



BANGALORE UNIVERSITY
DEPARTMENT OF COMMUNICATION
MS COMMUNICATION
SYLLABUS CHOICE BASED CREDIT SYSTEM
ACADEMIC YEAR 2014-15



BANGALORE UNIVERSITY
Department of Communication

Central College Campus, P.K.Block, Palace Road, Bangalore – 560 009
Phone: 080 – 22961994(off.) 944 87 88866/email: drhkmswamy@gmail.com

Dr. H.K. MARISWAMY

4/7/2014

CHAIRMAN

Proceedings of the Board of Studies meeting held on 4/07/2014, in the Department of Communication, P.K Block Bangalore University, Bangalore. Ref: **Aca-II/BOSPer./Sci.2014-15**

Members Present:

Members Present

- | | | |
|--------------------------|----------|------|
| 1. Dr. H. K .Mariswamy | Chairman | Sd/- |
| 2. Dr. Jagadeesh Prakash | Member | Sd/- |
| 3. Dr. B.K. Ravi | Member | Sd/- |
| 4. Dr. N Sanjeevaraja | Member | Sd/- |
| 5. Dr. B Shailashree | Member | Sd/- |

External member

- | | |
|--|------|
| 1. Dr. B.P. Mahesh Chandra Guru, Professor, University of Mysore | Sd/- |
| 2. Dr D. S . Poornananda, Professor, Kuvempu University | Sd/- |
| 3. D.V. Rajashekar, Senior Journalist, Bangalore. | Sd/- |

The Chairman welcomed the members to the meeting. Then the Board took up the agenda for discussion. The meeting of BOS (Board of studies) in Communication was held on July 4, 2014 in the Department of Communication. The resolutions are as follows:

- 1. Revising PG syllabus of Choice Based Credit System**
The Board of Studies thoroughly perused the PG syllabus and revised it according to the needs of the media, society as CBCS regulations.
- 2. Modifications in the regulations of MS Communication:** According to Choice based Credit system the Regulations of MS Communication is revised.

BANGALORE UNIVERSITY

DEPARTMENT OF COMMUNICATION (FACULTY OF SCIENCE)

RULES AND REGULATIONS FOR TWO-YEAR M.S COMMUNICATION PROGRAMME UNDER SEMESTER SCHEME WITH EFFECT FROM-2014

General Objectives of the Programme

The Mass Media scenario in the World in general and in India in particular has seen revolutionary changes over the years. Technology, Political, Socio and Economic changes have contributed for this transformation of mass media in India. Media education in India will have to measure up to these changes. Its curricula will have to reflect the changing environment and be able to prepare the students to take on the new challenges. Keeping all these developments in mind, the course has been re-structured with the following broad objectives.

1. To train the students to suit the requirements of the media organizations and the society.
2. To train the students in changing skills of news gathering and editing.
3. To prepare the students in related areas such as Technical Writing, Corporate Communication and Event Management.
4. To introduce the emerging Communication technologies.
5. To prepare students for communication research and teaching.
6. To prepare students to become socially conscious.

I. Eligibility for Admission

- a. The Department shall admit a maximum of 40 students out of which 30 seats shall be for Journalism Graduates and another 10 seats shall be reserved for Non-Journalism Graduates in addition to **six** seats to be filled up under payment quota as decided by the University and approximately 07 supernumerary seats subject to the following conditions.
- b. **Journalism Candidates:** Candidates who have passed the bachelor's degree with 50 percent of marks in the aggregate of all the examinations of the degree in the **optional subjects** of Journalism shall be eligible for admission with 50% of marks.
- c. **Non-Journalism Graduates:** Candidates who have passed the bachelor's degree examination of Bangalore University or any other University recognized as equivalent to 50 percent of marks in the aggregate of all the subjects including the languages are eligible as per the Bangalore University rules. The preference in admission will be given to those students who have passed degree examination at the First attempt in case of Non-Journalism students.
- d. In case of SC/ST, Cat I categories of students the minimum percentage of marks required shall be 10 percent less and as per the admission rules of Bangalore University.
- e. While admitting students under supernumerary quota, preference will be given to students who have studied Journalism as an Optional Paper at Under Graduate level.

II. Admission Procedure

Admission to the M.S Communication course shall be made in order of merit of the candidates subject

to the statutory provisions of the reservations based on the following criteria.

- a. Half of the percentage of average of marks obtained by the candidate in all the examinations of 3 years bachelor's degree course **including languages will be considered for Non-Journalism graduates** (50 percent of marks).
- b. For journalism graduates only half of the percentage of marks obtained by the candidate in the optional subjects of Journalism in the entire 3 years bachelor's degree course (50 percent of marks).
- c. An applicant who is a full time employee or student studying in another course simultaneously shall not be eligible for admission.
- d. Any candidate found to have given false information at the time of admission regarding eligibility shall forfeit the admission even after getting selected and admitted to the course.

III. Duration of the course

The course of study for the MS Communication degree shall be of two academic years comprising of four semesters. The course commencement, programme, Examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the University from time to time.

