

Master of Arts Journalism & Mass Communication

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Programme Structure

Curriculum & Scheme of Examination

2017

AMITY UNIVERSITY HARYANA

GURGAON

M.A.-JMC (Total Credits-100)

Programme Structure-2017

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4101	Introduction to Mass Communication	2	1	-	3
JRN4102	Print Journalism - Reporting & Editing	1	1	2	3
JRN4103	Media Arts - I: Radio & TV	2	-	2	3
JRN4104	Advertising : Concepts & Principles	2	1	-	3
JRN4105	Introduction to Photography	2	-	2	3
JRN4106	Design Software	2	-	2	3
JRN4107	History, Culture & Society	2	1	-	3
Open Electives					5
CSS4151	Basics of Communication	1	-	-	1
BEH4151	Self Development& Interpersonal Skills	1	-	-	1
LAN4151 LAN4152 LAN4153 LAN4154 LAN4155 LAN4156 LAN4157 LAN4158 LAN4159	Foreign Business Language-I French-I German-I Spanish-I Russian-I Chinese-I Portuguese-I Korean-I Japanese-I Hindi-I **	3	-	-	3
TOTAL					26

** Hindi as Foreign Language for Foreign National Students

SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4201	Advertising Planning & Strategy	2	1	-	3
JRN4202	Print Design & Visualization	2	-	2	3
JRN4203	Specialized Reporting & Feature Writing	2	-	2	3
JRN4204	Media Arts - II: Radio & TV	2	-	2	3
JRN4206	Public Relation & Corporate Communication	2	1	-	3
JRN4207	Advanced Photography	2	-	2	3
JRN4209	Media Planning & Brand Management	2	1	-	3
JRN4231	Term Paper-I	-	-	-	1
Open Electives					5
CSS4251	Corporate Communication	1	-	-	1
BEH4251	Behavioural Communication & Relationship Management	1	-	-	1

LAN4251	Foreign Business Language-II	3	-	-	3
LAN4252	French-II				
LAN4253	German-II				
LAN4254	Spanish-II				
LAN4255	Russian-II				
LAN4256	Chinese-II				
LAN4257	Portuguese-II				
LAN4258	Korean-II				
LAN4259	Japanese-II				
LAN4259	Hindi-II				
TOTAL					27

SUMMER INTERNSHIP THIRD SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4301	Media Arts-III: Film	2	-	2	3
JRN4304	Media Laws & Ethics	2	1	-	3
JRN4305	Development Communication	2	-	2	3
JRN4306	Digital Media Production	1	-	4	3
JRN4307	Mass Media & Industry	2	1	-	3
JRN4331	Term Paper-II	-	-	-	1
JRN4335	Summer Internship Evaluation	-	-	-	6
Open Electives					4
CSS4351	Interpersonal Communication	1	-	-	1
BEH4351	Leading Through Teams	1	-	-	1
LAN4351	Foreign Business Language-III	2	-	-	2
LAN4352	French-III				
LAN4353	German-III				
LAN4354	Spanish-III				
LAN4355	Russian-III				
LAN4356	Chinese-III				
LAN4357	Portuguese-III				
LAN4358	Korean-III				
LAN4359	Japanese-III				
LAN4359	Hindi-III				
TOTAL					26

FOURTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4401	Professional Project Specialization (Any one) • Radio • Television • Print • Advertising • Public Relations • Photography	-	-	-	6
JRN4402	Media Arts - IV: Cyber Media	2	-	2	3
JRN4403	Media Analysis	3	1	-	4
JRN4437	Dissertation	-	-	-	6
Open Electives					2
CSS4451	Cross Cultural Communication	1	-	-	1
BEH4451	Professional Excellence	1	-	-	1
TOTAL					21

Syllabus - First Semester

INTRODUCTION TO MASS COMMUNICATION

Course Code: JRN4101

Credit Units: 03

Course Objective:

Students will be introduced to the basic aspects of human communication and especially mass communication. Mass Media industries have developed in unprecedented ways due to changes in the society, economy, and technologies. There has been a corresponding change in the way the role of mass communication has been understood. Theories have mostly responded to developments in the Western society but they help us to interpret how these industries interact with the society in the past, present, and future. While in other subjects, students will learn about contemporary forms, in this course they will be introduced to the traditional modes of communication and expression in India which have worked closely with local communities. With this basic grounding in place, students will be able to evaluate mass media within a wider context. Students will be introduced to new ideas through case studies, practical exercises, class presentations, screenings, and reading groups.

Course Contents:

Module I: Introduction to Communication

Process and elements of communications

Levels of communication: individual, group, organizational, mass communication, international and intercultural

Barriers to effective communication

Future of communication studies

Brief introduction to main communication models: wartime to postwar period

Three traditions in communication research: Users and gratification, lifestyle, and reception analysis

Forms and Functions of communication

Module II: Traditional Media

Introduction to traditional media

Oral Tradition of story-telling since early civilization

Influence of TM on all forms of mass communication in India

Types: street theatre, puppetry, music, dance, folk and tribal art, local fairs

Elements and case studies of each form

Strengths and limitations

Relationship with the society

Present Scenario

Tool for political, social, economic, and health awareness

Module III: Introduction to Mass Communication

Definition and forms of mass communication

History of Western mass media

Four eras in mass communication theories

Era of mass society theory (1850-1940)

Era of scientific perspective on mass media (1940-1950)

Era of limited effects (1950-60s)

Era of cultural criticism (1960s-1980s)

Ongoing Debates

Growth of mass media in India

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

(Note: CT has been marked less and compensated with higher weightage for S as students will need to demonstrate their understanding through practical exercises and discussions)

Text & References:

- Rosengren Erik Karl (2000) Communication: An Introduction, Sage Publications: London.
- Kumar Keval J (2007) (3rd edn), Mass Communication in India, Jaico Publications: Delhi.
- Stone Gerald, Singletray, Michael & Richmond P. Virginia (2003) Clarifying Communication Theories: a Hands-On Approach, Surjeet Publications: Delhi
- Baran J Stanley & Davis K Dennis(2002) (2nd edn) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd: Singapore
- Dr. Andal N. (2005) Communication Theories and Models, Himalaya Publishing House: Bangalore
- Denis Mc Quail (2005) (5th edn) Mc Quail's Mass Communication Theory, Vistaar Publications: New Delhi
- Vir Bala Aggarwal & V S Gupta (2002) Handbook of Journalism & Mass Communication, Concept Publication Company: New Delhi

PRINT JOURNALISM – REPORTING AND EDITING

Course Code: JRN4102

Credit Units: 03

Course Objective:

This unit will make students familiar with the history of the Indian press. The unit will also teach the basics of journalism and news reporting. News structure, interview skills and news values will be made clear and they will learn the process of editing also. Agency and magazine journalism will also be taught.

