

**DEPARTMENT OF MASS COMMUNICATION
TELANGANA UNIVERSITY
NIZAMABAD – 503 322
TELANGANA**

Accredited with 'B+' Grade by NAAC

Syllabus

M.A. Mass Communication (M.A. M.C.N)

Two Years Course (Semester wise)

With effect from the Academic year 2024-25



**TELANGANA UNIVERSITY
NIZAMABAD – 503 322
TELANGANA STATE**

Syllabus of MA Mass Communication

Course Structure

Course Duration: Two years/4 Semesters

Intake: Campus 30

Semester-I

Paper Code	Paper Title	No. of T. Hours	Credits	Marks		
				Internals*	Semester	Total
101	Introduction to Communication and Mass Media (Core)	5	5	30	70	100
102	Reporting and Editing - I (Core)	5	5	30	70	100
103	Basics of Electronic Media (Core)	5	5	30	70	100
104 (A)	Advertising (Elective)	4	4	30	70	100
(B)	Social Sciences for Journalism (Elective)					
105 (A)	Public Relations (Elective)	4	4	30	70	100
(B)	Telugu Journalism (Elective)					
	Tutorial/Practical	2	1	-	-	100
				-	-	
Total		25	24	100	400	600

**20 marks for internal assessment tests, 5 marks for Assignments and 5 marks for departmental seminar presentation*

Semester-II

Paper Code	Paper Title	No. of T. Hours	Credits	Marks		
				Internals*	Semester	Total
201	Reporting and Editing - II (Core)	5	5	30	70	100
202	Media Law and Ethics (Core)	5	5	30	70	100
203	Media Industry and Management (Core)	5	5	30	70	100
204 (A)	Integrated Marketing Communication (Elective)	4	4	30	70	100
(B)	Publishing (Elective)					
205 (A)	Corporate and Organizational Communication (Elective)	4	4	30	70	100
(B)	Magazine and Photo Journalism (Elective)					
	Tutorial/Practical	2	1	-	-	100
				-	-	
Total		25	24	100	400	600

**20 marks for internal assessment tests, 5 marks for Assignments and 5 marks for departmental seminar presentation*

Semester-III

Paper Code	Paper Title	No. of T. Hours	Credits	Marks		
				Internals*	Semester	Total
301	Communication Theory and International Communication (Core)	5	5	30	70	100
302	Communication Research Methods and Applications (Core)	5	5	30	70	100
303	Information and Communication Technologies and New Media (Core)	5	5	30	70	100
304 (A)	Print Media-1 (Elective)	4	4	30	70	100
(B)	Electronic Media-1 (Elective)					
305	Freelance Journalism (ID)	4	4	30	70	100
	Tutorial/Practical	2	1	-	-	100
				-	-	
Total		25	24	100	400	600

**20 marks for internal assessment tests, 5 marks for Assignments and 5 marks for departmental seminar presentation*

Semester-IV

Paper Code	Paper Title	No. of T. Hours	Credits	Marks		
				Internals*	Semester	Total
401	Socio Economic Affairs (Core)	5	5	30	70	100
402	Development and Rural Communication (Core)	5	5	30	70	100
403	Digital Journalism (Core)	5	5	30	70	100
404 (A)	Print Media-II (Elective)	4	4	30	70	100
(B)	Electronic Media-II (Elective)					
405 (A)	Project Report (Elective)**	4	4	30	70	100
(B)	Writing for Advertising and Public Relations (Elective)					
	Tutorial/Practical	2	1	-	-	100
Total		25	24	100	400	600

***20 marks for internal assessment tests, 5 marks for Assignments and 5 marks for departmental seminar presentation*

(A) ** Electronic Media students should submit a radio/TV Production under the guidance of any faculty member. Along with production, a written process document is to be submitted.

** Print media students should submit a project report related to communication and allied subjects based on research.

Total Marks

Core Papers : 1200

Electives : 700

ID : 100

Practicals : 400

Total : 2400

M.A., M.C.N (M.A., Mass Communication)

SEMESTER - I

Paper 101: Introduction to Communication and Mass Media (Core)

Unit-I: Introduction to Communication, Nature, process and elements of communication, Functions of and barriers to communication, 7 Cs and principles for effective communication. Typology of communication - intrapersonal, interpersonal, group, mass, interactive communication. Mass communication characteristics, concept of gate keeping, propaganda, Two-step flow hypothesis, multi-step flow of communication, knowledge gap hypothesis.

Unit-II: Communication models- Lasswell formula, S M C R model. Shannon and Weaver, Osgood and Schramm, Dance's helical model, Spiral of silence, Newcomb's ABX model . Wesley and McLean Model, Gerbner's model

Unit-III: Communication affects theories, agenda setting, Framing theory, cultivation, uses and gratification, Rogers' theory of Diffusion of Innovation. Normative media theories.

Unit- IV: Historical development of press as a media institution. History of print media in India: pre-independence, post-independence Major issues, landmarks. An over view of media in India: Print media, Broadcast media, Status of Regional media; new media, advertising/ PR, Traditional media, Mass media audiences.

Unit-V: Evolution of print media in Telangana: major issues and land marks since 1913. Contribution of Golakonda patrika in social reforms. Pioneers of Telangana Press: Suravaram Prathapareddy, Bhagyareddy Varma, Michel Easter. Vadhiraju Brothers.

Reference Books

1. Larry L.Barker : *Communication*
2. Mcquail, Denis : *Mass Communication Theory*
3. Mcquail and Windahl : *Communication Models*
4. Keval J Kumar : *Mass Communication in India*
5. Rogers and Singhal : *India's Communication Revolution*
6. Emery, Ault & Agee : *Introduction to Mass Communication*
7. J.N.Basu : *Romance of Indian Journalism*
8. Rangaswamy Partha Sarathi : *History of Indian Journalism.*
9. K. Sreenivas : *Telangana Sahithi Vikasam*
10. Pothuri Venkateshwara Rao : *Telugu Pathrikalu-Swabhavaswarupalu*
11. Sanghishetti Sreenivas : *Sbhnavees*
12. P. R. Venkata Swamy : *Our Struggle for Emancipation Vol I and Vol II*

Paper 102: Reporting & Editing - I (Core)

Unit-I: Concept of news and news process. Structure of a news report -Lead, body, headline, strapline, byline, dateline- Types of leads. Essentials of a news report: quotes, attribution, verification, balance, fairness and brevity. Single-incident and multiple-incident news stories. The concept of news values. Reporter - role, duties and qualities.

Unit-II: Generating story ideas - Sources of news: documents/ institutional/ individual- Cultivating sources. Interviewing techniques. Different forms of reporting - spot news / live reporting, developing stories, curtain raisers, investigative, interpretative, trend, in-depth and advocacy reporting. Building and using background. Reporting public affairs, meetings, conferences, seminars, cultural, civic and social events. Crime news: nature / types of crime, sources of information, challenges.

Unit-III: Distinction between reporting and editing. Why editing matters; News judgement and news values. Editorial department - organisational structure. Role and functions of the editor, news editor, chief sub-editor and sub-editors. News schedule / list. Different Desks - General, sports, features, business, etc. Types of copy.

Unit-IV: News editing skills and tools, language aspects. Qualities of a sub-editor. Editing process - Re-writing, translation, integrating, updating, and proof-reading. Style book / guide; style sheet. Headlines - power, precision, poetry; using quotes and attribution in headlines, headline styles, Unit count. Dealing with numbers. Editing local stories, making non-local stories meaningful. Making long stories short, keeping short stories relevant, editing news briefs.