IV. Course of Study and Scheme of Instructions

M.S.Communication – Subject Study & Scheme of Examination

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits	
First Semester								
CS:1.1	Introduction to Communication	04	3hrs	30	70	100	04	
CS:1.2	News Writing and Report Analysis	04	3hrs	30	70	100	04	
CS:1.3	News Processing and Editing	04	3hrs	30	70	100	04	
CS:1.4	Media Laws & Ethics	04	3hrs	30	70	100	04	
CS:1.5	Media Management	04	3hrs	30	70	100	04	
SC:01	Communication Skills	04	3hrs	30	70	100	04	
1.6 a	Practical News Writing and Reporting Analysis	02	-	15	35	50	01	
<i>Submission of Practical Record</i>								
1.6 b	News Processing and Editing	02	-	15	35	50	01	
<i>Submission of Practical Record</i>								
Total Credit							26	
C.S: CORE SUBJECT SC: SOFT CORE								
Second Semester								
CS:2.1	Communication Theories	04	3hrs	30	70	100	04	
CS:2.2	Development Communication	04	3hrs	30	70	100	04	
CS:2.3	Communication Research Methods	04	3hrs	30	70	100	04	
CS:2.4	Radio Broadcasting	04	3hrs	30	70	100	04	
CS:2.5	Business Communication	04	3hrs	30	70	100	04	
Soft core								
SC:2.1	Environmental Communication	04	3hrs	30	70	100	04	
2.6 a	practical Radio Broadcasting Practical	<i>Submission of Practical Record</i>		15	35	50	01	
2.6 b	Lab Journal Production (JBS)			viva 15	35	50	01	
Total Credit							26	
C.S: CORE SUBJECT SC: SOFT CORE								
Third Semester								
CS:3.1	Corporate Communication	04	3hrs	30	70	100	04	
CS:3.2	New Media Technology	04	3hrs	30	70	100	04	
CS:3.3	Technical Writing	04	3hrs	30	70	100	04	
CS:3.4	Television Broadcasting	04	3hrs	30	70	100	04	
3.5 a	Practical Television Production	<i>Submission of Practical Record</i>		15	35	50	02	
3.5 b	Lab Journal Production (JBS)			Viva 15	35	50	02	
Open Elective								
OE:01	Media and Society	04	3hrs	30	70	100	04	
Total Credit							24	
C.S: CORE SUBJECT SC: SOFT CORE OE: OPEN ELECTIVE								
Fourth Semester								
CS:4.1	Political Communication	04	3hrs	30	70	100	04	
CS:4.2	Marketing Communication	04	3hrs	30	70	100	04	
CS:4.3	Film Studies	04	3hrs	30	70	100	04	
CS:4.4	Writing for Media	04	3hrs	30	70	100	04	
CS:4.5	Dissertation	08	-	Viva 50	100	150	04	
CS:4.6	Internship	2 Months	-	-	-	50	04	
Total Credit							24	
Programme Grand Total of Credits								100

V. Examination

- a. There shall be a University examination at the end of each academic semester with a maximum of 70 marks per paper.
- b. Internal Assessment Marks: Each paper shall have 30 marks for internal assessment, consisting of two class test and assignment in the academic semester, each carrying 15 marks and in the case of paper CS1.2: News Writing and Reporting Analysis, CS 1.3: News Processing and Editing, CS 2.4 Radio Broadcasting, Paper 3.2 New media technology and Paper CS 3.4: Television Broadcasting, (**except these papers**) Students shall submit Practical records which consist of 30 marks and these Practical records shall be evaluated by External examiners. Internal marks consists of 30 marks programme as indicated under item No.IV, course of study and scheme of instruction.
 - **Candidate shall submit Practical records based on the following items.**
 - For 1.6: a News writing and Report analysis comprises of at least Writing five News stories, Two Features, Two Profiles, Two Interviews, Two Editorials.
 - For 1.6: b New processing and Editing comprises at least two News editing, (Five Headline/Caption writing, Two Article writing, Two Translations, One Page design
 - For 2.6: a Radio Broadcasting comprises at least Two Radio News Bulletins, Two Radio Talks, Two Radio Interview Scripts, Two Radio Feature Scripts, Two Radio Commercial Scripts, Two Scripts for Public Awareness Campaign.
 - 2.6 b Lab journal production
 - 3.5 a : Television Broadcasting Practical comprises at least Two Television script writing, Two Documentary script writing, Two Interviews, Two Television Commercials, Two Television News scripts.
 - 3.5 b Lab Journal production a compulsory component of MS communication course
- c. Submission of Practical records to respective teachers is compulsory:
- d. The internal assessment marks once awarded for any paper shall be retained and considered as final even if a student reappears for that theory paper in subsequent attempts.

VI. Attendance, Progress and Conduct

- a. Students have to compulsorily attend the classes, seminars and other academic activities conducted during the academic year as prescribed by the Department.
- b. Students shall be considered to have completed the attendance requirements if they have attended not less than 75% of the classes conducted in each of the paper.
- c. Students who do not satisfy the attendance requirements will not be permitted to appear for University examinations.

VII. Minimum Requirement for Pass

- a. Minimum for a pass in each Theory paper shall be 40% of the paper excluding Continuous evaluation (Internal Assessment) marks and 40% in the Practical paper marks excluding continuous evaluation (Internal Assessment) marks and 50% in the

aggregate of the Papers in each semester put together. There is no separate minimum for continuous evaluation (Internal Assessment).

- b. Those Candidates who fall short of 50 percent marks in aggregate even when they have secured 40 percent marks in all the papers and want to improve their results may select any paper/papers to appear once again to improve their semester performance within a period of one year.
- c. Those candidates could continue his/her studies in the next semester irrespective of number of papers in which he/she has passed in the previous semester exams, provided he/she has satisfied attendance requirements in the previous semester.

VIII. Practicals

- a. Students of II and III semester of M.S Communication have to compulsorily contribute to the production of Lab-Journal, “Jnanabharathi Samachar” during II semester and III semester issues have to be brought out. Each teacher shall be the Editor with the Chairman of the Department as Editor –in-chief. Students shall submit Practical Journal to the incharge teachers concern. The incharge teacher shall forward the Journal to the Chairman for approval .
- b. The issue editor concerned will guide and supervise the work of students so as to bring out the Lab-Journal **within the deadline set by the Department.**
- c. All the students shall actively associate in publishing the Lab-Journal. It is mandatory on the part of each student to bring out Lab-Journal. Four students shall be in-charge of one issue.
- d. The degree shall not be awarded to those students who do not bring out the Lab-Journal as student Editors during their respective semesters. There shall be marks for Practical Journal “Jnanabharathi Samachar”. 35 marks consist for Production of Lab journal (JBS) and 15 marks consist for Viva Voce examination. The Viva Voce examination shall be conducted by External examiners. The marks for Production of Lab journal will be given by External examiner after evaluating the Lab Journal.

IX. Internship

- a. Internship shall consist of 50 marks, and shall be evaluated by the concerned unit head of the media organization based on following criteria, same should be sent to the chairman of the department which is confidential.

Writing/Presenting ability	10marks
Commitment to work	10marks
Punctuality	10marks
Communication ability	10marks
Overall performance	10marks

Total **50 marks**

- b. All the students shall undergo an internship with a “major” Media Organisation Newspaper, Magazine, Radio, Television, Public relations organization either Government or Private owned for a period of not less than eight weeks, (uninterrupted) immediately after the completion M.S Communication fourth semester examination.