Course Contents:

Module I: History of Press in India

Press in pre-independent India

Growth of press post-independence

Role of English and Vernacular Press during freedom struggle

Emergence of newspapers, magazines and publication houses

Growth of Indian news agencies

Module II: Reporting

What is Journalism?

What is News, News Value and Sources of News

Basic elements of News

Qualities and responsibilities of a reporter

Interviewing skills required for reporting

Types of Reporting

Structure of News Report

Lead and types of leads

Body text

Newsroom Set up

News Agencies

Module III: Editing

Copy Editing

Role and functions of copyeditor

Newsroom

Desk management

Tools of editing

Editing marks and symbols

Editing on line

Rewriting

Headlines and captions

Style Guides and importance

Module IV: Mechanics of newspaper layout and design

Photo-editing: Choosing a picture, Creative cropping, Giving captions

Relationship between newspaper content and design

Tools and techniques of layout designing, front page make-up, types and type faces, use of white space in layout designing, importance of dummy

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Rangaswami Parthasarthy, Basic Journalism, McMillan India Ltd.
- M. V. Kamath, The Journalist's Handbook, Vikas Publishing house Pvt. Ltd.
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973
- Julian Harriss, Kelly Leiter & Stanley Johnson (eds.) The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing, Allyn/Bacon, Boston, 1992
- N. N. Sarkar, Art and production, Sagar Publication, New Delhi
- Gulab Kothari, Media management in India, Rawat Publication
- Charles J. Felton, Layout, printing, design and typography, St. Paul West Publishing Company 1990
- Melvin Menchor, Basic news variety, universal book
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973
- Alder Elizabeth, Print that work, Bull Publication California, 1991
- Bruce T. Pabcock, Graphics for desktop publisher, National Text Book.USA
- Ray Paul Nelson, Publication design, Brown Publishers, USA
- Rangaswami Parthasarthy, Basic Journalism, McMillan India Ltd.
- M V. Kamath, The Journalist's Handbook, Vikas Publishing house Pvt. Ltd

MEDIA ARTS- I: RADIO AND TV

Course Code: JRN4103

Credit Units: 03

Course Objective:

The basic concepts and fundamental elements of Radio and TV production will be introduced to the students in this unit. The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them.

Course Contents:

Module I: Characteristics and nature of sound

The basic attributes: Loudness, Frequency, Intensity, Pitch, Amplitude, and Timbre
Sound Aesthetics- Spatial Hearing, Sound Isolation, Sound perspective (mono and stereo)
Importance of speech in broadcast media
Sound and its functions
Functions of sound in relation to picture.
Acoustics and psychoacoustics

Module II: Technique of Capturing Sound

Types of microphones
Directionality and pick-up patterns
Cardioid, Omnidirectional, supercardioid and hypercardioid
Quadraphonic and surround sound
Construction of mikes- dynamic mics and condenser mics
Positioning of mics- floor stand, hidden mics, camera mics, wireless mics

Module III: Lighting

Nature, quality, lighting for TV
Colour temperature
Lighting instruments
Three point lighting
Creative additions to lighting for different genres

Module IV: Editing techniques

Editing; principles and techniques
Continuity and non continuity editing
Linear and non-linear editing

Module V: Basic Structure of Video

The basic structure of a Video Camera
Working mechanism and basic parts of camera
Types of camera
Camera Mounts

Module VI: Aesthetics for broadcast

Camera movements & angles, shots
Composition principles
TV as a Medium of close ups
Role of sound / voice over in TV programs
TV as a medium of glamour, immediacy, democratizing, Infotainment

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text &References:

- Radio Production, Robert McLeish
- P.C. Joshi, Broadcasting in India, concept Publication

ADVERTISING: CONCEPTS AND PRINCIPLES

Course Code: JRN4104

Credit Units: 03

Course Objective:

The challenging and very competitive world of Advertising will be unveiled in this module. This fascinating subject will be explored with the specific objective of enabling interested students to eventually carve out a viable career in this field. The modules have been designed to give students in-depth knowledge of the principles and practices of advertising. The mysteries of marketing will also be dwelt upon. Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be explained.

Course Contents:

Module I: What is Advertising

Definition

Concepts of Advertisement and Advertising Campaign

Target audience and audiences for advertising

Classification of advertising

Module II: Advertising as a tool of marketing

The Marketing Plan

Situation Analysis to the Marketing Mix

Introduction to the concepts

Market Share

Target Segment

Positioning

Relationship of advertising to the marketing process

Module III: Understanding advertising agencies

Types of advertising agencies

Advertising agency structure

Functions of various departments

Module IV: Segmenting, Targeting and Positioning (STP) strategy

Market Segmentation

Markets, market segments and niches

Basis for segmenting consumer markets

Targeting strategies

Undifferentiated targeting

Differentiating targeting

Niche targeting

Various positioning strategies

Benefit approach

Price –Quality approach

User approach

Product category approach

Competitor approach

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India
- David Ogilvy, Ogilvy on Advertising, Vintage Books
- S.A. Chunawalla, K.C. Sethia, Foundations of Advertising Theory & Practice, Himalaya Publishing

INTRODUCTION TO PHOTOGRAPHY

Course Code: JRN4105

Credit Units: 03

Course Objective:

Photographs are an effective communication medium and students will explore this immensely artistic as well as highly technical media in this unit. The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them. The unit will expose them to the intricacies of developing, printing and enlarging photographs. Functioning of Photo agencies and publicity units will be made clear to them lighting and equipment handling will be learnt by the students through practical work and assignments undertaken as a part of their course.

Course Contents:

Module I: Introduction and applications

Historical background, stages of development
Requirement and utility of photographs
Principles of light
Working of Photography

Module II: Camera & Accessories

Various still photography cameras & its types (Including pinhole, view camera, compact camera, T.L.R., S.L.R., digital camera, D-SLRs)
Lenses, its type
Exposure Control in SLRs

- Aperture
- Shutter

Films, its types and sizes

Module III: Aesthetics of Photography

Depth-of-field
Composition & its Rules
Outdoor & indoor lighting

Module IV: Photography Practicals

Handling of camera, studio lights
Practicing outdoor, indoor in B. & W. and Colour
Developing, Printing and Enlarging (B. & W.)
Assignments / Portfolio /Presentations

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Basic Photography; Langford, Michael (Focal Press)
- Photography, Handbook, Wright, Terence
- Photography, History; Spira, s f
- A simple guide to 35mm photography; Corbett, Bill
- The Darkroom Cookbook; Anchell, Stephen G.