Unit-V: Communication through design. Basic principles of Page Design and Layout. From modules to page; laying out pages. Display headlines - words as images. Design with colour. Typography: Typefaces and families, choosing typefaces and sizes. Editing visuals: Image and reality, selecting, cropping and sizing photos; Ethical and legal issues, writing cutlines. Infographics.

Reference Books

1. Vir Bala Agarwal: *Essentials of Practical Journalism*
2. K.M.Srivasthava: *Reporting and Editing*
3. Maloney & Rubenstein: *Writing for Media*
4. Burack: *The Writers Handbook*
5. Cambell: *Professional Writing*
6. Dewbo and Pondrow: *The Contemporary Writing*
7. John Bender, et al.: *Reporting for the Media, OUP.*
8. N.N. Sarkar: *Art and Print Production, OUP.*
9. T.J.S. George: *Editing*
10. Cecilia Friend and Donald Challenger: *Contemporary Editing.*
11. Daryl R. Moen: *Newspaper Layout & Design*

Paper 103: Basics of Electronic Media (Core)

Unit-I: Introduction to broadcasting: Radio as a Medium of Mass Communication, Evolution and growth of All India Radio and Doordarshan, Prasar Bharathi -structure, objectives and role. Growth of private television channels, Emerging trends in radio broadcasting-FM, Digital, satellite and Web. Committees relating to broadcasting. Developments in broadcast regulation and policy issues. History update. Status of broadcast industry.

Unit-II: Radio production: Programmes for various audiences, Different Programme formats, creating audio space, sound perspective, voice casting, types of music, use of sound effects. Production crew and their functions: Role of producer. Production planning and execution. Radio studio, acoustics, recording equipment, types and use of microphones, Use of Digital Technology in production.

Unit-III: Television technology: broadcasting standards, PAL, NTSC and SECAM. TV Studio lay out, Production equipment-cameras, microphones and lights. Special effects generators, digital video effects, Character Generator, computer graphic work stations. TV production-studio and field production, TV staff and crew, their functions.

Unit-IV: Programme formats, Proposal writing, Script writing-- Outline, treatment, visualization, shooting script.TV Production process-Pre-production, set up and rehearsal, production and post-production.TV Direction-TV language and grammar, Blocking the script, storyboard, time-line and budgeting.

Unit-V: Classification of shots, role of audio. Television news production, Scripting for TV. Editing: Linear and Non-linear, voice over, dubbing, mixing and final mastering.

Reference Books

1. P.C. Chatterji : *Broadcasting in India*
2. Lynne Gross : *An Introduction to Radio,TV and the Developing Media*
3. Herbert Zettle : *Television Production*
4. Campbell, Meath &Johnson : *A Guide to Radio, TV Writing*
5. Robert McLeish : *The Technique of Radio Production*
6. Pane Sureyat : *Broadcast News Writing*
7. S.P.Jain : *The Art of Broadcasting*
8. Awasthy : *Broadcasting in India*
9. H.R.Luthra : *Indian Broadcasting*
10. Lindgrad : *The Art of Film*
11. James Monaco : *How to read a film*

Paper 104 (A): Advertising (Elective)

Unit-I: Evolution and growth of advertising (Global, National) - definitions of advertising - functions and relevance of advertising in the marketing mix - classification and types of advertising - various media for advertising (Print, Radio, Television, Film, Digital, OOH)

Unit-II: Ad agency management, various specialist departments in an ad agency - Types of Agencies - Selection of ad agency - Client related issues and the process, business development, pitching for accounts - agency client interface; the parameters - creative and media briefing process - agency - media client interface; agency revenue earning and sources

Unit-III: Types of Copy, types of Layout, Design and production of advertisements - print, radio, television, Digital media (Websites, Facebook, Linked in, Twitter, Blogs) - Media planning, selection and scheduling - claims and appeals in advertising - Campaign Plan - Campaign Objectives - Brief Elements of a Campaign and their Relevance/Importance - Advertising and Brand personality, Unique Selling Proposition (USP)

Unit-IV: Models of advertising - AIDA - DAGMAR - Hierarchy of effects model - Quick Action model - Language, Symbols and logos in ads - Women in Ads - Children in ads - Advertising research (copy research, media research and evaluation measures)

Unit-V: Media laws and ethics concerning advertising; Current unethical practices- Private treaties, Paid News, Surrogate ads, Product Placement; DD and AIR guidelines - IBF guidelines - socio-economic and cultural effects of advertising - Criticism of Advertising - Apex bodies in advertising (AAAI, ASCI) - ASCI and its code of conduct, case studies from ASCI

Reference Books

1. Keval.J.Kumar: *Advertising in India*.
2. Sandage and others : *Advertising Theory and Practice*.
3. Sethia and Chunawala : *Advertising- Principles and Practice*.
4. Otto Kleppner : *Advertising Procedure*.
5. Adrian R. Mackay edited : *The practice of advertising, 5 edn, Elseiver Butter worth, Heinenmann*
6. Al Ries, Laura Ries : *The Fall of Advertising and The Rise of PR, Harper Collins Publishers Pvt. Ltd.*
7. Angela Goddard: *The Language of Advertising, Routledge Intertext series*
8. Barrie Gunter, Caroline Oates and Mark Blades : *Advertising to Children on TV, Content, Impact and Regulation, Lawrence Erlbaum Associates Publishers, Mahwah, New Jersey.*
9. Belch & Belch : *Advertising and Marketing, An Integrated Marketing Communications Perspective, The McGraw Hill Companies.*
10. Christina Spurgeon : *Advertising and New Media, Routledge, Taylor & Francis Group, London and New York*
11. Gillian Dyer, (1982): *Advertising as Communication, Routledge, Taylor & Francis*

Paper 104 (B): Social Sciences for Journalism (Elective)

Unit-I: Functions and responsibilities of the Union and the States, issues and challenges pertaining to the federal structure, devolution of powers and finances up to local levels. Separation of powers between various organs. Parliament and State Legislatures - structure, functioning, conduct of business, powers & privileges and issues arising out of these. Structure, organization and functioning of the Executive and the Judiciary. Salient features of the Representation of People's Act. Powers, functions and responsibilities of various Constitutional Bodies. Important aspects of governance, transparency and accountability, e-governance.

Unit-II: Government policies and interventions for development in various sectors and issues arising out of their design and implementation. Welfare schemes for vulnerable sections of the population by the Centre and States and the performance of these schemes. Issues relating to development and management of Social Sector or Services relating to Health, Education, Human Resources. Issues relating to poverty and hunger.

Unit-III: Indian Economy and issues relating to planning, mobilization of resources, growth, development and employment. Inclusive growth and issues arising from it. Government Budgeting. Issues related to direct and indirect farm subsidies and minimum support prices; Public Distribution System. Effects of liberalization on the economy, changes in industrial policy and their effects on industrial growth. Infrastructure Energy. Achievements of Indians in science & technology.

Unit-IV: Salient features of Indian Society, Diversity, Population, poverty and developmental issues, urbanization. Effects of globalization on Indian society, Social empowerment. Conservation, environmental pollution and degradation, Disaster and disaster management, issues of development and displacement.

Unit-V: India and its neighbourhood- relations. Bilateral, regional and global groupings and agreements involving India and/or affecting India's interests. Effect of policies and politics of developed and developing countries on India's interests. Important International institutions, agencies.