- b. The Students will be assigned for Internship to Media Organisation by the Chairman of the Department and his/her decision in the matter is final.
- c. At the completion of the Internship, the student shall produce a certificate of satisfactory attendance, interest and performance during the internship from the head of the organisation where he/she has undergone internship.
- d. Students who fail to produce the Internship completion certificate from their respective Organisation allotted to them will have to once again undergo the Internship.
- e. Unless the students successfully complete their Internship assignment and produce the completion certificate, the 4th semester of M.S Communication examination results will be with held.

X. Dissertation

- a. All students of M.S Communication programme shall be required to submit a dissertation at the end of M.S Communication, fourth semester and before the commencement of M.S Communication final examination. Unless the dissertation is submitted before the examination, the student shall not be allowed to take the final examination. The Dissertation shall be evaluated for 100 marks and followed by Viva Voce for 50 marks both evaluation and Viva Voce will be done by External examiners and Internal examiners.

XI. Classification of successful candidates and declaration of results

a. Successful candidates in the annual examination shall be classified as follows:

FIRST CLASS: Those who obtain 60 percent and above of the aggregate marks in all the semester exams put together.

SECOND CLASS: Those who obtain 50 percent and above but less than 60 percent of the aggregate marks in all semester exams put together.

THIRD CLASS: Those who obtain 40 percent and above but less than 50 percent of the aggregate marks in all the semester exams put together.

b. Announcement of results, classes and Ranks for the programme

- Ranks shall be declared in respect of the successful candidates taking their total performance in all the semester exams put together.
- Only those candidates who have passed each of the paper at the first appearance shall be eligible for the declaration of ranks. The first five ranks shall be notified.
- The results of the IV semester shall not be announced until the candidate has passed in all the papers of the previous semesters. The degree shall not be awarded unless the candidate has passed all the semester examinations.
- Candidate shall complete the M.S Communication degree examination within four academic years from the year of admission.

c. Question Paper format

Every paper consists of 10 questions of equal marks with internal choice. Students have to answer any 7 questions. There shall be two questions from each of the five units in each paper.

Syllabus for I Semester M.S Communication
1.1 INTRODUCTION TO COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total: 100

Objectives:

- a. *To make the students aware of Communication Process, Patterns in the changing situation*
- b. *To help the students to understand various dimensions of Journalism and Journalism Profession*

Unit-I : Definition-Nature and scope of communication, Kinds of communication, Intra-personal communication, Inter-personal communication, Group communication, Mass communication. Characteristics of verbal and non-verbal communication

Unit -II : Communication models, Aristotle model, Lasswell model, Shannon and Weaver models of communication

Unit -III : Definition- Nature and Scope of Journalism, Journalism as a profession, Responsibilities of a Journalist: Qualifications, Duties, characteristics of mass media, print media, radio, television and cinema. Journalism education in India, opportunities for Journalism graduates in professional organisations. Press Council of India, Trends in Journalism profession.

Unit -IV : Globalization and media industry, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India.

Unit -V : Indian media after 1990: socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

Reference books

1. Mass Communication – A Critical analysis – Keval J Kumar
2. Professional Journalism – M. V. Kamat
3. Theory and Practice of Journalism – B. N. Ahuja
4. Professional Journalist – John Hohenberg
5. Mass Communication – Wilbur Schram
6. Understanding Media – Marshall McLuhan
7. Folk Media for Development – N. Usha Rani
8. Theory & Practice of Journalism – B N Ahuja
9. Mass Media and National Development – Wilbur Schramm
10. Passing of Traditional Society – Daniel Lerner
11. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
12. Communication models for the study of Mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
13. Theories of Mass Communication – Melvin L DeFluer and Sandra J Ball, Longman Publications
14. Educational TV in India: Challenges and Issues – N.Usha Rani- Discovery Publishing House, New Delhi, 2006.
15. Journalism in India- Nadig Krishnamurthy, Mysore University Press.

1.3 NEWS PROCESSING AND EDITING

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To help students to acquire skills to make news attractive and readable*
- b. *Teaching the techniques of writing news making sense to the readers to effective language. Every student is expected to produce Practical records*

UNIT-I: News man's Language: Structure of the editorial room; Functions of news editors, Sub-editors process of editing; Sentences and structure; Negative and double negative expressions, adjectives, modifiers, split infinitives and identification of sources, punctuation, paraphrasing and transition devise in writing; Journalistic jargons, sources, punctuation, paraphrasing and transition devise in writing.

Unit -II: Editing Process: Checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent's copies, rewriting hand-outs, moffusil copies and electronic editing.

Unit -III: Creating Headlines: Headlines styles, Giving headlines, Headlines rules, Effective headlines; Making it accurate, preventing overstatement, commanding, Avoiding editorializing, Avoiding sensationalization, Headline and context, Avoiding bad phrases, Use of proper nouns (with examples from day to day newspaper stories). Trend in headline writing.

Unit -IV: Editing pictures, graphics and designs: Newspaper layout; principles of layout, Front page-inside pages, Problems of inside page make up. Special page designs, Total design concepts, Picture editing, Caption editing guidelines, Selection of appropriate photos, Contemporary Indian newspaper designs and layout.

Unit -V: Typography: Type families, classification of typefaces and printing processing.

Reference books:

1. Jacques Barzum 2002. Simple & Direct, London Harpar And Row
2. John Ostnous 2004 Better Paragraphs, London Harper And Row
3. Basket, Scissors And Brooks (Eds), 2002.Book Of Art Editing, London,Harper And Row.
4. Joseph 2002.Outlines Of Editing, New Delhi. Amol Publication.
5. M V Desai & Sevanti Nainan 1996. Beyond Those Headlines, Bangalore Allied Publishers Limited.
7. Rangaswamy Parthasarathy, 1984 Basic Journalism, Macillan India Ltd, New Delhi.
8. Jeorge 1998.TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
9. Quinn 1999. Digital Sub Editing & Design, New Delhi, Sage Publication.

