

CBCS Programme : M.A. Journalism and Mass Communication

Semester - III

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM –I	TV Journalism (DSC - 11) / Paper -I	60

Cos – After completion of the course students would be able to –

1. Empower themselves by understanding the history and evolution of Television, characteristics and complete production process of the Television
2. Acquire the fundamental knowledge of TV news gathering, news bulletins and news presentation and how TV news writing is different from other media.
3. Acquaint themselves with the various types of TV news – news-room management,
news coverage, news formats, news presentations and structure and content of news bulletins
4. Inculcate the knowledge about TV camera movements and angles, Types of shots, visual language, purpose and use of lighting.

Unit	Content
Unit I	. History and evolution of television - characteristics; how does it differ from other media like print, radio, and film, Television Journalism - Television news gathering - TV news writing styles - TV News presentation (periods 15)
Unit II	The television camera - movements and angles; types of cameras; the lens system; camera mounting equipment, Visual language - types of shots and composition, Lighting - purpose of lighting, indoor/ outdoor lighting, types of light, light intensity, three point lighting, white/black balancing and color temperature. (periods 15)
Unit III	Sound - sound presence and perspective, ambiance sound, dubbing, spot sound, background music, types of microphones, audio console and its functions, DAT (digital audiotape)recorder, lip-sync and sound mixing. (periods 15)
Unit IV	TV production - different stages: preproduction, production and Postproduction; single camera and multi-camera production; studio production and outdoor production; programme format. Editing - evolution of editing, principles, functions, basic transition devices, linear and nonlinear editing, on-line and off-line editing and concept of continuity editing. (periods 15)

Suggested Readings:

1. Television Production Handbook, 7th Edition — Herbert Zettl
2. Directing and Producing for Television, A Format Approach — Ivan Cury
3. Writing for Visual Media, rd Edition — Anthony Friedmann

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM – 2	Corporate Communication (DSC - 12) / Paper -II	60

Course Outcomes: After the completion of the course students would be able to:-

1. Students get the knowledge of Corporate Communication.
2. Develops skills of management communication, marketing communication and organizational communication.
3. Understand the various perspectives of media relations and communication.
4. Identify potential business opportunities of public relation.
5. Implementation and execution of corporate events, press conferences and campaigns.

Unit	Content
Unit I	. Introduction: Communication system – corporate citizenship – core functions of a corporate – four media (advertising, sales promotion, direct mail, promotional literature) (periods 15)
Unit II	Corporate communication: Definitions – management communication – marketing communication – organizational communication – tools – 3Es (education, experience, expertise) (periods 15)
Unit III	Functions: creating identity – building brand image – creating brand reputation – 3Cs (clarity, consistency, credibility) – re-branding – creating corporate stories. (periods 15)
Unit IV	Communication process: testing corporate story – prioritizing – stakeholders identifying communication objectives – creating a brief – developing a creative concept – selecting the media – pre-testing – production and distribution. Promotional literature: literature strategy – types of promotional literature – good literary techniques – concept, test and layout – production and distribution. (periods 15)

Suggested Readings:

1. Corporate Communications–Argenti
2. Corporate Communication–Paul A. Argenti Geraldine Hynes
3. The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A. Argenti
4. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications–Shel Holtz
5. Corporate Communications: Theory and Practice – Joep P. Cornelissen
- 6 जनसंपर्क – जालंधर पुरोहित.
- 7 कॉर्पोरेट कम्युनिकेशन – डॉ.सुधीर भटकर,डॉ.विनोद निताळे

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Semester - III

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM –3	Business Communication (DSC - 13) / Paper -III	60

Cos – After completion of the course students would be able to –

1. Empower themselves by understanding the Nature, Scope, the Growth of Business Journalism
2. Acquire the fundamental knowledge of Business journalism, Chambers of Commerce, Concepts of Share Market, Share Debenture, Investment, Mutual Funds.
3. Acquaint themselves with the knowledge of Business journals.
4. Inculcate the knowledge about Ethics and Social Responsibilities in Business Journalism.