Reference Books

1. A C Kapoor : *Principles of Political Science*
2. Piersons : *Principles of Political Science*
3. T.B. Bottomore : *Sociology*
4. Moralambose & R.M. Heald : *Sociology Themes & Perspectives*
5. DD Basu : *Constitution of India*
6. Ramesh K. Arora & Rajni Goyal : *Indian Administration*
7. S.R. Maheswari : *Indian Administration*
8. S.R. Maheswari : *Local Government*
9. Amartya Sen : *Development as Freedom*
10. Omkarnath : *Indian Economy*
11. Omkarnath : *Indian Economy Dutt and Sundaram*
12. Johan : *Indian Govt. and Politics*

Paper 105 (A): Public Relations (Elective)

Unit-I: Public Relations-Concept, Philosophy, meaning, definition, scope, dimension and distinction from advertising, propaganda, liaison, lobbying, PR and Public opinion, growth of PR; Staff and line function, structure and function of PR department. Profile of a public relations officer.

Unit-II: PR publics - Internal and external, Importance of communicating to internal and external publics, case studies- PR process, four stages - fact finding, planning, execution and evaluation, case studies,

Unit-III: Concept of corporate citizen, corporate identity, corporate image, Concept of Strategic PR and Reputation management; Elements of corporate PR -PR strategy/ campaign, steps in campaign planning. Tools of PR- Interpersonal: Talks, discussion, meetings, open house, use of public address system, telephones, exhibitions, Print: House journals, newsletters, brochures, pamphlets, circulars, notices, newspapers, annual reports, magazines, press releases, audio-visual: radio, television, corporate films, OCTV, VNR's, FNR's.

Unit-IV: Freeman's stakeholder's theory- Media relations- Press conference, press kit, meet the press, press releases; Customer relations, Dealer relations, Community relations, Financial relations, Government relations, Supplier relations; Rural PR, Government Relations- Nature and need for government relations. Structure and organization in Governments- Centre and State- PR propagating Govt.policies - feedback mechanism.

Unit-V: P.R 2.0 : Define PR 2.0, transition from traditional PR to PR 2.0- tools of PR 2.0 -RSS importance to clients, submitting news to RSS feeds: Blogging- Pitching a blogger, commenting on blogs, How can blogs benefit clients and media; Podcasts as PR tool, launching an effective business podcast, Pitch podcasters, How to research podcasts; Social Networking-Adding clients to social network; Social Bookmarking; Social Media Press Release, Rules of the Social Media Press Release, optimizing Social media release for search engines; IM and SMS, IM etiquette, Pitching via IM, SMS

Reference Books

1. Ahil Basu : *Problems and Prospects of Public Relations*
2. Cutlip, Centre : *Effective Public Relations*
3. J.M Kaul : *Public Relations in India*
4. Mehta : *Handbook of Public Relations*
5. Roy : *Corporate Image in India*
6. Sahai : *Public Relations - A Scientific Approach*
7. Philp Lesley : *Handbook of Public Relations*
8. Cutlip&Center : *Effective Public Relations.*
9. Ravindran : *Handbook of Public Relations.*
10. Ahuja and Chandra : *Public Relations.*
11. Sam Black : *Practical Public Relations,*
12. Paul Argenti : *Corporate communication (3rd edition)*
13. Dan Lattimore and others : *Public relations the profession and the practice (3rd edition)*
14. D. Breakenridge : *PR2.0 New Media, New Tools, New audiences*

Paper 105 (B): Telugu Journalism (Elective)

Unit-I: Brief history of the development of the Telugu Press. Before and after independence Pioneers of Telugu Press - Kandukuri Veereshlingam, Mutnuri Krishna Rao, Kasinathuni Nageshwar Rao Panthulu and Suravaram Pratap Reddy. Contribution of Telugu Press to freedom struggle, social reform movement and Telangana Movement since early 1960s Post emergency and Contemporary Telugu press till date. Telugu Blogosphere, Alternative Press in Telangana.

Unit-II: Comparative study of content and design of contemporary Telugu newspapers. Trends in Telugu Journalism. Politicisation of Telugu journalism. A critical analysis of content of Telugu newspapers- Articles, features, middles, editorials, columns and cartoons, special pages, supplements and district editions. Magazines in Telugu. Online newspapers

Unit-III: Reporting news, editing and page design. Writing special reports, features, middles etc., News analysis, editorials and edit page articles, Interview story. Use of Internet by reporters and sub-editors. Writing for magazines.

Unit-IV: Study of language and style, The art of translation. Problems of translation-language, equivalent words etc., Coining of new words and phrases. Editing copy in Telugu, Headline writing. Photo captions and photo features. Rewriting and integration of stories. Magazine editing and design.

Unit-V: Brief overview of Telugu Television and Radio; Writing for television and radio-news writing, features, humour and satire, special reports, specific audience programmes like youth, women and children. Interviewing, preparation for panel discussions.

Reference Books

1. Rayprolu Ananda Bhaskar : *Journalism Charitra Vikasam*
2. Pothuri Venkateswara Rao : *Telugu Prikalu-Andhrajathi Akshara Sampada*
3. Mallampudi : *Telegu Vignana Sarwasam*
4. M.Venkatarangayya : *Sangraha Andhra Vignana Kosaum*
5. Narla Venkateshwara Rao : *Prabhanda Parijatam*
6. Uma Shankar, Joshi & Panduranga Rao : *Art of Translation*
7. Rachamalla Ramachandra Reddy : *Anuvada Samasyalu*

SEMESTER - II

Paper 201: Reporting and Editing-II (Core)

Unit-I: Sensitisation to issues. Reporting live issues, violence and social unrest, calamities and disasters, among others. Issues in development, reporting environment, education, ecology, health, consumer issues, gender issues and human rights. Reporting on marginalised sections. Covering legislature, courts, business, agriculture, science and technology, sports, fashion and lifestyle.

Unit-II: Editorial writing - Concept, Types; Editorial policy and conferences. Letters to the Editor, Edit page, OpEd page articles, Middles. Types of columns, techniques of column writing, columnists. Syndication and sponsored syndicates. Advertorials.

Unit-III: Translation issues. Feature writing: Characteristics of features, types of features, difference between articles and features, ideas for features, sources. Human interest stories. Travelogues, How-to-do features; Survey of market for features; Book/ film review and criticism. Editing supplements, features and special pages.

Unit- IV: Development and growth of printing. Desk Top Publishing, Printing process, Different methods of printing - letter press, Off-set and Gravure. Offset printing process, advantages and disadvantages, Process of colour printing, CMYK and RGB processes. Digital printing.

Unit-V: Principles of newspaper management and their significance; Structure of a Newspaper organisation and functions of various departments - editorial, advertising, circulation, production, HR and administration. Relationship of other departments with editorial. Newspaper economics. Changing advertising and marketing strategies.

Exercises in Adobe InDesign and QuarkXPress.

Reference Books

1. Vir Bala Agarwal : *Essentials of Practical Journalism*
2. K.M.Srivasthava : *Reporting and Editing*
3. TJS George : *Editing*
4. Maloney & Rubenstein : *Writing for Media*
5. Burack : *The Writers Handbook*
6. Cambell : *Professional Writing*
7. Dewbo and Pondrow : *The Contemporary Writing*
8. Ewing : *Writing for Results*
9. Gray : *The Writing Process*
10. G. Chandra Shekhar: *Reporting for Print media*
11. Cecilia Friend and Donald Challenger : *Contemporary Editing, 3rd edition, Routledge.*
12. Helmut Kipphan, Springer : *Handbook of Print Media*
13. N.N. Sarkar : *Art and Print Production, OUP.*
14. Vanita Kohli-Khandekar : *Indian Media Business*

Paper 202: Media Law and Ethics (Core)

Unit-I: Indian Constitution-Salient features, Fundamental Rights, concept of PIL, Directive Principles, Freedom of Speech and Expression, its limitations.