1.4 MEDIA LAWS AND ETHICS

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To familiarize students about Right to communicate.*
- b. *To help the students to understand the legal aspects of Journalism profession.*

Unit -I: Media & Freedom: Concept of media freedom, Theories of media liberty and democracy; Rights and obligation of the media; Fundamental rights.

Unit -II: Right to Information: Evolution of articles of 19; Universal declaration of human rights: Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Rajasthan experience; Role of the media.

Unit -III : Important Laws: Defamation, Contempt of Court , Legislature, Official Secrets Act, Intellectual property rights copyright and piracy; Wages and working conditions of journalists; Measures to curb piracy.

Unit -IV : Ethics: Sting operation and its impact; Right to privacy; Obscenity; Concept of self-regulation; Revealing sources; Code of ethics; Code of professional organizations; A critical study of functions and performance of the Press Council of India.

Unit -V: Cyber Laws: Laws regulating FDI in media; Cyber laws in India; Cyber security concerns preventive measure, penalties, adjudication and offences; IT Act; Network service provider's protection; Criminal procedure; IPC.

Reference books:

1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah
4. Press and the Law – An Grover
5. Press in Chains – Zamir Naizi
6. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
7. Mass Media and Freedom of Press in India – K S Padhy
8. Battle for Freedom of Press in India – K S Padhy
9. Laws of Press in India
10. The Press Council- T N Trekha

1.5 MEDIA MANAGEMENT

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. To introduce students to principles of Media business management*
- b. To familiarize students to Indian media organization and their management practices.*

Unit I : Principles of management: Definitions and functions, classical and modern approaches to management; management process, management task, essentials of management; Theories and functions of management in the context of media; Economics of media; Economic impact in India media; FDI influences on media management.

Unit II: Media organisations and structures: Organisational structures of Indian media- Print and electronic media; ownership patterns of India media; newspapers; magazines and television networks; film and television software production houses and studios; organizational structure and management of Indian news agencies.

Unit III: Economics of Print Media: Economics of newspaper, production costs, operation, non-operation, revenue heads-selling of spaces, commercial print jobs, budgeting, break even points, promotional strategies; circulation and revenue-readership measurement systems, ABC, NRS, INS, RNI

Unit IV : Economics of Electronic & Film Media: Economics of electronic media; radio and television, production costs, operation and non operation, budgeting, break even points; International market for India's television software, Film production- cost and revenue, Royalty and minimum guarantee; Film distribution and commission; Film exhibition, theatre hire and commission, Export market for Indian films, viewership measurement systems-TRP, TAM, INTAY and other retting systems.

Unit V : Committees: Reports of committees/commissions: S K Patil committee report, Ashok Chanda committee report, Varghese committee report, Khosala committee report, Joshi committee report, Prasara Bharati Act.

Reference books:

1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmind and Robert 2004: Trager 2004. Media Organization Management, London response books, Biztantra.
3. Cabera, E.F & Bonache 1999.An expert H R System for Aliging organizational cultural & Strategy, New York Academic Press
4. Halzer C 1991, Total quality Management, London Champra & Hall
5. W.J. Stantton & Charles Futrell 2003. Fundamental & marketing, New Delhi MC Graw Hill
6. Thons Gouldon, 1997. News Management, London, Willian Heiremamm Ltd.

S.C 1.1 COMMUNICATION SKILLS

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total: 100

Objectives:

- a. *To make the students to aware of Communication Process, Patterns in the Changing situation*
- b. *To help the students to understand various dimensions of Journalism and Journalism Profession*

Unit I : Communication: Definition and importance; Elements and Process of Communication; Communication Models.

Unit II : Levels of Communication: Intrapersonal – Interpersonal – Group and Mass communication – Functions of communication – Intercultural communication. Types of communication: Verbal and Non-verbal – Various forms of verbal and non-verbal communication – Body language.

Unit III : Art of public speaking; Techniques of interpersonal relationships; Art of writing business and Personal letters; Art of journalistic writing: News, articles, features, science writing, editorial writing, humorous writing, interview technique; Group dynamics – Leadership styles.

Unit IV : Importance of good communication in one's life; Improving your communication skills – Elements of technical writing - Preparing CVs.

Unit V : Writing for media: newspaper – magazine – radio - T.V - New media

Reference books :

1. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
2. Communication models for the study of Mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
3. Communication for Development in the Third World – Srinivas R Melkote, Sage Publications, New Delhi, 1991
4. Theories of Mass Communication – Uma Narula
5. Folk Media for Development – N Usha Rani
6. Mc Quali's Mass Communication Theory – Denis Mc Quail, Sage Publications
7. Speech Communication – William D Brooks
8. Personality Development: Every Manager's Desk, Reference Series Vol. I, Vol. II & Vol. III – Techmedia Publications.
9. $\int \frac{1}{x} dx = \ln|x| + C$
10. $\int \frac{1}{x^2} dx = -\frac{1}{x} + C$
11. Communication Skills – Chris Cole.

Syllabus for II Semester M.S Communication
2.1 COMMUNICATION THEORIES

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Ojectives:

- a. To expose students to classical and contemporary theories of communication*
- b. To prepare students to examine the validity of theories in this dissertation projects*

Unit -I: Introduction to Mass Communication Theory: Defining and redefining mass communication, Emergence of scientific perspective on mass communication.

Unit -II: Normative Theories: The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory.

Unit -III: Limited Effects Theories: Paradigm shift in mass communication theory; Two step flow theory, Limited effects theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory.

UNIT-IV: Theories about the Role of Media in Every Day Life: Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality.

UNIT-V: MEDIA AND AUDIENCES: Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting.

Reference books

1. Mass communication theory: An introduction - Denis Mcquail
2. The process and effects of mass communication – Wilbur Schramm
3. Mass, messages and media – Wilbur schramm
4. The effects of mass communication – Joseph Klapper
5. Mass communication theory – Stanley J.Baran and Dennis K.Davis
6. Theories of Mass Communication –Melvin L.DeFleur and Sandra Ball Rokeach
7. Denis Mc Quail 2004. Mass Communication Theory, New Delhi, Sage publication
8. Theories of Communication- A short introduction, London, Sage publication
9. Stanley S. Baran and Dennis K. Davis 1999, Mass Communication Theory: Foundations Ferment and future, Singapore- Thomson Wadsworth
10. Caporaso J. and Lenine D. 1992: Theories of political economy, Cambridge University, Press Cambridge
11. Severin W and Tankard J. 2000 Communication Theories, New York, Longman

2.2 DEVELOPMENT COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To enable the students to understand factors governing national development.*
- b. *To prepare students to critically evaluate developmental approaches and programmes in the context of Economic and development theories.*

Unit –I : Concepts of Development: Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

Unit –II : Social Change: Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernisation and post-modern.