DESIGN SOFTWARE

Course Code: JRN4106

Credit Units: 03

Course Objective:

This unit will give students a broad knowledge of the basics of computer usage in Advertising. How to work with computers, what are the design software's? Students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Course Contents:

Module I: Basics of Computer

What is a computer, the Hardware/Software required, Input devices/ Output devices.
Windows, MSOffice: - Ms Word, Ms Power Point, Ms Access,
Networking: - LAN, WAN concept.

Module II: What is Design?

Design Elements, Design Principles. How elements and principles helps in design. Where and how these elements and principles are applicable. Showing how design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).

Module III: Typography

History of fonts, Sizes of fonts, Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font.

Module IV: Processes and equipments.

Images: choice of appropriate pictures/graphics, electronic scanning and manipulation using proper resolutions.

Module V: Software

Page design packages (e.g. **Adobe PageMaker, QuarkXpress, Adobe Illustrator, CorelDraw**), picture management packages (e.g. **Adobe Photoshop**); creation of pages, importation and movement of copy and images, selection and cropping of photographs and graphics, use of text wrap, anchored graphics and rules, various palettes, master pages, templates etc. Adobe Illustrator is used for creating vector graphic images and typography. Also file formats. After creating graphic files, which format you are supposed to save and why? Colour Modes, File Formats, Image resolution etc.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Adobe Page Maker 7.0 Classroom in a book; BPB Publication
- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen

HISTORY, CULTURE AND SOCIETY

Course Code: JRN4107

Credit Units: 03

Course Objective:

Before stepping out into the field of mass communication and journalism, students need to have basic knowledge, curiosity, and awareness of politics, history, economics, and society. Various teaching methods and streams will be introduced (such as quizzes and debates) to make the students aware of contemporary issues so that they not only have opinions but also can intelligently analyze them in a broad perspective. Classes will be conducted in interesting and interactive ways where examples will be drawn from real life situations and from media texts so that students enjoy learning.

Course Contents:

Module I: (History)

What do you know of Indian history?
Main periods in Indian history
Stories of some main events & personalities
Colonial Rule
Struggle for Independence
Modern Independent India
Division of States and the ongoing debates on autonomies of state
Post-Liberalization India
Screening of Chanakya & Bharat Ek Khoj

Module II: (Politics)

Parliamentary, Presidential, and Monarchy
Single party, two party and Coalition Governments
Federal and Centralized System
3 wings of the Government: Judiciary, Legislation, and Executive
Chief national personalities figuring in current news
Important bills, Parliamentary Acts and Constitutional amendments passed by Indian Parliament over past 5 years
Important Supreme Court rulings over past five years
Bi-polar and uni-polar world after fall of communism
Chief international personalities figuring in current news
Regions of conflict in the world
Role of UN umbrella over past 10 years

Module III: (Economics)

India a mixed economy –feudalism, socialism, and capitalism
Industrial and agricultural economies
Developing, Developed, and Under-Developed economies
Role of Private and Public Enterprise in the economy
Role of Banks: RBI, World Bank, Asian Development Bank
Regional economic groupings and their functioning
The European Union and its expansion
World Economic Forum
Indian Economy: Growth Patterns

Module IV: (Society)

Globalization and its cultural impact
Global warming and environment
Naxalism and Marxism
Family, marriage, and gender relationships
Cultural shifts in Indian society
Urbanization & migration
Growth of Entertainment Industry
Shifts in the Indian Sports Scenario
Criminalization of politics

Reservation & Positive Affirmation
New Age Spiritualism/ Health

Module V: (Science and Scientific Temper)

Modern day debates on War and warfare
Debates on Nuclear Non-Proliferation
Nanotechnology
Latest developments in bio-technology
Nobel Prizes in Science
Debates on Cloning

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Newspapers
- Magazines
- Online literature
- Journals

Syllabus – Second Semester

ADVERTISING PLANNING AND STRATEGY

Course Code: JRN4201

Credit Units: 03

Course Objective:

The students will now be ready to understand the nitty gritty of advertising. Brands will be introduced and brand management, positioning and loyalty will be discussed. The steps involved in developing an advertising plan will be taught. The consumers, who are the ultimate targets of the advertisers, will also be examined in this section. Students will undertake studies to evaluate and understand their behavior, preferences and compulsions. The all- important decision making process will find adequate mention in the classroom. An understanding of the media which is so vital for the completion of the advertising process will also be examined in detail.

Course Contents:

Module I: The Advertising Plan

Steps involved in developing an advertising plan
Situation analysis
Identify target audience
Determine communication objective
The creative plan
Copywriting
The Media Plan: selecting the communication channel
Determining the advertising budget
Deciding on the communication mix
Evaluation

Module II: Advertising and Consumer Behavior

The Decision process
Low-Involvement Decision Process
High-Involvement Decision process
Stages in the decision process

Module III: Advertising and Ethics

ASCI's code of Advertising Practice
Truth in advertising
Advertising to children
Advertising controversial products

Module IV: How advertising works

Rational to emotional approaches
Advertising strategies
Generic
Preemptive
USP
Positioning
Brand Image Approach
Resonance
Affective
Concept of an advertising brief
Study of various elements of a brief and how advertising evolves out of a brief

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India
- David Ogilvy, Ogilvy on Advertising, Vintage Books
- S.A. Chunawalla, K.C. Sethia, Foundations of Advertising Theory & Practice, Himalaya Publishing
- Frank Jefkins, Advertising, Macmillan India Limited
- J. Thomas Russell, Advertising Procedure, Prentice Hall
- Dr. Jaishri N. Jethwaney, Advertising, Phoenix Publishing House
- Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, Advertising, South Western College Publishing
- Herschell Gordon Lewis, Nelson, Handbook of Advertising, NTC Business Books
- Roderick White, Advertising, McGraw-Hill
- Sean Brierley, The Advertising Handbook, Routledge

PRINT DESIGN AND VISUALIZATION

Course Code: JRN4202

Credit Units: 03

Course Objective:

The course provides students a broad knowledge of designing of layouts of various mediums. They will learn the terminology used in layouts and designs in indoor medium (newspapers, periodicals, leaflets etc.) as well as outdoor medium (hoardings, posters, banners etc.). The students will study the design for advertising layouts, graphics, taking into the consideration the choice of typeface and positioning and choice of colors, images and text. They will also learn the terminology used in page layout and design and the importance of house styles. Their work will include practical project as well as investigations into current advertising design and editing practices in a variety of print forms.

Course Contents:

Module I: House styles

What is style sheet? How to create style sheet? Style guide: examples from newspapers, magazines; own guide produced for new publication.

Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc, text manipulation, juxtaposition of text/images/advertising, Typography.

Module II: Comparison in newspapers and magazines

What is the difference between Newspaper & Magazine layouts? What needs to take care when creating layouts for Fashion feature or Business articles or News pages. Which software is to be used for making layouts, creating vector graphics and raster images? Proper utilization of design elements and principles in layouts.

Module III: Advertising concepts

Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation.

Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design.

Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers, and Banners etc. Choice and usage of images and colors in advertisements.

Module IV: Relevant Softwares to design Advertisements

Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.

Photoshop, PageMaker, CorelDraw, Illustrator, and their relevant usage in creating different forms of design for advertisements and campaigns.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen

SPECIALIZED REPORTING AND FEATURE WRITING

Course Code: JRN4203

Credit Units: 03

Course Objective:

After learning the basics of newspaper reporting in the first semester, the students will now be required to delve into the issues of specialization in news. The concepts of beats will be introduced and they will learn the subtle differences between reporting on politics, business, sports and crime. The student will be given focus on the principles of editing, mechanics of newspaper layout and design and acquiring skills for feature writing.

Course Contents:

Module I: Beat Reporting

Covering a news beat

Coverage of various beats: crime, education, health, civic affairs and local government.

Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections)

Parliament Reporting (Parliament Structure, reporting on legislature)

Covering the Government (PIB, Ministries)

Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)

Module II: Business & Sports Reporting

Basic Business Knowledge & Business Bodies

Corporate Reporting

Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries)

Stock market coverage

How to develop good sports writing skills

Covering local, national and international level events

Entertainment and Lifestyle Reporting

Module III: Investigative Reporting

Definition and elements

Tools of investigative reporting

Importance of Sources

Sting Operations and latest trends

Relevant Case studies: Indian and International

Module IV: Feature Writing

How to write a feature

Different types of features

Book reviews and film reviews

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Journalism Reporting; Sharma, Seema
- Writing the New's; Fox, Walter
- The newswriter's Handbook; Stein, M.L. & Paterno, Susan F.
- Basic News writing; Mencher, Melvin
- News Writing; Hough, George A.
- Sports Writing: The Lively Game; Fink Conrad C.
- 21st Century Journalism in India; Rajan, Nalini
- The Newspapers Handbook; Keeble, Richard

MEDIA ARTS - II: RADIO AND TV

Course Code: JRN4204

Credit Units: 03

Course Objective:

This unit will give students the opportunity to study the contemporary conventions and practices in Television and Radio Journalism. Students will be taught to identify and examine key principles involved and required in news broadcasting, and TV and radio programming. This unit will train the student in basics of news and feature reporting, writing and programming.

Course Contents:

Module I: Writing For Media

Writing styles for Broadcast Medium

TV - Writing for visuals, Conversational Writing

Terminology

Script, screen play, story board, script formats

Writing for different formats

Radio- Writing for ear

Style, Radio scripts for different formats, Jargon and terminology

Module II: Introduction to TV journalism

Basic contours and characteristics of TV news journalism

TV news room- hierarchy, role of each element in hierarchy

The news process from field reporting to packaging and going on Air

Various technical departments

Functioning of each department

Designations of technical staff

Equipments or hardwares for a news channel

Utility of each

Importance of technical functioning in a news channel

Coordinating with the newsroom

Professional terminologies

Functioning while working on a live bulletin and recorded programme

TV news bulletin; rundown, stacking, blocking

Module III: Television Reporting: the human angle

Qualities and attributes of a broadcast reporter.

Essentials during reporting

Live reporting and working on a story

Different functioning for different beats

Interviewing skills

The news Anchor- qualities, role and responsibilities.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- William Crawley & David Page (Eds.), Satellites over South Asia, Sage, India, 2000
- Geeta Sen, Image and imagination, Mopin Publishing
- Gopal Sexena, Television in India, Vikas Publishing House
- E. Moris, Broadcasting reforms in India, Oxford University Press

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code: JRN4206

Credit Units: 03

Course Objective:

This unit provides an introduction to the principles, concepts and objectives of Public Relations & Corporate Communication. Media handling and planning which are integral parts of successful Public Relations in today's world will be explained. The students will also be taught the techniques of effective press release writing, how to issue releases, statements.

Course Contents:

Module I: Public Relations

Basics of Public Relations: Evolution and History of PR
Definitions and Concepts: PR definition and PR w.r.t allied disciplines
Political and financial PR, PR as management function.
Role and Objectives of PR (need of PR for effective employee & community relations)
Publics in public relations: Internal and External PR, targeting the correct public.
Public Relations in India and other developing countries.
Globalisation & PR: Changing trends in PR

Module II: Public Relations and Media Affairs

Planning Process in PR: Research –Brief Intro of qualitative and Quantitative research methods and Media Planning,
Implementation and Evaluation of Campaign and techniques, program budget & assessing results
Event and Crisis management
Media Relations (Understanding the Media, Media events and facility visit, principles of good media relations)

Module III: PR tools

Press releases, Backgrounders, catalogues, Brochures, Journals, annual reports, writing company profile, Newsletter (types & contents)
Making press kit, organizing press conference (Role & importance, press reception and conference organization)
Public Relations & Socio –Economic development
Public Relations in Journalism and Advertising
Public Relations Laws and Ethics
PRSI, origin, Objectives and Achievements

Module IV: Corporate Communication

PR vs Corporate Communication
Introduction, its need, importance and functions
Elements of corporate communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy
Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management, Celebrity endorsement

Module V: Tools of Corporate Communication

Desktop Publishing (DTP)
Corporate Communication through websites, designing of website
Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report
Types of leaflets, formal and informal invitations, Designing of leaflets, invitations
Blogs, Pod casting, chat rooms, social networking sites and current TV: Impact of citizen journalism and “Transparency” on Corporate communications practice

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Anne Gregory, Planning and Managing a Public Relations campaign: A step by Step guide, The institute of Public Realtions, London, Kogan Page 1999
- Corporate Communication: Principle, Techniques and Strategies, Kogan Page. 1997
- Scott M Cutli and Allen H Centre, Effective Public Relations, Prentice Hall, 1990
- Baldev Sahai, Public Relayions a Scientific Approach, Scope Publication, New Delhi
- D.S. Mehta, Handbook of Public Relation in India , Allied Publishers, New Delhi
- J.N.Kaul, Public Relations in India , Nyay Prakashan, Calcutta
- Frank Jefkins, Public Relations, Pitman Publishing , London
- Media Management; Kundra. S
- The power of Corporate Communication: Argenti,Paul, A & Forman , Janis
- Event Management :Lynn Van Der Wagem
- Corporate Communication: Joseph Fernandez
- Corporate :Paul A. Argenti
- Corporate Communication Concepts and Cases: Nagendra V Chowdhary

ADVANCED PHOTOGRAPHY

Course Code: JRN4207

Credit Units: 03

Course Objective:

After being exposed to the basics of photography in the first semester, the students will be eager to try their hands in the comparatively new area of digital photography and imaging. They will be able to start maintaining their portfolios and will be required to make digital presentations and undertake practical assignments.