Unit-II: Press and Registration of Books Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Parliamentary Proceedings Protection of Publication Act 1956, Constitutional Amendment and Article 361 A (Protecting the publication of Parliament and Legislature).

Unit-III: Contempt of Court Act, Indecent Representation of Women Prohibition Act, Censorship Act, Drugs and Magic Remedies Act, Children's Act. Law of Defamation. IPC sections-relevant to media.

Unit-IV: Official Secrets Act, Right to Know, Right to Information Act, 2005. Cyber Laws, Intellectual Property Rights and Copyright Act. Right to Privacy.

Unit-V: Introduction to Media Ethics. Yellow Journalism, codes relating to Communal writing, Right to reply, Press Council of India Act-structure and codes, Role, functioning and impact of Press Council, Media and Human Rights and Civil Rights, SHRC, NHRC.

Reference Books

1. A.G. Noorani : *India's Constitution & Politics*
2. Durga Das Basu : *Constitution of India*
3. Durga Das Basu : *Law of the Press*
4. B.N. Ahuja : *History of Press and Press Laws*
5. Press Institute of India : *Press and the Law*
6. Sita Bhatia : *Freedom of the Press*
7. *PCI Reviews and Annual Reports.*

Paper 203: Media Industry and Management (Core)

Unit-I: Hierarchy, functions and organisational structure of different departments in newspapers and television channels - general management, finance, circulation (sales promotion, including pricing); advertising (marketing), personnel management, production and reference sections. Changing roles of editorial staff. Editorial - Response system. DAVP and Apex bodies - INS, ABC, Editors Guild of India, News Broadcasters Association, BCCC, IBF, TRAI.

Unit-II: Media as an industry and profession. Ownership patterns of mass-media in India -companies, trusts, co-operatives, societies and franchisees (chains)..Small newspapers. Foreign equity in Indian media (including print media) and Press Commissions. Wage boards. Launching media ventures-Policy formulation, planning and control; Problems.

Unit-III: Economics of print, electronic and new media - management, business, legal and financial aspects. Budgeting and finance, capital costs, production costs, commercial, advertising and sales strategy, competition and survival. Changing business models for media.

Unit IV: Evolving a strategy, Planning and execution of programme production - production terms, control practices and procedures. Operations, production schedule, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Unit-V Administration and programme management in media - scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies - brand promotion (space/time, circulation)- reach - promotion - market survey techniques - human research development for media.

Reference Books

1. Herbert Lee: *Newspaper Organisation and Management*. New Delhi; Surjeet Publications
2. P.C. Chatterji : *Broadcasting in India*. New Delhi. Sage Publicatins.
3. UL Barua: *This is All India Radio*.
4. Mehra Masani : *Broadcasting and the people*. New Delhi. National Book Trust
5. HR Luthra: *Indian Broadcasting*.
6. *Reports of Information and Broadcasting Ministry*.
7. *First Press Commission Report, Vol.I & II*.
8. Vanita Kohli : *The Indian Media Business: New Delhi*. Sage.

Paper 204 (A): Integrated Marketing Communication (Elective)

Unit-I: Concept of IMC process - covering Product (Classification of products, product levels, Analysis of product line & product mix), Price (Pricing Strategies), Place (Role of marketing channels, Channel design decisions, Vertical Marketing systems & Horizontal Marketing System), Promotion (Advtg, Sales Promotion, Personal Selling, PR, Direct Marketing, Online communication / Interactive marketing) - David Ogilvy and Rosser Reeves

Unit-II: Marketing objectives - STP (Purpose of Segmentation, Demographic, Geographic, Psychographic & Behavioral, Targeting and Positioning) - Product positioning strategies, PLC (Introduction, Growth, maturity, Decline - criticism of PLC) - Brands - Branding strategies - brand equity

Unit-III: Consumer buying behaviour and advertising - online consumer behaviour- consumer buying behaviour theories (psychological and sociological) - Models - General models (Economic, Psychoanalytical model, psychological and sociological model) - Specific models - Howard -Seth model (Extensive problem solving, Limited problem solving , Routinised problem solving) Nicosia model, Hierarchy of Needs

Unit-IV: Social marketing - Case studies, Indian rural markets - rural advertising, strategies, problems - Globalization and trends in Indian Integrated promotion management.

Unit-V: Marketing and Market research - nature, scope and importance , Areas of research, Price research, sales promotion research - Product research (brand/logo), packaging research, stages in the marketing research process - sources of information - methods of marketing research, motivation research - market research organizations in India. Case studies and evaluation

Reference Books

1. Adrian R. Mackay edited,(2005) : *The practice of advertising, 5 edn, Elseiver Butter worth, Heinenmann*
2. Aker &Myers : *Advertising Management*
3. Al Ries, Laura Ries (2002) : *The Fall of Advertising and The Rise of PR, Harper Collins Publishers Pvt. Ltd.*
4. Angela Goddard, (1998) : *The Language of Advertising, Routledge Inter text series*
5. Barrie Gunter, Caroline Oates and Mark Blades, (20055): *Advertising to Children on TV, Content, Impact and Regulation, Lawrence Erlbaum Associates Publishers, Mahwah, New Jersey.*
6. Belch & Belch, (2003): *Advertising and Marketing, An Integrated Marketing Communications Perspective, The McGraw Hill Companies.*
7. Blankenship : *Marketing Research Management*
8. Christina Spurgeon, (2007) : *Advertising and New Media, Routledge, Taylor & Francis Group, London and New York*
9. *CII-PWC Report*
10. *FICCI-KPMG Report*
11. Gillian Dyer, (1982) : *Advertising as Communication, Routledge, Taylor &Francis*
12. Hayden Noel, (2009) : *Consumer Behaviour, AVA Publishing, SA*
13. Leon Quera : *Advertising Campaigns*

14. Lucas &Britt : *Measuring Advertising Effectiveness*
15. Luch, and Taylor : *Marketing Research*
16. Mehta : *Indian Consumers*
17. O.S.Tolley : *Advertising and Market Research*
18. Singh Upadhyay &Tandon : *Advertising with special reference to India*
19. Subroto Sen Gupta : *Cases in Advertising and Communications Management in India*
20. Terence A. Shimp, (2007): *Advertising and Promotion and other aspects of Integrated Marketing communications, South-Western Cengage Learning, USA*
21. Tony, Yeshin, (1998): *Integrated Marketing Communications,*
22. Butterworth -Heinemann : *The Holistic Approach, Oxford.*
23. Winston Fletcher, (2010): *Advertising, A Very Short Introduction, Oxford University Press*
24. Wright & Warner: *Advertising*

Paper 204 (B): Publishing (Elective)

Unit-I: An overview of the elements in a publishing: Different types of publications, Books, Magazines, Journals, House Journals. Outreach publications like brochures, posters, folders, leaflets, flyers, mailers, pamphlets etc. Preliminaries or Prelim Pages - planning a title page, material on the copyright page, dedication, epigraph, table of contents, chapter displays main text, running heads, page numbers (folios), general layout, page layout, measurement, text area, page margins,

Unit-II: A Brief intro to printing process, paper and binding: Offset printing, offset plates, halftone plates, CMYK, RGB process, CTP, web-feed offset, sheet-fed offset, choosing the paper, Types of paper weight, GSM, paper sizes final tripped sizes, reams, untrimmed book sizes, Style sheets or house style, type faces, computer typesetting, legibility and readability, pre-printing process, imposition plates and offset printing Binding-saddle wiring or side wiring, perfect binding, mechanical binding, book jackets.