Unit –III : Development Communication: Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

Unit -IV: Alternative Theories of Communication for Development: Development of What And Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.

Unit -V: Case studies : Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non- governmental; Different experiments in India and Asia.

Reference book

1. Communication for development in third world – Srinivas R. Melkata
2. India's information revolution – M. Rogers and Ana Aravind Singhlal.
3. Design and development message – Bella Modi.
4. Development commercial – Uma Navula.
5. Interdependent development – Naould Brookfield.
6. Definition of innovations – Everest M Roger.
7. Folk media for development – N. Usha Rani.
8. Community Radio – M. Abdul Rehaman Pasha
9. C'sÄÄzÄAiÄÄ ¥ÄwæPÉÆÄzÄåÄÄ – F±ÄégÄ zÉÊvÉÆÄI
10. The enghteenth elephant – Ishwar Daitota
11. Everybody loves a good drought – P. Sainath.

2.3 COMMUNICATION RESEARCH METHODS

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. To sensitize students to communication research*
- b. To enable students to independently conceive and execute research Projects*

UNIT-I : Basic concepts: nature and scope of research; definition of communication research, Basics and applied research; characteristics of scientific research; element of scientific research - concepts and constructs, variables, scales and measurement.

UNIT-II : The Research process: Selection of research problem, Review of literature, Formulation of research questions/ hypothesis, determining the appropriate method of data collection, Types of sources, Analysis and interpretation of data, Presentation of results.

Unit-III : Research approaches: Qualitative, focus group, case studies, field observation quantitative - survey research, content analysis, experimental research, longitudinal studies and population; sample and sampling techniques.

Unit- IV : Research tools and data analysis: research tools- questionnaires, interview schedules – levels of measurement – scales , description and measures of central tendency and variability; normal curve and its uses; inductive statistics - correlation – regression – measures of association – statistical inference –tests of significance and analysis variance – ANOVA - SPSS (Statistics software package used for statistical analysis)

Unit- V : Report writing; writing research project, styles of presenting research findings – chapterization, essentials of thesis/ dissertation, ethics in research – major trends in mass communication research in India.

Reference books :

1. Berger J. 2000 Media and Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches, California Sage Publication.
2. California Harper and Rachal Marcus. 2003. Research for Development, New Delhi Visitor Publication.
3. Roger D. Wimmer And Joseph R. Dominick. 2000. Mass Media Research: An Introduction, Singapore Wadsworth Publishing.
4. Rummel R.L, 1970. Applied Factor Analysis, North western University Press, Evanston Il Sarlow, C. 1994. Basic Research Methods, New Delhi, Mc Graw- Hill
5. Ralph O, Natiger And D David M, White, 1999. Introduction to Mass Communication Research, Louisiana, Louisiana State University Press.

2.4 RADIO BROADCASTING

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To make students aware of the importance of Radio Broadcasting in India*
- b. *To prepare students to undertake professional graduation. Every student is expected to produce Practical records*

Unit -I : Development of radio broadcasting: Evolution and development of radio in India – Present status; radio as a medium of communication; broadcasting formats.

Unit - II : Writing for radio: Elements of spoken word; Conceptual process; Production techniques for radio; Principles of script writing; Types of scripts; Script formats; Creativity in scripting and editing for radio; Radio commentary; dubbing and mixing.

Unit - III : Types of programmes : Production, talks, interviews, discussion, drama, features, news, news reels, special audience programme for rural audience, women children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes.

Unit-IV : Issues in broadcasting: Market V/S public sphere; Model communication policy in India; Legal and regulatory framework; Concern. discourse on privatization of radio broadcasting; Autonomous – ownership; Cable regulation; Satellite radio; Community radio.

Unit-V : Radio production: Techniques of handling various sound equipment's; Studio and Outdoor broadcast; Digital technologies; Creating audio special effects – Audience research.

Reference books:

1. Erta D Fossard, 2005. Writing And Producing Radio Dramas, New Delhi, Sage Publication.
2. Chalderji P.C.1991. Broadcasting In India, New Delhi Sage Publication.
3. Chandrashekar B.S. 1999. Changing Preferences The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
4. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.Of India.
5. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO.
6. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.
7. Arvind Singhal, Mechel J Curdy And E M Rogers(Est). 2003. Entertainment Education and Social Change, New York, Lawrence & Bouns Association.

2.5 BUSINESS COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To make students familiar with business concepts and glossaries*
- b. *To train students in writing for business journals*

Unit -I : Economic theories and policies: An overview of economic theories; Indian economic policies after economic liberalization, Exim policies, Industrial policies, corporate structure and financial institutions; Multinationals; Salient features of companies act and labour act of centre and State govt.

Unit –II : Basic concepts: Understanding and analysis of budget and the Share market; Corporate and Governance; Glossary of stock market.

Unit -III : Mass media and business: A study of major business publications, Reporting commerce; Budget stock market and trends; Reporting proceedings of the meetings of Stock Holders, Chambers of Commerce and other financial/ Business organizations; Takeovers and Mergers; Preparing of articles for business publication: Business pages, Trends in business reporting.

Unit -IV : Business analysis: Interpretation, Investigation in depth reporting of Commerce and Economic trends including performance of Public and Private companies; Micro and Macro analysis, Economic policies, Institutions and Industries.

Unit -V : Business correspondence, reporting and proposals: Reports and proposals routine letters and goodwill messages, persuasive and sales messages, Negative messages, Report planning and research. Business reports proposals and formal reports. Preparing production of Annual reports.