Course Contents:

Module I: Advanced Lighting & Composition

Lighting & its control (Source, Contrast & Direction of light)

Electronic flash & its synchronization

One, two & three point lighting

Working on the Subject (Changing proximity, Varying angles, tightly framing subjects)

Module II: Aesthetic Variations for various beats

Portrait

Wildlife,

Nature & landscapes,

Night photography,

Journalism (photography for newspapers & magazines)

Module III: Understanding Digital Photography

Digital Image Construction (Size & Resolution of Digital Images)

Uses, Advantages and Limitations of Digital over Conventional Photography Image Sensors (CCD and CMOS)

Formats of a Digital Image

Types of Digital Cameras

Module IV: Digital Image Manipulation

Problems with Digital Photographs

Commonly used image editors

Editing images with Adobe Photoshop and Photoshop Elements

Printing and Sharing Digital Images

Module V: Advanced Photography Practicals

Practicing Outdoor Photography

Photography Assignments and Projects

Developing Personal Digital Portfolio

Digital Image Manipulation using various computer software

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Advanced Photography; Langford, Michael (Focal Press)
- Photography, Handbook, Wright, Terence
- The Darkroom Cookbook; Anchell, Stephen G.
- Practical photography; Freeman, John
- Special Effect; Hicks, Roger & Schultz, Frances
- The art of colour photography; Hedgecoe's, John
- Photography Foundations for art & design; Galer, Mark
- Digital Art Photography by Matthew Bamberg, MA
- Digital Photography by David D. Busch

MEDIA PLANNING AND BRAND MANAGEMENT

Course Code: JRN4209

Credit Units: 03

Course Objective:

Media planning is the strategic formulation of activities designed to carry out the objectives of the advertising program. Students are involved in research to become proficient in media analysis and hone their negotiation skills. This course will familiarize students with the most important aspect of all marketing – ‘Brands’. Students will learn the basic concepts associated with brands as well as how marketing and communication revolves around launching, building and sustaining brands. The process by which media selects companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.

Course Contents:

PART I: MEDIA PLANNING

Module I: Media Planning

Planning is the strategic formulation of activities design to carry out the goals or objectives of the advertising program. The planner decisions are directed by a series of questions:

Whom is the campaign directed to

Where will the campaigns run

How long will the campaign run

When will the campaign run

What degree of target coverage and repetition of exposure are necessary

Integrating science with creatively in advertising

Role of media in the Marketing Framework

Media Planning framework

Developing Media Strategy-the media mix, Factors influencing media strategy decision.

Media availability & economics

Module II: Overview

Media types characteristic of major media forms.

Electronic media-The global goose

Outdoor Advertising-They do not circulate market circulates around them

Transit advertising

Internet-news born medium for the millennium

Module III: Matching media & market

Geographical selectivity, reach & frequency

Maximizing advertising exposure

Media briefing

Media scheduling

What patterns of exposure works best

Timing the effective exposure and finding time opportunities to communicate

Media budget

Module IV: Selecting and buying acceptable media

Media Buying functions

New trends

Increasing complexity in Media Buying

PART II: BRAND MANAGEMENT

Module V: Brand Concepts

Evolution of Brands

Brands & Products

Brand Perspectives

Brand Differentiation
Brand Positioning
Brand Image
Brand Equity
Brand Extension

Module VI: Branding Strategies

Closing Branding Strategies
Products Branding
Line Branding
Range Branding
Umbrella Branding
Source/Double Branding
Endorsement Branding

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- William B. Goodrich, Jack Z. Sissors, Media Planning Workbook (2 Photocopies), NTC Business Books
- Jack Z. Sissors, Lincoln Bumba, Advertising Media Planning, NTC Business Books
- Larry D. Kelley, Donald W. Jugenheimer, Advertising Media Planning, Prentice Hall of India

TERM PAPER-I

Course Code: JRN4231

Credit Units: 01

Course Objective:

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a domain of their choice by undertaking a significant practical unit of examining and analyzing various aspects of mass communication and journalism at a level commensurate with the learning outcomes of the various courses taken up by them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person from the chosen domain may be interviewed face to face.

Guidelines:

1. The term paper will be related to the contemporary media issue and the topic will be given by the department/assigned mentor.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.

Examination Scheme:

Organisation and relevance of content	Literature Review	Findings/Conclusion	Presentation & Viva	Total
20	25	15	40	100

Syllabus – Third Semester

MEDIA ARTS-III: FILM

Course Code: JRN4301

Credit Units: 03

Course Objective:

This course focuses on the language of filmmaking and its techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, film appreciation will also be a part of the semester. The ability to analyze and put film studies in proper perspective will be intended during the course.

The finer nuances of cinema will be explained. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Course Contents:

Module I: Language of cinema

Shots, camera angles, movements

Mise-en-scene

Dimensions of Sound: sync and non-sync, sound effects, and silence, dialogues, ambient sound.

Narrative Composition: 3 plot structure, Characterization & Dramatic Structure

Ideation and Visualization, Screen Play, Storyboarding

Module II: Production Overview

Three stages of Film Production: Pre-production, Production, Post Production

Lighting

Art Direction

Departments and their role

Role and importance of the director

Division of roles between creative and technical personnel

Module III: Aesthetics of film

Sound as a metaphor

Importance of silence

Misc en scene and interpretations

Continuity vs discontinuity

Film space and screen space

Changing dimensions of pace and rhythm

Module IV: Film Genres

Narrative and non narrative

Fiction: romance, comedy, family drama, suspense thriller

Documentary Film and its sub-gneres

The bollywood masala

Module V: Film Studies

Film Genre and Auteur Theory

Feminist Film Theory

New Wave Cinema

Changing trends in Indian cinema

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Directing the Documentary; Rabiger, Michael
- Movies and Methods V1; Nichols, Bill
- Movies and Methods V2; Nichols, Bill
- Film Art: An Introduction, D. Bordwell, K. Thomson 1990
- Image and imagination, Geeti Sen
- The Cinematic Society, Norman K. Denzin
- The Image trap, M.S.S. Pandian
- The Camera Age, Michael J. Arlen
- Gurudutt, Nasreen Munni Kabir
- 100 Years of Cinema, Prabodh Maitra

MEDIA LAWS AND ETHICS

Course Code: JRN4304

Credit Units: 03

Course Objective:

Today's media is increasingly market driven, and the students in this section will learn the regulation and practices of various ownership patterns. Legal implications of news, and other legal issues and laws, which rule the everyday lives of newsmen, will be discussed. Students will learn in detail about the contempt of court, defamation legislation, copyright and issues of privacy, Debates and discussions on the ethical issues related to the media will take place in class. Newspaper management will also be explained.