Unit-III: The Typography: The wonderful language of typography, basics of typography, choice of fonts, alphanumeric character set, a family or set of fonts, a series or set of typefaces, how types are measured, width and spacing; type sizes, type styles, choosing a type face, leading.

Unit IV: Digital Makeup and E-Publishing: Digital make up, use of pictures, digital pictures Vs transparencies scanning, flat bed and drum scanning, layout and design, publishing e-books and journals.

Unit-V: Web Publishing: What is web publishing? Need for a website, providing company and product information, customer purchase over the Internet, online reference guides, creating a knowledge base. The web publishing process-web hosting, domain name registration, submission to search engines, URL submission service.

Web designing and development; static and dynamic sites. Technologies involved in designing dynamic sites - HTML (Hyper text Mark Up Language), CSS (Cascading Style sheets) Java Script, Graphics Editing.

Reference Books

1. Rob Kitchin & Duncan Fuller : *The Academic's Guide to Publishing*, Sage
2. Kist, Joost : *Electronic publishing*
3. Melcher, Daniel : *Printing and Promotion Handbook*,
4. William R. Stanek : *Web Publishing Unleashed*,
5. William E. Kasdorf : *The Columbia Guide to Digital Publishing*
6. Phil Baines, Andrew Haslam : *Type & Typography*
7. John Lewis Typography : *Design and Practice*
8. Frederic Emery Davis, John A. Barry : *Desktop Publishing*
9. Kip Hampton : *XML Publishing with Ax Kit*

Paper 205 (A): Corporate and Organisational Communication (Elective)

Unit-I: Nature and types of organisations. Organisational Communication: nature, application, scope and its relevance in India and elsewhere. Schools of thought- Scientific Management, Human Relations and Systems approach.

Unit-II: Organisational structure and communication behaviour. Communication process in an organisation; types of communication; Cliques Grapevine, rumour, Networks- importance Network Analysis.

Unit-III: Organisational culture, PR and Change Management, Organisational Development. Communication in the Indian industry; Communication audit as an evaluation and maintaining system. Concept of Quality, Quality circles, Total quality management, Six Sigma

Unit-IV: Corporate Social Responsibility-Concepts of issue analysis, issue management. Corporate PR and Environmental analysis; Crisis PR. Advance planning for Crisis Management and information dissemination; Crisis PR in a digital environment Corporate PR dossiers, Corporate Public Relations consultancies- Case studies of Corporate PR campaigns/departments in India.

Unit-V: Concept of Public Information - Disseminating agencies of Public Information in Government of India, State Governments; PR in the Voluntary sector, Research and Evaluation in PR, Corporate PR ethics; Production of corporate literature- (House journals, newsletters, brochures, pamphlets, annual reports, magazines and e zines; press releases)- cost estimation, formats, sizes, paper quality etc.

Reference Books

1. Ahil Basu : *Problems and Prospects of Public Relations*
2. Cutlip, Centre : *Effective Public Relations*
3. Kaul : *Public Relations in India*
4. Mehta : *Handbook of Public Relations*
5. Roy : *Corporate Image in India*
6. Sahai : *Public Relations - A Scientific Approach*
7. Lesley : *Handbook of Public Relations*
8. Bennis : *Organisation Communication*
9. Allen : *Organisational Management through Communication*
10. Hicks, et al : *Organisations: Theory and Behaviour*
11. Rogers & Aggarwala : *Communication in Organisations*
12. W.Timothy Coombs : *Ongoing crisis communication- Planning, managing and responding*

Paper 205 (B): Magazine and Photo Journalism (Elective)

Unit-I: Introduction to magazine journalism. Types of magazines - News, general interest, and specialized magazines - women, children, leisure, business, science and technology, sports, society, environment, among others. Use of visuals in magazines, Planning the editorial mix of a magazine-articles, news stories, features etc., Trends in magazine publishing.

Unit-II: Process of magazine writing - choosing a topic, Identifying sources, gathering information. Writing of various types of articles and features. Importance of rewriting.

Unit-III: Objectivity vs Subjectivity in magazine writing. Slanting, Content and writing style of different magazines. Approaches to editing specialised and glossy magazines - like fashion, city, travel etc., Studying the requirements of magazines. Concept of Freelance journalism and freelancing, Marketing features.

Unit-IV: Introduction to photography: Types of cameras, Understanding the camera - shutter types, The Shutter/Aperture relationship, Film size, Types of films, Lenses: the Basic Lens, Lens characteristics, Depth of field, Special lenses, Filters. Handling the camera, basics of exposure, camera angles, composition. Developing and Printing, the good negative, Lighting practices and sources, Basic flash lighting, types of light meters, Judging exposure.

Unit-V: An overview of Photo journalism, Trends in photo journalism. Use of Graphics and photographs in magazines and newspapers, Picture categories, Qualities of a good photograph. Single picture and caption: Judging the single Photograph. News photos, People pictures. Role of a photo editor, selection and editing of photographs, writing captions. Photo features-planning and production. Colour photography-films, lighting, exposure and printing, digital photography. Images-JPEG,TIFF etc. Cropping, photo syndicates.Ethics-the tragic photo, shooting tragic scenes, staying out of the way, Photo journalism and the law, Issues of Libel and invasion of privacy, Freelancing.

Reference Books

1. Abel : *What's Wrong with Picture*
2. Harold Evans : *Picture on a page*
3. Jack Price : *News Photography*
4. Kalish &Edom : *Pictures Editing*
5. K.Kobra : *Photo Journalism: The Professional Approach*
6. Milton F. : *Techniques of Photo Journalism*
7. Hoy : *Photo Journalism: The Visual Approach*
8. Roland E.Wolseley : *Understanding Magazines*
9. Richard Geham : *How to write and sell magazine articles*
10. Roy Paul Nelson : *Articles and Features.*

SEMESTER - III

Paper 301: Communication Theory and International Communication (Core)

Unit-I: Major developments in communication theory-Dominant, Western perspectives - Marxist, structuralist, Neo-Marxist approaches. Concept of Mass society and Information Society. Theories of Attitude change. Propaganda models -Chomsky and others.

Unit-II: Mass Communication and culture-Frankfurt School and Critical Theory, Antonio Gramsci and Hegemony, Birmingham School and Critical Cultural Theory, Gender and Mass Media, John Fiske and Semiotic Analysis, Postmodernism.

Unit-III: Communication imbalances in news, radio, TV, film, ICT, advertising and PR; Technology - trans-border data flow; historical overview of international communication, NWICO - overview of the present order, emergence of the Third World demand for New Order, Critique of international news values, Non-Aligned News Agency Pool. Issues in international communication: Intercultural communication

Unit-IV: Democratization of communication - new technology, alternative media. Concept of globalisation, Impact on media systems, culture, globalization of dissent. Ownership and economics of international communication. International media and other organizations - ITU, IPDC, IPI, WTO, UNESCO and IFJ.

Unit-V: Regional cooperation: satellites: Intelsat, Arabsat; co-productions; information exchange; Intellectual Property Rights regime. AMIC, SAARC, SAFMA.