Reference books:

1. Harcourt J (Edi) 1991. Business Journalism, South-Western Publishing Co. Cincinnati, Ohio
2. Udaya Sahay 2006 Making News: Hand Book Of The Media In Contemporary India, New Delhi, Oxford Publication.
3. Mary Ellen Guffery 2004. Business Communication, Process And Product, Thomson South Western, Singapore,
4. Raymond Lesik(Edt) 2000. Basic Business Communication. New Delhi, Tata Macgraw Hill.
5. Hmai Pradhan(Edt)2000. Business Communication, Bombay Himalaya Publishing House.
6. Charuvedi B D(Edt) 2001. Business Communication Concept Cases and Applications, New Delhi Pearedu
7. Nirma Singh (Edt) 2002. Business Communications Principles Methods & Techniques. Bepndee New Delhi.
8. Sundar Rajan(Edt) 2001. Effective Business Communication. New Delhi, Suraj Publication.

S.C 2.1 ENVIRONMENTAL COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objective:

- a. *To help students keep abreast with environmental issues and concerns.*
- b. *To prepare students to effectively communicate on environmental issues.*

Unit -I: Basic perspective: Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made.

Unit -II: Contemporary issues: Local, National, International Environmental issues. Environmental protection programmes and strategies.

Unit –III : Media & empowerment: Role of media in protecting the Environment and Ecology; Communication strategies for on-going campaigns – A detailed study of specialized environment ecology, Media organization and units.

Unit –IV : Mevelopment v/s environment debate: International agreement; Earth summits; Protection of environment; Natural resources, Flora- fauna, rivers and eco-system; Laws protecting environment; Problems in safeguarding the system.

Unit -V: Writing and reporting environmental issues: Environmental reporting, Types of stories-investigative, in-depth and interpretative; writing for different media. Case studies of major environmental movements and media response in India.

Reference books:

1. Edward Gold Smith, Nicholas Hildyard(Edt). 1988. The Earth Report, London Oxford University Press
2. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company.
3. Kiran B Chhokar, Mamata Pandya and Meena Rangunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
4. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources And Environmental Degradation, 2001. New Delhi. Sage Publication.
5. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
6. Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.
7. Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India's Forests, New Delhi Sage Publication.
8. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004. Commucation & Conservation, New Delhi. Sage Publication.
9. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co.

Syllabus for III Semester M.S Communication

3.1 CORPORATE COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a) *To make students aware of the importance of public relations and its critical role in corporate organizations.*
- b) *To prepare students for corporate communication challenges.*

Unit – I: Nature and scope of public relations : Definition of PR, relevance of public relations in modern societies; Principles of public relations; role of public relations in corporate organizations; Attributes of public relations practitioner. Differentiating public relations from propaganda, advertising and publicity: Code of conduct for PR professionals.

Unit – II: Process of public relations: PR Process: Fact finding, planning, implementation and evaluation; Organizational structure of PR Department and its functions. In-house Department and PR counselling firms: advantages and limitations.

Unit – III : Tools of public relations: Institutional publications: House journals; House advertisements; Print and electronic media, Social media; Corporate advertising; Photographs, films, Audio-visual displays, New media and new communication technologies; News releases and press conferences; Media tours, Public service announcements/ads; Special events: open house-exhibition-demos.

Unit – IV: Types of PR Publics: Internal publics and external publics: Employees relations; Stockholder relations; Customer relations; Community relations; Supplier relations; Distributor and dealers relations; Government relations; Investors relations; Media relations; Educational institutions relations; NGO's ;Role of public relations in government: Recent trends in PR strategies-local govt-state/central.

Unit – V: Corporate Communication: Corporate public relations; Corporate culture; Corporate credibility; Challenges of corporate public relations; Establishing corporate credibility; Restoring corporate credibility: openness and honesty, consistent action, corporate social responsibility; Status of PR education in India; Major issues facing corporate public relations professionals; Corporate Communication strategies in the context of Globalization; Crisis management; Disaster management and Issues management; Professional organisations in India and abroad.

Reference books:

1. Otis Baskin & Craig Aronoff (Eds). 2000. Public Relation., The Profession & The Practice, U.S.A. Times Mirror Co.
2. Pill Quirke (Edt). 1986. Communication & Public Relations Columbus Ohio Merrill,
3. Allen H Centre (Edt). 2003. Public Relations Practices, NewDelhi Prentice Hall Inc of India
4. Scott M Cutlip (Edt). 2000. Person and Education, Pvt Ltd. New Delhi Indian Branch.
5. Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press
6. Rene A Henry (Edt) 2001. Marketing Public Relations New Delhi, Oxford University Press.

7. Philip Lesly (Rdt). 2000. Handbook of Public Relations and Communication. New Delhi, JBS Publishers Rene A Henry (Edt) 2000. Marketing Public Relations New Delhi, Suraj Publications
8. Joann Keyton. 2004. Communicating in groups – Building Relationships for Group Effectiveness, Oxford University Press
9. Pylee MV 2004 Industrial Relations and Personnel Management, New Delhi, Vikas Publishers
10. Singh JK 2004. Media and Public Relations New Delhi, APH Publishers
11. Donald Treadwel 2004 Public Relations Writing, New Delhi, Sage Publications
12. Stephen P Banks 2004. Multi Cultural Public Relations, New Delhi, Suraj Publications.

3.2 NEW MEDIA TECHNOLOGY FOR COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objective:

- 1. To acquaint the students with computer and its operations.*
- 2. To make them aware of DTP and basic Internet Applications*
- 3. To apprise them with basic IT applications in media*

Unit-I: Understanding the Computer: Computer: Generations and basics: Computer parts: Software, Hardware and Peripherals; Lib Office (Open source software): Word, Power Point, Calc.; Use of printer and scanner

Unit II: Internet for Interactivity: Introduction to internet application in media: Websites and portals: Static and dynamic websites. Various Internet tools for fast dissemination of news, video and pictures

Unit-III: IT for Media: Basic IT applications in print, electronic and cyber media; Emerging Trends in information technology; Conventional media Vs new media; Introduction to Blogs and Vlogs

Unit-IV: Designing and Layout : Concept and theory of design and graphics; Basic elements and principles of graphics: Design and layout: Use of colors