Course Contents:

Module I: Introduction

Defining Ethics
Truth, Fairness & Objectivity
Sources of Information
Case Studies: Aarushi & the Indian media

Module II: Constitutional Framework

Constitutional Provisions on freedom of speech and expression
Constitutional Restrictions on freedom of speech and expression
Law on Morality, Obscenity and Censorship

Module III: Media Laws

Contempt of court (Reporting on the judiciary)
Defamation
Right to Privacy
Intellectual Property Rights
Right to Information (Official Secrets Act, 1923, The Evidence Act, 1872)
Cinematograph Act

Module IV: Media Ethics

Editorial content & integrity
Editorial & advertorial
Meeting Advertisers' Needs
Press Council Guidelines
Broadcast Regulation
Sting Journalism
CoCA and trial by the media
Case Studies: Uma Khurana sting operation, other relevant case studies

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Facets of media Law; Divan, Madhavi Goradia
- Media Ethics; Cristians, G. Clifford
- Media ethics; Shrivastava
- Media Ethics and Laws; Hakemulder, R. Jan
- Media and Society; Ravindran, R.K

DEVELOPMENT COMMUNICATION

Course Code: JRN4305

Credit Units: 03

Course Objective:

This course will develop an understanding of developmental issues in the mind of students and will make them understand the importance of the subject as via this they can contribute to the development of the country as future mass communicators.

Course Contents:

Module-I: Concept and indicators of development

Definition, meaning and process of development

Theories and paradigms of development – unilinear and non-unilinear theories/paradigms

Characteristics of underdeveloped economics

Ingredients (5Ms) of development and money generation

MNCs and foreign aid

Basic needs model

Indicators of development

Communication, Democracy, Human Rights as an indicator, Sustainable development, Social Relations [inequality]

Module-II: Development theories and issues

Diffusion of Innovation, Empathy, theory of Magic multiplier, localized approach

Development support communication - Extension Approach:- Health and FW, Women

empowerment, Literacy & Education, Unemployment, Watershed management, Harvesting,

Participation in development

Module-III: Media and Development

Role of communication in development process

Development message design and communication

Role and performance of Print, Radio, TV, Outdoor publicity in Indian perspective, Cyber media and development

Traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in Development Communication

NGOs and development – preparing projects, Communication for rural development (INDIAN PERSPECTIVE): Panchayati Raj, Advancement in farming and alternative employment, Urban sanitation, Slum development, sanitation, Communication for Tribal development, Wild life and forest conservation etc.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Narula Uma Development Communication – Theory and Practice, Har Anand, 1999
- Gupta V.S. Communication and Development Concept, New Delhi 2000
- Tewari, I P Communication Technology and Development, Publication Division, Govt. of India, 1997
- Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi 2001
- Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi 2001
- Lerner Daniel and Schramm Wilbur ed. Communication and changes in Developing Countries, East West Communication Centre, Hanolulu
- Rogers Ereerett M Communication and Development, Criticalperspective, Sage, New Delhi, 2000
- Todaro, Michael P Economic Development in the Third World, Longman, New Yort, 1981

DIGITAL MEDIA PRODUCTION

Course Code: JRN4306

Credit Units: 03

Course Objective:

The limitless potential in the field of digital media will be revealed in this unit. The processes and practices of graphics and animation that help to translate creative imaginations into digital realities will be taught. Acoustics and Sound editing will also be learnt. The primary goal is to help students use the power of the Internet as a tool in multimedia presentations.

Course Contents:

ModuleI: Concept of Graphics & Animation

Understanding graphics, Types of graphics, Understanding animation, Difference between graphics and animation, Conventional aspects of graphics and animation, new form of animation /recent trends.

ModuleII: Formats

Stop motion and Go motion animation, Different Forms of animation, 2D, 3D, Cell, Clay (Making stets) etc, Concept, Definition and Uses.

ModuleIII: Applications of Macromedia Flash –5

Key-frame
Onion Key-frame
Importing BMP and JPG images
Multi-layering
Importing sound

ModuleIV: Fundamentals of Sound Editing

Types of sound formats- WAVE, MP3
Mixing of Stereo, Mono, and Multi-track sound
Mixing the composed sound with the animation

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Computer Dictionary, Ian Simmons
- Mastering PageMaker 6 for Windows 95, Rebecca Bridges Altman, Rick Altman
- Teach Yourself HTML 4, Dick Oliver
- Desktop Publishing on PC, M.C. Sharma
- Teach Yourself Page Maker 6.5 for Macintosh & Windows, David D. Busch
- The Big Basic Book of Windows 98, Kraynak
- Using CorelDraw 9, Steve Bain
- Photoshop (Photocopy)

MASS MEDIA AND INDUSTRY

Course Code: JRN4307

Credit Units: 03

Course Objective:

A knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

Course Contents:

Module I: Media as an industry

Journalists becoming managers
Ownership patterns in Print Media
Ownership patterns in Broadcast Media
Organizational structure
Fieldtrip to media industries

Module II: Contemporary Practices

Overview of Indian Media Market
Growth of the Indian Print Business: Problems and Prospects
Growth of the Television Industry: Problems and Prospects
Radio Industry: Growth, Problems and Opportunities
Indian Film Industry: Growth and success story, problems and prospects
Overview of the Indian Music Industry

Module III: Media and Globalization

Foreign equity in Indian media
The concept of global media
Global Media Giants
Critical analysis of media globalization

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala

TERM PAPER-II

Course Code: JRN4331

Credit Units: 01

Course Objective:

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a domain of their choice by undertaking a significant practical unit of examining and analyzing various aspects of mass communication and journalism at a level commensurate with the learning outcomes of the various courses taken up them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person from the chosen domain may be interviewed face to face.

Guidelines:

1. The term paper will be related to the contemporary media issue and the topic will be given by the department/assigned mentor.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.

Examination Scheme:

Organisation and relevance of content	Literature Review	Findings/Conclusion	Presentation & Viva	Total
20	25	15	40	100

SUMMER INTERNSHIP EVALUATION

Course Code: JRN4335

Credit Units: 06

GUIDELINES FOR SUMMER PROJECT

Research is an endless quest for knowledge. Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

Types of Summer Project

1. Comprehensive Case Study covering formulation, analysis and recommendations.
2. Inter organizational study if any and comparison, surveys.
3. Field study.
4. Preparation of daily report in case of summer training work.