Reference Books

1. Budd &Ruben : *Approaches to Human Communication*
2. Janowitz &Hirsch : *Reader in Public Opinion and Mass Communication*
3. Katz, Blumler &Gurevitch : *The Uses of Mass Communication*
4. Mc Quail, D MC Quail, D : *Sociology of Mass Communication*
5. Rogers &Kincaid : *Communication of Networks*
6. Schramm &Pool : *Handbook of Communication*
7. Sondhi : *Problems of Communication in Developing Countries*
8. Kincaid &Cushmar : *Communication Theory: eastern & Western perspectives*
9. Lendsay, R. : *Handbook of Social Psychology, Vol.3.*
10. Joseph Dominich : *The Dynamics of Mass Communication*
11. Gerald Miller : *Interpersonal Communication*
12. Defleur & Ball Rokeach : *Theories of Mass Communication.*

Paper 302: Communication Research Methods and Applications (Core)

Unit-I: Research methods in social sciences. Development of mass media research; Media research and scientific method. Types of research: Basic, applied, formative, processual, evaluative, quantitative/qualitative, action research, audience analysis, impact- effects and effectiveness studies; Research Process; Hypothesis, formulation of the problem, survey of literature, familiarisation with source materials like bibliographies, indexes, abstracts, monographs etc., rationale for the study. Use of Internet in research.

Unit-II: Elements of Research: Concepts and constructs, types of variables, reliability and validity. Research Methods: Experiments, Survey, case studies, observations, content analysis, longitudinal studies, historical studies. Levels of measurement - nominal, ordinal, interval, ratio , scaling (Thurstone, Guttman, Likert, Semantic Differential), research design

Unit-III: Sampling procedures- universe, population, and sample. Probability & non-probability sampling procedures, types of sampling methods - sample size, sample error, sample weightage Tools of data collection: Questionnaires, interview schedules, observation schedule, categorisation and measurement of content.

Unit-IV: Quantitative and statistical Analysis: Introduction to statistical procedures: Descriptive and inferential statistics. Application of Parametric and non-Parametric statistics -Chi-square test. T-Test: Analysis of Variance, Correlation, Partial Correlation, Simple Linear Regression, Multiple Regression. Interpretation of data, SPSS package.

Report Writing: Types of reports. Structure/ Format of a report; Essentials of report writing, documentation, footnotes, end notes, references, bibliography. Importance of style manuals. Ethics in media research.

Unit-V: Areas of Research: Mass media analysis, research in print, audio visual media, advertising, public relations, corporate communication, Internet and Social Media. Research in media effects: Anti-social and pro-social effects. Media research institutions. Current Communication research in India and problems. Online surveys and poll surveys.

Reference Books

1. Budd, Thorpe, Donohew : *An Introduction to Content Analysis*
2. Lindsay, Robert : *Handbook of Social Psychology Vol.I*
3. Chaffee : *Political Communication: Issue and Strategies for Research*
4. Hirsch, et.al : *Strategies for Communication Research*
5. Wimmer &Domnick : *Mass Media Research*
6. Kerlinger : *Foundations of Behavioural Research*
7. Kline and Tichenor : *Foundations of Behavioural Research*
8. Sadhu &Singh : *Research Methodology in Social Sciences*
9. Selltitz, et al : *Research Methods in Social Research*
10. Stempel &Westley : *Research Methods in Mass Communication*
11. Moanen, Van : *Qualitative Methodology*

Paper 303: Information and Communication Technologies and New Media (Core)

Unit-I: Information and Communication Technologies & and New Media , Evolution of ICTs and New Media, Characteristics, Traditional media giving way to ICTs/ New media; Origin and growth of World Wide Web and Internet basics - components, technology- protocol, structure, governance, uses, accessibility; Internet Service Providers (ISPs), bandwidth. Internet in India - status, developments and problems.

Unit-II: Information revolution, Concept of Information society - Frank Webster and Daniel Bell, Network Society - Castells; Anthony Giddens - the idea of surveillance society, Post modernism and Information society; Regulation School Theory - Herbert Schiller on Information and market; Habermas on information and democracy, Virtual Public Sphere, Democratization of information, Digital Divide

Unit-III: Theories of Social media - Revisiting Diffusion of Innovation, Social Exchange, Social penetration, Social Presence, Electronic Proximity theories; Social media and their impact on radio, TV and newspapers. Public participation and new media; networked societies. interactivity redefined; credibility of internet information; isolation and connection role and effects of new media. public discourse and public participation, political uses of new media. social change communication and new media, Civil Society and New Media; new media and popular culture; and/or new media and networked activism.

Unit-IV: New Media and Society -New media and new audience, New media and the prospects for democracy Internet as alternative source of information in non-democratic states, New media route to development- e-governance, e-commerce, informatization, technopolis/agglomeration, social construction of technology; Customized content; Impact of new media on communication, law, art, political science, history, science, Game Theory, economics, international relations and rhetoric;

Unit-V: Internet Security and Privacy Policy. Net neutrality, Ethical hacking, information and knowledge share, internet and freedom of expression. Internet Regulation in different countries; Cyber laws. ICANN, ITU, ISOC, WSIS, IGF

Reference Books

1. Leah A. Lievrouw & Sonia Livingstone : *The Handbook of New Media*
2. Albarran and Goff : *Understanding the Web*
3. Crispin Thurlow, Laura Lengel : *Computer Mediated Communication*
4. Balan K.R : *Conspectus for information & Communication*
5. Ghosh, Avik : *Communication Tech. & Human Development*
6. Jones, Steve : *Doing Internet Research*
7. Albarran, Allan B,Goof.David H : *Understanding the web*
8. Neth, Shyama: *Assessing the state of Web Journalism*
9. Syed, M.H : *Journalism and Information Technology*
10. Hassan, Robert : *The information society, Digital Media and society series*
11. Frank Webster : *Theories of Information Society.*

Paper 304 (A): Electronic Media-I (Elective)

Unit- I: TV Production Process: Stages of Production, Pre-production, Production, Post-production, Technologies Used in Production, Single-Camera, Multiple-Camera, Studio and Field Production, Visualisation: Images, Sounds, and the Creative Process. Proposal Writing, Timeline, Production Budget, Production Management, Scripting for documentaries, short films. Shooting Schedule. Planning and execution of programme production - production terms, control practices and procedures. Administration and programme management in media - scheduling, transmitting, record keeping, quality control and cost effective techniques

Unit-II: Camera: Positioning, White Balance, Lenses, Framing, Filters, Tape formats, Composition, Natural and artificial light, Types of Lights: Spotlights, Floodlights, Portable Lights, Light Meters, Lighting for Single and Multiple-Cameras. Lighting Aesthetics, Low-Key and High-key Lighting, Lighting Control in the Studio and Location, Light and Colour.

Unit-III: Script writing: Visual Thinking, Preparation for Scriptwriting, Research, Recce, Synopsis, and Outline, Treatment. Script writing Formats, Fiction Scriptwriting: Dramatic Structure, Narrative Structure, Characterization and Theme, Short Fiction Forms and Formats, Series and serials, teleplays and tele-films. Interactive Programmes, Talk Shows, Game shows and reality shows. Non-fiction Scriptwriting-Documentary, Docu-drama, educational, ad films, Corporate and Institutional films.

Unit-IV: An overview of Television News and reporting, structure of Televisions News, News production process-Spot to Screen: Production Meetings. Editorial (News Planning, reporting) and Studio Production (Scripting, video clips, voiceover, story editing).Types of reporting-general and live. Different types of News-based programmes: Interviews, Talk shows, Live-In shows, Vox Populi, Production planning and Coordination, critical analysis of news and news based programmes and public broadcasting

Unit-V: Post Production: Linear and non-linear editing, Rushes, Log sheets, TCR, paper edits, SFX, Different types of graphics, animations. Mastering: Voice over, dubbing, mixing, titling and preview. Marketing strategies - brand promotion (space/time, circulation) - reach - promotion - market survey techniques

Reference Books

1. Millerson,Gerald : *Effective TV Production*
2. Hilliard : *Writing for Television and Radio*
3. Zeltl, Herbert : *Television Production.*
4. B.N.Ahujja : *Audio-Visual Journalism*
5. Welsch : *Handbook for Scriptwriters*
6. Thota Bhavannarayana : *Television Journalism*

Paper 304 (B): Print Media-I (Elective)

Unit-I: Major trends in print journalism - Content, language and design. Threats and opportunities to newspapers. Contemporary newspapers and magazines, styles in writing and editing. Alternative Story Forms (ASF). Impact of multi-platform information flows on newspapers. Crowd sourcing. Balancing community journalism and citizen participation. Role of Ombudsman. Reporting and writing for alternative Press. Tabloids and eveningers. Role of Small/ district newspapers and their problems.