Unit-V: DTP & Multimedia: Introduction to DTP: Multimedia : Characteristics and functions: DTP Software - Quark Express, Corel Draw, Photoshop

Reference books:

1. Author Adobe, Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
3. A. Jaiswal Fundamentals of computer Information technology Today, Wiley Dreamtech
4. V. Rajaraman, Fundamentals of computer, Prentice Hall of India
5. G K Parthasarathy, Computer Aided Communication, Authors Press, 2006
6. R. Singhal, Computer Application for Journalism, Ess Publishers
7. Chetan Shrivastava, Introduction to Information Technology, Kalyani Publishers, Delhi
8. T. C. Bartee, Digital Computer Fundamentals, Mc Graw Hill Publication

3.3 TECHNICAL WRITING

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a) *To introduce the students to the essentials of technical writing.*
- b) *To prepare students to write and edit technical documents.*

Unit – I: Basics of technical writing: Nature and scope of technical writing, Differences between technical writing and other forms of writing; Qualifications of technical writers and editors; Glossary of technical writing and application.

Unit – II : Products of technical writing: End products of technical writing – technical reports, project proposals, project abstracts, project documents and manuals-technical, installation and end-user; Creating a technical document; Professionals involved in creating technical documents.

Unit – III : Technical Writing Team: Technical Writing: a team work; Roles and transportation of technical document editors, writers and managers; Documents, testing and revision; Documents formats-hard and soft versions.

Unit – IV : Technical Writing Principles: Principles of Technical Writing; Styles in Technical Writing; Clarity, precision, coherence and logical sequence in writing; The writing process- aim of writing, knowing the writing assignment, its clients and end users; Gathering facts/data; planning the documents content; document design; Writing the draft; Draft revision; use of graphic/illustrations.

Unit – V : Editing technical documents: The technical editing process-review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents; Online editing.

Reference books:

1. Bob Dematteis, Andy Gibbs Michael Neustel (Eds). 2004. The Patent Writer; How to Write Successful Patent Applications. London Square One Publishers.
2. Gerald J. Alfred, Charles T. Brusaw, Walter E. Oliu, St. Martin's, Hand Book of Technical Writing Press. London St. Martin's Press.
3. David Ingre Survivor's Guide To Technical Writing, London. South--Western Educational Publishing,
4. Bruce Ross-Larson, Writing For The Information Age. London W.W. Norton & Company.
5. Jason Whittaker Web Production for writer & Journalist, London Routledge.
6. Matt Young Technical Writer's Handbook: Writing With Style and Clarity, New York University Science Books.
7. William Sanborn Pfeifler Technical Writing: A Practical Approach (5th Edition) New York Prentice Hall.
8. Brain R Honaway. Technical FVriting Basics: A Guide to Style and Form (2nd Edition).

3.4 TELEVISION BROADCASTING

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a) *To impart to students the essentials of television production techniques.*
- b) *To prepare students to undertake TV production.*

Unit – I : Development of Television: Evolution present status of telecasting in India; TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, quix and emerging formats.

Unit – II : Understanding TV Programme productions: Film and TV language and its grammar; Basic theories of shot composition; shot size, movement of lighting techniques; Recording and editing (linear and non-linear).

Unit – III : Production Process: Production process, pre-production stage-conception, research and development of story and script; Storyboard; Writing scripts, selection of talents, costumes, location, backdrop, Planning and execution as per pre-production plan; Post-production: writing voice-over (narration), dubbing, Titling/subtitling, caption writing, graphics and animation-editing and mixing.

Unit – IV : Television Production Management: Planning and management of single and multi-camera productions; understanding different production environments; Floor and studios management; Managing budget; Talent, scheduling, shooting and post-production, ethics in programme production.

Unit – V : Issues in TV Broadcasting: Social, political, economic and technological parameters; educational and developmental broadcasting; problem and prospects, Review of reports of committees and working groups.

Reference books :

1. Mitch Mitchel, Visual 2004. Effects & for Film Television. Singapore Focal Press.
2. Roger Laycock 1999 Audio Techniques For Television Production, Singapore Focal Press.
3. Rod Fainweather, (Edt) 2002. Basic Studio Directing, Singapore Focal Press.
4. Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press.
5. Robert L Hartwig (Edt), 2004. Basic T.V Technology, Singapore Focal Press.
6. Bernard Wilkie (Edt) 2006. Creating Special Effects for T.V & Video, Singapore Focal Press.
7. Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press.
8. Gerald Millerson, (Edt) 2000. Lighting for Video, Singapore Focal Press.
9. Patric Morris, (Edt) 2000. Nonlinear Editing, Singapore Focal Press.
10. Glyn Alkin, (Edt) 2006. Sound Recording and Reproduction, Singapore Focal Press.
11. Peter Ward (Edt) 2005. Studio and Outside Broadcast Camerawork, Singapore Focal Press.
12. Gerald Millerson, (Edt) 2000. Video Camera Technologies, Singapore Focal Press.
13. Peter Ward (Edt) 2003. T.V. Technical Operations, Singapore Focal Press.

O.E 3.1 MEDIA AND SOCIETY

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To make students aware of contemporary media development and challenges in India.*
- b. *To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.*

Unit – I : Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.

Unit – II : Media and democracy: public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog.

Unit – III : Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements: political – cultural movements, national integration, communal harmony.

Unit – IV : Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health.

Unit – V : Media credibility: factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news

References books:

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – Jeorge Oddman
3. Media and Democracy in Asia - An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa Berger
8. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
9. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
10. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University, Newyork, 1953

Syllabus for IV Semester M.S Communication

4.1 POLITICAL COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objective:

- a. *To make the student analyze Political events critically,. with the interplay of Communication and Politics*
- b. *To make the students analyze the working of media in democratic set up.*

Unit – I : Introduction to Political Communication: The democratic process, the media in modern times, how media shape public perceptions?

Unit – II : Political Communication Theories: Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes.

Unit – III : Political News Coverage: Media bias; press - government relations; election campaigns and media coverage. Communication and civic engagement: Role of media in political participation. Political ownership of media: Agenda setting; Social media- its impact on politics-case studies

Unit – IV : Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy; Global Media influences; FDI in media-Govt policies.

Unit – V : Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.