In general, the Project should be comprehensive and include

- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals and objectives.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Report Layout

The report should contain the following components:

Title or Cover Page

The title page should contain the following information: University Logo at the top, Project Title; Student's Name; **Roll No.**; Course; Year; Supervisor's Name. Name of the university and the dept. at the bottom.

➤ **Preface**

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➤ **Acknowledgement**

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➤ **Certificate (Project Guide)**

A certificate from the project guide to be enclosed.

➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must where as hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ **Research Design**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➤ **Literature Review**

This section should contain a detail list of related literature reviewed by the project investigator while preparing the project report.

➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in “point” form.

➤ **Summary of Findings, conclusion and Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

➤ **Future prospects**

➤ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Examples

Foot notes to be given.

For research article

Padhy, M. K., (2005) Development communication campaign in developing countries, Journal of Communication studies, Vol.1, PP.116–117.

For book

Padhy, M.K., (2006) Advertising and Marketing Communication, Gyan Jyothi Publication, Kathmandu, ISBN No.99946-645-1-4, Edn.I, PP. 63-67.

Assessment of the Project File

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.

Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.

Project execution is concerned with assessing how much work has been put in.

The File should fulfill the following *assessment objectives*:

Range of Research Methods used to obtain information (Including the statistical devices).**Execution of Research****Data Analysis**

Analyse Quantitative/ Qualitative information

Control Quality

Draw Conclusions**Examination Scheme:**

An examiner appointed by the Director other than the guide shall evaluate the report. The examiner will conduct the Viva-Voce at the time of Final Examination. Date and Time will be intimated at the time of examination.

Project Report: 50

Viva Voce: 50

Total: 100

Syllabus – Fourth Semester

PROFESSIONAL PROJECT

Course Code: JRN4401

Credit Units: 06

After learning the intricacies of mass media and its various mediums, it is hoped that the students will now be competent to decide the particular arena of mass communication in which they would like to find a place. With the objective of helping them to focus on a specific stream of mass media, they will be required to pursue specialization in the field of their choice. They can choose amongst the broad categories of Television, Radio, Print, Public Relations and Photography. They will devote special time and attention to these specific areas and attempt to comprehensively as well as minutely understand them through making projects, presentations, reports and assignments on these. This will be immensely helpful once they step into the job market, as they will have definite ideas of the kind of work they want to do instead of wasting time and energy in discovering this on the job.

SPECIALIZATION (ANY ONE)

RADIO

Course Objective:

Students can do specialization in the different areas of Radio production Viz. Various Formats, News, Talk shows, Spots and commentaries, Radio documentary, Radio features, various music formats- classical, countdown shows, contemporary hit radio, music on demand, oldies, artist spotlights, request and dedication shows etc. Commercials/Jingles/ PSAs

TELEVISION

Course Objective:

The students can choose a specific area of TV production in which they want to specialize, viz. TV Journalism, Reporting, Anchoring, Editing, Camera, Documentary Film making, Feature Films, Short Film, Ad Film making, Entertainment Based programming etc.

PRINT

Course Objective:

Students can jointly bring out a journal with each one attending to a specific function of its production like reporting, editing, sub-editing, design and layout, photography and graphics.

ADVERTISING

Course Objective:

The students will use their understanding of all advertising concepts learnt in the previous semesters to do a

practical exercise. Students will act as brand managers of a new brand being launched. They will be required to

study the following elements for the product category assigned to them:

Market Research to determine the situation analysis

Segmenting the market and selecting a segment for their new brand

Identifying target audience

Positioning their brand. This will involve a detailed study of the positioning of the competitive brands

Developing the media strategy, including the communication mix

Developing the creative strategy

Creative strategy to follow a complete campaign creative presentation. This will include development of TV Commercials, print ads, radio ads and POP material.

PUBLIC RELATIONS

Course Objective:

PR specialization can be undertaken in these different areas

Crisis case studies

PR in Non- Governmental organizations

Cross- cultural PR

Internal PR department in corporate situation

PHOTOGRAPHY

Course Objective:

Student can choose any two subjects for Specialization:

Photojournalism

Travel Photography

Portrait Photography

Product & Table-top Photography

Glamour Photography

Wild life Photography

Students have to get themselves registered with the faculty concerned and take up project work in a systematic manner, planning, exposing in colour as well as in B & W, processing, contact sheet, enlargements and presentation in a portfolio.

These projects have a direct bearing on the career prospects of students as well as the image of the Photography Department of ASCO, therefore, the decision of faculty in every stage of assignment would be considered final and binding.

Examination Scheme:

- | | |
|-------------------------------------|-----------|
| a) Duration of summer Project - | 8 weeks |
| b) Total marks for summer project - | 100 marks |

Break-up of marks

I) Timely Submission 5 marks

II) Content

i) Clarity 25 marks

ii) Comprehensiveness 20 marks

iii) Originality 5 marks

c) Project Presentation 45 marks

MEDIA ARTS-IV: CYBER MEDIA

Course Code: JRN4402

Credit Units: 03

Course Objective:

No aspect of today's world has been able to escape the influence of the World Wide Web. Journalism has also been revolutionized with the inclusion of the Internet for newsgathering and news dissemination. The students will be made familiar with online organization, process and strategies as well as Internet tool kits, servers and other aspects of the virtual world.

Course Contents:

Module I: Introduction to Internet

Internet-history and development, WWW, W3C, revenue generation Internet tool kits - server, IP address, URL, ISP, networking, browsers, Search Engine, Domain, Domain name, home page, hyperlinks, etc

Module II: Cyber Journalism

Comparison of Cyber Media with Print, TV, Radio mediums, Online as a publishing medium (main features), Basic rules of online writing, content writing, blog writing, advertising on net, Print & Electronic Media networks are going on the Net, Impact of Web Journalism and reading habits, Web Journalism as a career, Cyber Laws.

Module III: Web Designing

Web Design Guidelines
Planning your Website
Design Patterns
Basic HTML
Dream weaver

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Macromedia Dreamweaver Mx advanced; Towers, J. Tarin
- Journalism Online; Ward, Mike
- The Internet Complete Reference; Hahn, Harley
- The Web Writer's Guide; Koppel
- Cultures of Internet
- Frontiers of Electronic Commerce

MEDIA ANALYSIS

Course Code: JRN4403

Credit Units: 04

Course Objective:

The objective of this course is to provide a clear understanding of the Growth of print media in India, trends, movements and principles of journalism, problems and issues in news gathering. It emphasizes on various theories of media, culture and society while encouraging students to become critical consumers of the media and engaged citizens in the society. It also offers directions for surveying the cultural landscape and tools for critiquing the media's influences on democratic life and consumer culture.