Unit	Content
Unit I	Introduction, Nature, Scope, the Growth of Business Journalism, Professional Requirements of Business Journalist. Information Source of Business Journalism, Chambers of Commerce, Concepts of Share Market, Share Debenture, Investment, Mutual Funds. (periods 15)
Unit II	Major Business Journals and their Unique Feature. Economic Times, Business Line, Business Time, Business TV Channels, NDTV, CNBC and ZEE, Supplementary of Major Newspaper and Magazine. (periods 15)
Unit III	Changing face of Business Journalism in the age of Global Business Scenario, Ethics and Social Responsibilities of in Business Journalism. (periods 15)
Unit IV	Characteristics of Business Journal Editing and Designing of Business Journal, Qualities of Effective Business Articles, Preparing Business Letters, Features, Annual Reports, Business Columnists, Interview of Business Personalities, Panel Discussion, Budget, Stock Markets. (periods 15)

Suggested Readings:

1. Business Communication Theory – Tole and Chandragadkar
2. Financial and Economic Journalism – Kirseh Donald
3. How to Excel in Business Journalism – Venkateshwaran
4. The New Pal Grave – A Dictionary of Economics – John Eatwell
5. Human Relations in Management–Heckmann
6. Management: Tasks Responsibilities and Practices – Drucker
7. Business Communication: A Management Perspective – Keval J. Kumar
8. Administrative Communication – Lee D. Thayer R D Lireven
9. The Executive Skill of Persuasive Listing – N H Athwya
10. Communication in Business– Peter Little, Long Man.

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM – 4	International Communication (DSC - 14) / Paper -IV	60

Course Outcomes: After the completion of the course students would be able to:-

1. Understand the various perspectives of Political, economic and cultural dimensions of international communications
2. Students get the knowledge of International Communication, systems and the role of communication and information in international relations.
3. Identify the role of media in international crises.
4. Understand the perspectives of human rights in international level.

Unit	Content
Unit I	Political, economic and cultural dimensions of international communications. Communication and information as a tool of equity and exploitation. International news flow, imbalances and disparities. UNESCO's efforts in removal of imbalance in news flow-debate on new international Information and Economic Order. McBride Commission. New World Information Communication Order (NWICO). Communication as a human right. UNO's Universal Declaration of Human Rights and Communication. (periods 15)
Unit II	International news agencies and syndicates, their organizational structure and functions. Non-aligned news agencies, news pool – its working, success, failure. Impact of new communication technology on news flow, satellite communication, information super highways. International telecommunication and regulatory organizations. (periods 15)
Unit III	Impact of media on international relations, political processes and on shaping government opinion and foreign policies. Role of media in international crises: conflicts, man-made and natural disasters, terrorism. (periods 15)
Unit IV	Information-prompted cultural imperialism. Criticisms, Effects of globalization on media systems and their functions; transnational media ownership and issue of sovereignty and security; international intellectual (periods 15)

Suggested Readings:

1. International Communication and Globalization: A Critical Introduction: Ali Mohammad, (1997)
2. International and Development Communication: A 21st-Century Perspective, University of Colorado, USA: Bella Mody (2003)
3. International Communication: A Reader Paperback, Routledge, London: Daya Kishan Thussu (2009)
4. International Communication: Continuity and Change, Academic Bloomsbury, USA.: Daya Thussu (2006)
5. Approaches to International Communication: Textbook for Journalism Education, Finnish National Commission for Unesco: Ullamaia Kivikuru, Tapio Varis (1986)
6. Negotiating Across Cultures: International Communication in an Interdependent World, US Institute of Peace Press, USA: Raymond Cohen (1997)
7. Many Voices, One World, UNESCO, Paris: Sean Mac Bride Commission (1982)

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM – 4	Video TV Documentary or Short film (SEC –1) / Practical	60

COs- Upon completion of the course, the student will be able to:

1. Create various types of short films and documentary.
2. Write a script for short films and documentary.
3. Design story board for short films and documentary.
4. Write dialogs for short films.
5. Search materials for any subject of documentary.
6. Produce professional short film and documentary.

Student shall be required to produce a documentary or short film for 10-20 minutes duration during this semester. He/she should follow all the relevant steps of pre, during & post production stages. Focuses on a production of TV programme from conceptualization through post production editing.

*** List of Practical/Laboratory Experiments/Activities etc.**

1	Select subject for documentary or short film.
2	Script, Storyboards, Budgets.
3	Floor plan, sets, make-up, costume, jewellery, lights audio, graphic rehearsals
4	Shooting schedules - Shot and edit shots for documentary or short film.
5	Explain the pre and post production process of created documentary or short film.

