks
Paper 1.	Two monthly tests based on the syllabus (05 marks each.)	10 Marks
	One Research paper writing and presentation	10 Marks
Paper 2.	Two monthly tests based on the syllabus (05 marks each.)	10 Marks
	One Research paper writing and presentation	10 Marks
Paper 3.	Two monthly tests based on the syllabus (05 marks each.)	10 Marks
	One Research paper writing and presentation	10 Marks
Paper 4.	Two monthly tests based on the syllabus (05 marks each.)	10 Marks
	One Research paper writing and presentation	10 Marks

Practical / Field Work 01: (100 Marks)

File 1	To conceive, plan and edit one radio feature based on developmental issue, as assigned by faculty (Dur 10 min, submit in hard & soft copy)	10 Marks
File 2	To visit a NGO working in the field of Agriculture/ Environment. Write and submit report ,	10 Marks
File 3	To prepare and present two radio bulletins and one speech in own voice. (Dur. 5 min each, submit in hard & soft copy)	20 Marks
File 4	To conduct two interviews for radio. (Dur. 5 min each, submit in hard & soft copy)	10 Marks
File 5	Visit one PRO office , study their PR plan and working, submit a report based on it	10 Marks
File 6	Write two news stories related to developmental issues, as assigned by faculty.	10 Marks
File 7	To study one developmental scheme of State / Central Government and submit report based on interviews of minimum ten beneficiaries.. (Dur. 5 min each, submit in hard & soft copy)	10 marks
File 8	To prepare one house journal and one information brochure of one Corporate/ Institution	20 Marks

Practical / Field Work 02 (Direct practical): (100 Marks)

1	To prepare and present one radio bulletin in own voice. (Dur. 5 min each, submit in hard & soft copy)	10 Marks
2	To prepare and present one speech for radio based on developmental issue , as assigned by examiner . . (Dur. 5 min each, submit in hard & soft copy)	10 Marks
3	To write one radio feature, as assigned by examiner.	10 Marks
4	To conduct one interviews for radio. (Dur. 5 min each, submit in hard & soft copy)	10 Marks
5	Prepare a PR plan for a Corporate / Institution	10 marks
6	To write one article based on developmental issue as assigned by examiner and publish on own blog.	10 Marks
7	To present PPT based on study of PR activities of PRO office	10 marks
8	To present PPT based on a visit of one NGO working in the field of Agriculture/ Environment.	10 Marks
9	To present PPT based on study of one developmental scheme of State / Central Government	10 marks
10	Visit websites of any two Corporates/ Institutions and write comparative study based on their House Journal.	10 Marks

M.A. Mass Communication(Sem IV)
Term Work and Practical

Paper	Description	Marks
Paper 1.	Two monthly tests based on the syllabus (05 marks each.)	10 Marks
	One Research paper writing and presentation	10 Marks
Paper 2.	Two monthly tests based on the syllabus of (05 marks each.)	10 Marks
	One Research paper writing and presentation	10 Marks
Paper 3.	Two monthly tests based on the syllabus (05 marks each.)	10 Marks
	One Research paper writing and presentation	10 Marks
Paper 4.	Two monthly tests based on the syllabus of(05 marks each.)	10 Marks
	One Research paper writing and presentation	10 Marks

Practical / Field Work 01: (100 Marks)

File 1	To conceive, plan and edit one video documentary (submit in hard & soft copy) and present with PPT at the time of direct practical	20 Marks
File 2	To prepare a google form , conduct online survey , as assigned by faculty and submit report (Min respondents 50) , and present with PPT at the time of direct practical	20 Marks
File 3	To prepare 4 different types of ads for print, two ads for radio and one ad for TV. (submit in hard & soft copy)	20 Marks
File 4	Conduct content analysis of news based on social media in any two newspapers and write critical report (Select 15 days duration) and present results with PPT at the time of direct practical	20 Marks
File 5	Write two articles for online newspaper and upload on own blog.	10 marks
File 6	Prepare two video news stories (including one Voice over, one PTC) related to developmental issues, as assigned by faculty.	10 Marks

Dissertation:

Dissertation Report writing

80 Marks

Viva-Voce

20 Marks

Every student will have to do a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty.

Every student will have to select a topic / subject of research related to mass media and communication with the approval of guide to prepare a research design. The student will collect information applying proper research methodology and submit the report in two copies. The report should contain following format and should be completed in given time period.

Time frame to complete Dissertation :

Sr. No.	Completion of work	Date and Month
1	*Title	Before 10 th August
2	*Introduction *Review of Literature (first ppt presentation)	Before 30 th August
3	*Problem definition *Objectives *Hypothesis	Before 15 th September
4	*Research Methodology *Tools for the collection of research data (Second ppt presentation)	Before 30 th September
5	*Data classification, codification and tabulation *Data analysis & interpretation	Before 15 th December
6	*Data presentation through Graphics * Findings and result * conclusion and suggestions* References	Before 30 th December
7	*Submission of dissertation	Before 30 th January

Structure of dissertation should be as follows:

- 1) **Title page**
- 2) **Acknowledgements**
- 3) **Table of contents**
- 4) **List of figures and tables**
- 5) **Chapter I** – Introduction - The introduction describes the research problem or research question and lays out the reasoning behind it.
 - a. Significance of the Problem
 - b. Why is it important to conduct the study?
 - c Problem Statement
 - d. A research question should (a) be in the form of a question, (b) suggest a relationship among constructs, and (c) be empirically testable.
- 6) **Chapter II:** Literature review / Theoretical framework
This chapter reviews what has already been written in the field on the topic of the research. The literature cited should support the theoretical argument being made and demonstrate that the author has a grasp of the major ideas and findings that pertain to topic.
- 7) **Chapter III** : Research Methodology – Give details about research methodology being used for research work.
 - a) Objectives
 - b) Hypothesis
 - c) Concepts
 - d) Research Methods
 - e) Data Collection
 - f) Study period
 - g) Limitations of study
- 8) **Chapter IV** : Data Analysis and findings
- 9) **Chapter V:** Discussion - Results are interpreted in light of the research questions.
- 10) **Chapter VI** – Conclusion and recommendations
- 11) Bibliography
- 12) Appendices

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