Course Contents:

Module I: Culture & the evolution of mass communication

Oral & written communication

Printed Communication

Electronic & Digital Communication

Defining culture and media culture

Cultural turn in Media research

Module II: Theories of Media, Culture & Society

Overview

Marshall McLuhan: The medium is the message

Harold Innis: The bias of communication

McLuhan: Understanding media

Social Marketing Theories

Knowledge Gap

Agenda Setting

Spiral of Silence

Media Systems Dependency theory

Cultivation Analysis

Case Studies: The commodification of culture; Advertising: The ultimate cultural commodity

Module III: Media Industries & Culture

Newspapers & the rise of modern journalism

Sound recording & popular music

Popular radio & broadcasting

Television / Cable and the power of visual culture

Movies & the impact of images

Module IV: Democratic Expression vs Commercial Culture

Advertising & Commercial culture

Public Relations & framing the message

Media Economics & the global marketplace

The culture of journalism: Values, Ethics & Democracy

Trends in newsgathering (Activism, Citizen Journalism, Pressures on Media)

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Durga Das Basu, Law of the press, Printing hall of India
- E. S. Venkatramaya, Freedom of press, B. R. Publication Pvt. Ltd.
- Keval J kumar, Mass Communication in India.
- Arvind Singhal and Everett M. Rogers, India's Communication Revolution: From Bullock carts to Cyber marts, Sage, 2001.
- Media and Society; R.K. Ravindran.
- India's Communication revolution: From Bullock Carts to Cyber Marts; Singhal and Rogers
- The Media Effect: Dr Navneet Anand
- Making News: Handbook of media in contemporary India; Oxford University press

DISSERTATION

Course Code: JRN4437

Credit Units: 6

By the final semester, the students have learnt about all the aspects of mass communication. It is now time to put this knowledge to use in a professional manner. Students now have to be introduced to the professional world of media and research. In order to ease this transition, students are expected to work on a dissertation or undergo an internship in a professional organization. This period is one of hardcore learning and putting whatever was learnt in class into practice. This period of summer training or working on a dissertation forms an important part of their resume as well. Students may be given choice to opt for dissertation or internship, depending on their aptitude.

Research is a genuine exploration of the unknown that leads to new knowledge which often warrants publication. Students—whether they choose to intern or work on dissertation-- will also be expected to publish a research paper in research journals of repute. These research papers could be based on the dissertation reports or their internship.

Guidelines for Dissertation

The primary purpose of dissertation is to introduce the final semester students to the processes of scholarly research and writing under the guidance of an assigned supervisor. Through this research experience involved in the process of dissertation, students gain exposure to research methodology and its various tools & techniques. It usually requires the use of advanced concepts with a sound understanding of theoretical underpinnings.

The primary objectives of dissertation are:

- To enable the students to apply their theoretical and methodological understanding and skills into devising researchable ideas
- To design and execute a meaningful research report (dissertation) that demonstrates spatial thinking and uses the knowledge and skills learned during the programme
- To enable the students to understand the research process and be aware of research obligations and pitfalls.

The **layout guidelines** for the dissertation are:

- A4 size Paper
- Font: Arial (10 points) or Times New Roman (11 points)
- Line spacing: Preferably 1.5
- Top and Bottom margins: 1 inch/2.5 cm; left and right margins: 1.25 inches/ 3 cm

The dissertation should include

Cover Page

Table of Contents

Certificate of originality by the Supervisor

Acknowledgements

Main Body

References

Appendices

The **Main Body** will have **different sections/chapters** and will include the following items which will be evaluated for the final assessment:-

Introduction

- Scope of the study

- Conceptual Background
- Research Objectives & Questions
- Hypothesis (wherever applicable)
- Limitations of the study

Review of Literature

Research Design & Methods

Results & Discussion

Conclusion

The dissertation should be submitted to the supervisor at least ten working days before the commencement of the end-term exams (as per the date decided upon by the supervisor). The dissertation submission will be followed by a PowerPoint Presentation on their research experience as per the date decided by the HoI in consultation with the research supervisor.

Examination Scheme:

Dissertation Submission by Student	50
Presentation & Viva	45
Research Paper Publication	05
Total	100

Guidelines for Internship

Duration of Internship: 6-8 Weeks

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or an institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

The primary objectives of internship are:

- To provide an out-of-the classroom training environment for the students and provide opportunities for them to apply the knowledge and skills that they have learnt in real life working environment.
- To enable the students to be exposed to more real life work situations and prepare them for their career.

Upon completion of the internship and at least ten working days before the commencement of the end-term exams (as per the date decided upon by the HoI in consultation with the Programme Co ordinator) the students will submit their **Internship Reports**. The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the training. It can be used as the basis for

lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The Internship report will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The Internship report submission will be followed by a PowerPoint Presentation on their internship experience as per the date decided by the HoI in consultation with the Programme Coordinator.

The **layout guidelines** for the Internship File:

- A4 size Paper
- Font: Arial (10 points) or Times New Roman (11 points)
- Line spacing: Preferably 1.5
- Top and Bottom margins: 1 inch/2.5 cm; left and right margins: 1.25 inches/ 3 cm

The Internship report should include

1. Title Page
2. Table of Contents
3. Internship Experience Certificate
4. Acknowledgements
5. Main Body
6. Appendices

The **Main Body** will have **different sections/chapters** and will include the following items which will be evaluated for the final assessment:-

An analysis of the company in which the student has interned

Student's expectations from the internship

Student's work profile/ Assignments handled during the course of internship

A **research report** that the student has prepared on the project assigned to him/her by the organization (if applicable)

Skill set (technical skills & soft skills) learnt during the internship

Overall internship experience

Examination Scheme:

Internship Report by Student	45
Industry Feedback	05
Presentation & Viva	45
Research Paper Publication	05
Total	100

Guidelines for Evaluation

- Each of the students has to undertake dissertation/internship report individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of the dissertation/internship report and Viva-Voce Examination may be English. The dissertation/internship report must be typed and hard bound.
- Failure to submit the dissertation/internship report or failure to appear in the viva-voce Examination will be treated as “Absent” in the Examination. The student has to submit the dissertation/internship report and appear in the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the dissertation/internship report unless the student appears in the Viva-Voce Examination. Similarly, no marks will be allotted in Viva-Voce Examination unless the student submits his/her dissertation/internship report.
- Evaluation will be done jointly by one internal expert and one external expert with equal weightage, i.e. average marks of the internal and external experts will be allotted to the student.