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 1	New field of Journalism (DSC - 15) / Paper - I	60

Course Outcomes: After the completion of the course students would be able to:-

1. Students become able to understand the organizational structure of media management.
2. Students would observe at the news media as commercial ventures as well as offline & online promotional strategies.
3. Provide an insight into the important aspects of Packaging for a channel: Selection, treatment, scheduling of programme
4. Inculcate the importance and role of Newspaper management.

Unit	Content
Unit I	Media organization: Meaning, nature, forms, structure and functions; role and importance of media organization. <p style="text-align: right;">(periods 15)</p>
Unit II	Packaging for a channel: Selection, treatment, scheduling of programme . <p style="text-align: right;">(periods 15)</p>
Unit III	Newspaper management: Editorial, management, advertising management, circulation management, liasoning with govt. depts. . <p style="text-align: right;">(periods 15)</p>
Unit IV	Sports journalism, trade journalism, reality journalism Unconventional media, Interactive/innovative media, Google ad words, offline & online promotional strategies. <p style="text-align: right;">(periods 15)</p>

Suggested Readings:

1. The Indian media business – Vanith Kohli Kandeka,2006.
2. Media organization management – James Redmindand Robert,2004.
3. Media Management – Andrej Vizjak and others
4. Advertising and Media Management – Meena Devi
5. Management of Electronic Media – Alan B. Albarran
6. .Mass Communication: Principles and Concepts – Seema Hasan , CBS Publishers & Distributors.

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 2	Advertising and Marketing (DSC - 16)/ Paper - II	60

Course Outcomes: After the completion of the course students would be able to:-

1. Students understand the key areas of advertising and marketing.
2. Students are able to choose career options in various fields of advertising.
3. Students would identify and define concepts of brand strategy, consumer behavior.
4. Students can prepare advertisement for print, radio, television and web advertisement.

Unit	Content
Unit I	Introduction: brief history, how advertising works, classification, function, client and advertising agency, marketing communication: source, message and medium factors, consumer behavior perspective, attention, comprehension and recall. <p style="text-align: right;">(periods 15)</p>
Unit II	Brand strategy: segmentation, and positioning, brand awareness, brand attitude and feelings, brand equity, image and personality, objectives and budget allocation, Media: planning, strategy, evaluation, support media, case studies. (periods 15)
Unit III	Sales promotion: objectives, budget allocation, design issue, planning guidelines, evaluation, tools and techniques. Introduction: functions of advertising, what is copywriting, what copywriter do, understanding audiences, understanding client, Types of advertisement: classified, superlative copy, comparative copy, testimonial, advertorial, teaser, humour copy, corporate advertising, Creative strategies: lateral thinking, interdisciplinary approach, project technique, substitution method, test and visual, from concept to copy. <p style="text-align: right;">(periods 15)</p>
Unit IV	Understanding media: Print advertising, Radio advertising, Television advertising, Internet advertising, outdoor media, Critiques: ethical issue, aesthetic dimensions, social perspectives, marketing forces, children and women in advertising. <p style="text-align: right;">(periods 15)</p>

Course Material/Learning Resources

Suggested Readings:

1. Principles of Advertising: Monle Lee and Carla Johnson
2. Advertising Management: Alok Bajpaye
3. Advertising Today: The Indian Context: Dr. Sarojit Dutta
4. Advertising: Frank Jefkins.
5. Effective Advertising : Dr.Uma Mehrotra, Chinmay Prakashan,Aurangabad.
6. Mass Communication: Principles and Concepts – Seema Hasan , CBS Publishers & Distributors.

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 3	Inter-Cultural Communication (DSC - 17)/ Paper - III	60

Course Outcomes: After the completion of the course students would be able to:-

1. Understand the role of culture in communication and Eastern and western perspectives fo culture.
2. Students get the knowledge about culture, sub culture, value systems and Philosophical and religious dimensions
3. Identify the role of media as a culture manufacturing industry.
4. Understand the impact of Globalization on culture and communication.