Unit-II: Contemporary practices - Slanting; writing of the lead, rewriting, integrating copy from different sources. Plagiarism. Synoptic writing, excerpting. Cartoons. News Analysis. Supplementing hard news with analysis. Interpreting news. Collection and use of background material. Sourcing from foreign newspapers, need, relevance.

Unit-III: Magazine Desk- Planning pages, features, articles, freelancers, columnists, pictures, Planning special supplements and pullouts. Trends in Sunday magazines, special sections; Magazine editing; Editing Tabloids, Concept of WED (Writing, Editing and Designing) in newspapers and magazines

Unit-IV: Editing online news: Editing for digital devices, Value of showing a story, Data visualization, selecting pictures and working with videos, types of infographics, Data and distortion. Structuring online stories. Search Engine Optimisation.

Unit-V: Press sociology: Journalism as social construction of reality; Journalism and socio-cultural change in India. Press freedom and national interest. Sources of threat to the Freedom of the Press; Critical studies on India press. Changing audience, economics, technology and the future of newspapers.

Reference Books

1. Click & Baird : *Magazine Editing and Production*
2. Evans : *Editing and Design, Vol-V*
3. Turnbull and Baird : *The Graphics of Communication*
4. Evans : *Pictures on a Page: Photo Journalism*
5. Jaiswal : *Editing and Production Manual*
6. Jones : *How to prepare professionally designed brochures*
7. Melcher and Larrick : *Printing and Promotion Handbook*
8. Kreighbuan : *Facts in Perspective*
9. MacDougall : *Interpretative Reporting*
10. Cecilia Friend and Donald Challenger : *Contemporary Editing, 3rd edition, Routledge*
11. Dennis McQuail, : *Mass Communication Theory, Sage.*
12. Robin Jeffrey : *India's Newspaper Revolution, OUP*
13. Sevanti Ninan : *Headlines from the Heartland, Sage*
14. Kalpana Sharma & Ammu Joseph : *Whose News?, Sage.*
15. Nalini Rajan : *Practising Journalism, Ed. Sage.*
16. Ninan & Chatterji : *The Hoot Reader: Media Practice in 21st century,*

Paper 305: Freelance Journalism (ID)

Unit-I: Writing Process: Looking for story ideas, Planning, generating material, organizing material, selecting appropriate format, draft and edit-language elements etc. Different genres of media writing. Forms of Journalistic writing: News writing, column writing, article writing, feature writing, humour writing, editorial writing.

Unit-II: Writing news for newspapers: Newsgathering - Sources- Types, Importance. News writing, essentials of news writing - objectivity, attribution, structure of news stories, Spot reporting, in-depth reporting, investigative reporting.

Unit-III: Writing for specialized audiences / magazines: General interest, and specialized magazines in niche areas - women, children, leisure, business, science and technology, fashion, travel etc., subjectivity in magazine writing. Reviewing art and culture. Writing on science and technology.

Unit-IV: Use of visuals in magazines, planning the editorial mix of a magazine - article, news stories, features etc., Trends in magazine publishing.

Unit-V: Freelancing/content development: Freelance writing - Choosing a topic, Identifying sources, gathering information, importance of rewriting, Slanting, Studying the requirements of magazines/newspapers, Marketing features, Content development for newspapers, E-Journals, On-line magazines. Blogging, Avenues for freelance marketing, and Basics of page make-up

Reference Books

1. Tony Harcup : *Journalism*
2. Louisa Peat O'Neil : *Travel Writing: See the World, Sell the Story*
3. Terri Thompson : *Writing about Business: The New Columbia Knight- Fashion Design*
4. James C. Foust, Holcomb Hathaway : *Online Journalism: Principles and Practices of News for the web.*
5. James Glen Stovall : *Web Journalism: Practice and Promise of a New Medium*
6. Matthew Ricketson : *Writing Feature Stories*
7. Mencher, Melvin : *Basic news writing*
8. Chakravarthy, Jagadish : *Cyber media journalism*
9. Yudkin, Marcia : *Freelance Writing For Magazines And Newspapers: Breaking in without selling out.*
10. Venkateswaran, R J : *How to excel in business journalism*
11. Murthi, R K : *Journalism: A Guide to Free-Lancing*
12. Ward, Mike : *Journalism online*

SEMESTER - IV

Paper 401: Socio-Economic Affairs (Core)

Unit-I: Basic understanding of the Indian Constitution - Federalism, Secularism, Functioning of the Parliament and Legislative institution, State and Central Secretariats, Judiciary, Civil society, political parties and function of democracy, Election commission, CAG and other Constitutional offices; issues of Governance.

Unit-II: Understanding of Society, social justice, civil liberties, human rights, issues of deprivation, social structure, gender issues, Welfare State, Empowerment of marginalized sections.

Unit-III: Policy issues, social sector policies-education, health, poverty, employment, demographic dividend, environmental policy, economic policy, developmental issues, legal entitlement for citizens.

Unit-IV: Understanding of Indian Economy, growth, inflation, sectoral trends-agriculture, industry, services, financial inclusion, budget making, Planning, Human Development, Macro-economic indicators and concepts, trade issues.

Unit-V: Contemporary social, political and economic issues, foreign policy, international institutions like UNO, WTO, Current national and international issues.

Paper 402: Development and Rural Communication (Core)

Unit-I: Concepts of Development and underdevelopment - theories and models of development - Dominant paradigm, modernisation, empowerment, participation, sustainable development etc. Concept and critique of HDI. Development as a right, intervention of civil society organizations, NAPM, MKSS.

Unit-II: Alternative models of development, different perspectives; Western and Indian viewpoints. Issues in development - social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Role of MNCs. Food Security, Millennium Development Goals.

Unit-III: Nature and concept of development communication. Role of different media in development communication-Print, electronic and folk media. Use of ICTs and emerging technologies in development. Digital divide, Development-support-communication. Critical appraisal of efforts by government and non-government organisations (NGOs) economic uplift. Case studies in Devcom - Urban and rural perspectives. Education, health and irrigation

Unit-IV: India's rural scene, rural social structure, social change, patterns of rural communication, oral, informal and interpersonal communication. Traditional and folk forms, Barriers and accelerators to change.

Unit-V: Extension - nature, concept and characteristics of communication, structure of extension networks in India, Telangana. Methods of extension- exhibitions, visual aids, training and visit system, case studies in extension. Krishi Vignan Kendras.

Reference Books

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

Paper 403: Digital Journalism (Core)

Unit-I: Online / Convergent journalism- characteristics- integrating text, audio, video, info graphics, power points, slides, image and video formats; Tools - hangouts, video on demand, internet radio and web TV, Twitter, what's app, skype, hike;

Unit-II: New roles of journalists in the digital era- producer, visualiser etc; Citizen journalism/ User Generated content- Social media and journalism: Youtube, Face book, Twitter, Crowd sourcing-issues of veracity and credibility, Social media use by the Central/State Governments and guidelines.