Reference Books:

1. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
2. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
3. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.
4. Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
5. Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.
6. Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co.

4.2 MARKETING COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a) *To make the students aware of media advertisements*
- b) *Introduce students to importance of marketing communication in the context of the market-driven economy*

Unit – I : Marketing Communication: Role of advertising in the marketing communication process; The importance of marketing to advertising; The key participants in the marketing process: Consumers, Markets, Marketers; Consumer behavior from advertiser's perspectives; Communication strategies for global marketing; Globalization of the media and worldwide advertising.

Unit – II : Nature and Scope of Advertising: Advertising concepts, evolutions of advertising; Role of advertising in modern society; Socio and economic impact of advertising, types of advertising agencies; Planning advertising campaigns.

Unit – III : Classification of Advertising: Consumer advertising; Business advertising: Trade advertising, Professional advertising, Industrial advertising, Mail order and personal selling: Local, Regional, National; Functional classification: Product and Institutional advertising; Direct action and Indirect action advertising; Primary and selective advertising.

Unit – IV : Writing Advertisement Copy: Writing advertisement copy for print media, Radio and Television; Visualization, Layout, Illustration, Color, Elements of advertisement copy: Headline, Sub-headline, Text, Slogan, Logo, Trade Mark.

Unit – V : Media of Advertising: Direct mail advertising; Print media; Radio commercials and Television commercials; Outdoor advertising: posters, painted bulletin, spectacles and transit media; New Media in advertising.

Reference books:

1. Philip Kotler: Marketing Manageme, William Stanton and others; Fundamental Marketing.
2. David Ogilvy (Edt) 2000. Ogilvy on advertising, London Prion Books Ltd.
3. Meena Pondey, (Edt) 1989. Foundation of Advertising Theory and Practice, Bombay Himalaya Publishing house.
4. Larry Percy (Edt). 2002. Strategic Advertisement Management. Europe Prentice Hall ISBN.
5. William F Arens (Edt) 2000 Contemporary Advertisement. USA Times Mirror Education Group.
6. William Wells (Edt) 2001. Advertising, Principles and Practice, London Prion Books Ltd.
7. Marla R Staffer (Edt) 2001. Advertising Promotion and New Media, Times Mirror Co, USA.
8. Bir Singh (Edt). 2000. Advertising Management, New Delhi Anmol publications.

9. Larry Percy (Edt) 2000. Strategic advertisement management, New Delhi, Suraj Publications.
10. Wells, Burfert Morlaty (Eds) 2003. Advertising: Principle & Practice, New Delhi Prentice Hall.
11. S A Choonawala, K C Sethia (Eds) 2005. Foundations of Advertising theory & Praticce, Bangalore Himalaya Publishing.
12. George E. Belch 2004 Advertising and Promotion an Integrating Marketing Communication Perspective, New Delhi, Tata McGraw Hills.

4.3 FILM STUDIES

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To prepare Students to analyze and appreciate good cinema.*
- b. *To make them understand the relationship of film with other mass media*

Unit -I: Cinema and other mass media: The growth and development of cinema in India as a media of mass communication, entertainment and art in 21st Century; Cinema as an entertainment industry.

Unit – II : Development of cinema: important stages of development in process of cinema production in: Europe, Russia, Asia, Africa and Latin America.

Kinds of Films: Fiction, documentary, newsreels, educational and instructional films, multinational and advertising films; characteristic of animation of films; New wave cinema.

Unit –III : Cinema and the state: various committees on cinema and Government response; central and state Government's organizations on cinema; film festival and film awards; Art of film; criticism and review of cinema: psychology and sociology of cinema. Censorship of films in India: Film journalism in India; film society movement in India; impact of globalization on Indian cinema.

Unit-IV : Script Writing : the shooting process, editing and recording, characteristic of the film medium; shot composition; psychological and aesthetic significance; composition in film making; problems of cinema production; trends in Indian cinema.

Unit – V : Great directors: an outline of the development of the art of film making with screenings of one major film of important personalities such as D.W.Griffith, Eisenstein, Vittorio De Sice, Akira Kurosawa, Ingmar Bergman, Jean Luce Godard, Satyajit Ray and Mirnal Sen and other contemporary personalities.

Reference books:

1. Eric Barnouw and S. Krishnamurthy,1980, Indian Film, New Delhi, Oxford University press
2. CrartyJowelt, James M Linton, 1986, Movies As Mass Communication, London, SAGE Publication.
3. Jhon W Hood: The Essential Mystery: Major Film makers of Indian Art cinema, New Delhi, McMillan Publications.
4. Jhon A Lent, 1990, The Asian Film Industry, London, Christopher Helm
5. Anananda Mitra, 199, Through the western lens, New Delhi, SAGE Publications
6. Fared Kazmi,2000, The Politics of Indian Conventional Cinema, New Delhi, SAGE Publications
7. M.Madhava Prasad,1998, The Ideology of the Hindi Film, New Delhi, Oxford University Press
8. Ernest Lind grin (Ed.) 1990, The Art of films, New Delhi, Oxford University Press
9. T.G.Vaidyanath, (Ed.), 1990, Hours in the Dark, New Delhi, Oxford University Press
10. Gilles Dalluge (Ed.), 2006, Cinema - I, London, Continuum
11. Thames Monaco,(Ed.), 2004, How to read a Film, New Delhi, Oxford University Press

12. Mast & Cohen,(Ed.), 1990, Film theo~ & Practice, New Delhi, Oxford University Press
13. Gaston Roberge,(Ed.)2006, The Subject of Cinema, New Delhi, Oxford University Press
14. Christian Metz, 1982, The Imaginary Signgifier, Psychoanalysis and the Cinema, Bloomington, Indiana University.
15. Andre Brazin, 1967, What is Cinema, University of California Press, Berkely Vol.1&11

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13. PÉÆÄ. ZÄLÄß§, Ä¶Äà: ¶ÄæeÄvÄAvÄæUÄ¼Ä°è ¶ÄwæPÉUÄ¼Ä ¶ÄvÄæ, PÄLÄðIPÄ ªÄiÄzsÄåªÄÄ CPÄqÉ«Ä, "ÉAUÄ¼ÄÆgÄÄ
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