Unit	Content
Unit I	Culture: Definition and Process. Sub cultures. Culture as a social institution. Value systems – primary, secondary. Eastern and western perspectives. <p style="text-align: right;">(periods 15)</p>
Unit II	Inter-cultural communication: Definition and process. Philosophical and religious dimensions. Cultural symbols in verbal and non-verbal communication. Language and grammar as a medium of cultural communication. Linguistic aspects of inter cultural communication. <p style="text-align: right;">(periods 15)</p>
Unit III	Modern mass media as vehicles of inter-cultural communication. Barriers in inter-cultural communication – religious, political and economic pressures. Inter-cultural conflicts and communication. Impact of new technology on culture. Globalization effects on culture and communication. Mass media as a culture manufacturing industry. <p style="text-align: right;">(periods 15)</p>
Unit IV	Culture, communication and folk media: Character, concept and functions. Dance and music as instruments of inter-cultural communication. UNESCO’S efforts in the promotion of intercultural communication. <p style="text-align: right;">(periods 15)</p>

Suggested Readings:

1. Culture & Communication – A World View – K S Sitaram
2. Hand of Inter-Cultural Communication - Asante
3. An Outlines of Indian Philosophy - Hiriyanna
4. Culture, Communication & Social Change – P Joshi
5. The Effects if Mass Communication - Joseph Klapper
6. Mass Culture, Language & Artsin India-M L Apte
7. Media, Culture & Communication –S Banerjee
8. जनसंवाद सिद्धांत – डॉ. वि.ल.धारूरकर.
९. जनसंवाद आणि जनमाध्यम:सैद्धांतिक संकल्पन - श्रीपाद भालचंद्र जोशी

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 4	Mass Media Research (DSC - 18) /Paper - IV	60

Course Outcomes: After the completion of the course students would be able to:-

1. Students inculcate the knowledge of research and its importance in media sector.
2. Understand the scope and techniques of communication research and their utility for the society.
3. Students would be able to explain the process of research and conduct research methodology on any assigned topic.
4. Students are able to criticize the previous conducted research and give new dimensions to the existing research.

Unit	Content
Unit I	Nature and characteristics of research, definition and elements. Role, function, scope and importance of communication research, search. Mass Communication research. (periods 15)
Unit II	Basic concepts, tools and techniques of research. Research design in Social Sciences. Methods of communication research: census method, survey method, observation method, case studies, and content analysis. Tools and methods of data collection - media sources, books, questionnaire and schedules, people-meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, on-line polls. Sampling methods. Sampling errors and distributions in the findings. (periods 15)
Unit III	Types of research in Print and Electronic Media. Evaluation, feedback, feed forward studies, media habits, public opinion surveys, pre-election studies and exit polls. Market research in media fields, development of trends and recent trends in communication research. Ethical perspectives and mass media research (periods 15)
Unit IV	Report writing: Data analysis techniques. Coding and tabulation. Non-statistical methods. Statistical analysis: Parametric and non-parametric, Uni-variate, Bi-variate, Multi-variate. Tests of significance. Levels of measurement: Central tendency, Test of reliability and validity. SPSS and other statistical packages. (periods 15)

Suggested Readings:

1. Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi: C.R. Kothari
2. Research in Mass Media, Radha Publications, New Delhi: S.R. Sharma & Anil Chaturvedi
3. Research Methodology, Mangal Deep Publications: G.R. Basotia & K.K. Sharma
4. Research Methodology in Social Science, Himalaya Publishing House, Mumbai: Sadhu Singh
5. Research Methodology, Raj Publishing House, Jaipur: Dr. S. Munjal
6. सामाजिक संशोधन पद्धती – डॉ.पु.ल. भांडारकर.
7. शास्त्रीय संशोधन पद्धती – डॉ. बी.एम.कऱ्हाडे.

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM -5	Research Project Report (DSC - 19) /Practical	60

Course outcomes – After completion of the course, the student will be able to:

1. Students get knowledge about various fields of research.
2. They conduct research project on various topics and research problems and submit the report at the time of exam.

Each student will have to submit a report in an area of mass communication detailed in the curriculum under the guidance of a faculty member. The objective of the project is to enable students to have an in-depth knowledge of a subject of their choice. It may include field research, case study, model and such other research based formats aimed at create in new knowledge in any area of mass communication.

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1	Select research problem and title of research project.
2	Select research design for specific subject.
3	Select tools and sampling method for collection of data.
4	Use statistical / Non statistical methods for collected data.
5	Write a report on selected research subject..