Unit-III: Role of Online readers vs role of audience members of traditional media - Web-based newspapers, Content planning. Interactive storytelling, audience analysis, news groups.

Unit-IV: Web page elements, page architecture, design and layout. Internet newspaper editions,

Unit-V: Ethical dilemma in Digital journalism vis-a-vis ethics and media law in mainstream media. Professionalism in digital journalism versus professionalism in mainstream media and its implications for journalists and online readers.

Paper 404 (A): Electronic Media - II (Elective)

Unit-I: Qualities of a reporter/presenter/ anchor: News sense, news gathering, language and diction. Structure of a newsroom, hierarchy. Editorial function: Story ideas, news planning - curtain raiser, event and closure. News selection process, news gathering and reporting. Ethical implications. Techniques of Field production: Breaking news, Phone-in, Piece to Camera, Live, production coordination with camera and studio. Logistics.

Unit-II: Types of News presentation - Studio and field, live and recorded. Phone-ins, discussions. Types of packaging. Types of news bulletins. Organising a news bulletin, time management, hard news, soft stories, news capsules, panel production, archiving and copyright.

Unit-III: News gathering and transmission technology: Use of cameras, OB vans, computers, servers, video phones, and hubs. VSAT, Fibre optic lines, earth station and satellites.

Unit-IV: Editing process: Introduction, editing stages, preliminary editing, final editing. Editing systems: Linear, non-linear. Principles of Editing. Editing modes: Fiction, non-fiction, aesthetics.

Unit-V: Trends in radio broadcasting, development broadcasting, community radio, new broadcasting technologies - digital, satellite and web. Radio production practices, Planning a radio programme, Radio formats: news and newsreels, magazines, drama, feature, serials and music. Use of digital technology in production.

Exercises in programme production.

Reference Books

1. B.N.Ahuja : *Audio-Visual Journalism*
2. Thota Bhavannarayana : *Television Journalism*
3. Welsch : *Handbook for Scriptwriters*
4. Brown, Lewis : *A.V. Instruction*
5. Campbell : *A Guide to Radio Radio - TV Writing*
6. Millerson : *Effective TV Production*
7. Hilliard : *Writing for Television and Radio*
8. Zelml, Herbert : *Television Production*
9. Mc.Leish, Robert : *Techniques of Radio Production*
10. Domaggio : *How to write for television*
11. Chatterji, P.C. : *Broadcasting in India*
12. Samuel, Paddy : *Broadcast Talk*
13. Mahmood : *The Kaleidoscope of Indian Cinema*
14. Reiz & Miller : *The Technique of Film Editing*

Paper 404 (B): Print Media - II (Elective)

Unit-I: Introduction to Finance and business journalism. Publications in the area. Reporting finance and business. Characteristics, trends, sources. Policies - fiscal, industrial, agricultural & trade. Functions of - Reserve Bank of India, SEBI. Understanding, analyzing and reporting budgets - national and state. Analysing business trends, interpreting and presenting statistical data of business, industry & finance.

Unit-II: Importance of science & technology journalism. Sources, techniques, writing, understanding and demystifying science & technology. Science news and features. Interpreting research reports, problems. Science forums. Reporting Environment. Issues and trends. Science for young audiences; Understanding and covering national and global environmental campaigns. Case studies of media coverage.

Unit-III: Reporting conflicts and rights. Challenges in reporting conflict, human rights, child rights, gender, social exclusion; humanitarian rights; Pitfalls to avoid. achieving balance, attribution, verification from multiple sources, avoiding bias and stereotyping. NHRC, NCW, NCPCR. Reporting war - guidelines, propaganda. Issues of information control and embedded journalism.

Unit-IV: Lifestyle reporting. Trends in living - fashion, food, health, travel, tourism. Celebrity, gossip, city life, Page 3. Social trends. Leisure reporting, fine arts and performing arts, film, television and culture. Architecture and heritage.

Unit-V: Education and opportunities. State education policies and private enterprise. Status of higher education. Institutions in education. Evaluating academic courses, curricula and career opportunities. Understanding and reporting academic research. Reporting seminars and conferences. Study abroad programmes. Hiring agencies.

Reference Books

1. Kaushik Basu, OUP : *Concise Oxford Companion to Economics in India.*
2. Chris Roush : *Show Me the Money, Routledge Communication Series*
3. Matthew Winkler : *The Bloomberg Way: A Guide for Reporters and Editors.*
4. Keith Hayes : *Business Journalism.*
5. Barbara Gastel : *Health Writers handbook.*
6. Kerala Shashtra Sahitya Parishad : *Science for Social revolution*
7. Spectrum Books : *Science and Technology in India*

Paper 405 (A): Project Report (Elective)

- (a) Electronic Media students should submit a radio/TV Production under the guidance of any faculty member. Along with production, a written process document is to be submitted.
- (b) Print media students should submit a project report related to communication and allied subjects based on research.
- (c) Film Studies students should submit a documentary / fictional film under the guidance of any faculty member based on research.
- (d) Development and Rural Communication Students should submit a project report under the guidance of any faculty member based on his/her research.

There will be 100 marks for Project report (30 marks internal for class presentation and 70 marks for final presentation).

Paper 405 (B): Writing for Advertising and Public Relations (Elective)

Unit-I: Introduction to persuasive writing - Copy writing - Types of Copy, Types of Layout, Design and production of advertisements - print, radio, television, digital media (Websites, Facebook, Linked in, Twitter, Blogs)

Unit-II: Writing copy for print media - newspapers and magazines - positioning of ads in newspapers - positioning of ads in magazines - magazine sizes - e-magazines

Unit-III: Writing for broadcast media ads (Radio/TV) Differences in writing for the ear vs. the eye... basic principles of writing for the ear, and formats for the broadcast release - Script writing for Radio and Television - story board -visualization - conceptualization - treatment - post-production process - types of ads (Genres -testimonials, endorsements, drama and so on); jingles, spots, commercials, promos, Broadcast Release, Video News Releases , VNRs, filmscripts, presentations, visual treatments... how do news outlets use your PR submissions.. new technologies in PR.

Unit-IV: Introduction to PR - Writing for diverse audiences- Planning and production of Newsletters, Backgrounders and Position Papers, annual reports -house journals; Recording minutes - feature articles, blog posts, brochures; Speeches and Presentations - mechanics of organization... making brief remarks, presentations, formal speeches; Press Release Basics-news angle... Pre-writing and Planning your Message -outlining, clustering and other ways of organizing information... crafting the message... the importance of revisions and redrafts.(for different sectors - financial, entertainment, political, economic, pharmaceuticals) - briefing documents; Pitching Stories and Interviews-... essentials for interviews... research tools. Memos, pitch letters and confirmation letters "scripting" the interview... General principles established to emails, writing for the web.

Unit-V: Writing for Nonprofits, Generating News Coverage for your Cause, Pitching Your Cause: Effectively Working with the Media to Spread Your Story. Pre Press process. Estimating copy, preparing estimates for production based on types of paper. Selection of the printing process etc

Reference Books

1. Thomas H. Bivins : *Public Relations Writing: The Essentials of Style and Format*
2. Doug Newsom and Jim Haynes : *Public Relations Writing: Form & Style*
3. Dennis L. Wilcox : *Public Relations Writing and Media Techniques.*
4. Merry Aronson, Don Spetner and Carol Ames : *The Public Relations Writer's Handbook: The Digital Age.*
5. Charles Marsh, David W. Guth and Bonnie Poovey Short : *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More.*