

#### General Guidelines for the course ----

1. Other rules such as admission, passing ,duration of the course are same as earlier
2. A minimum of 75 % attendance for lectures / practical is the pre-requisite for grant of term.
3. External Practical should examine by the External Examiner .
4. One chance to be given to the students who are not appear or not succeed in the examination as per old syllabus. As soon as authorities gives sanction for this syllabus, from coming academic semester e.g. from June 2014-15this syllabus will come in to force for teaching.
5. For the specialization- starting for the one specialization subject- there should be minimum five or more than five students are necessary. If the admissions are less than five for the course in such period this guideline will mold as per situations with the help of Head/Principal/Director.
6. For the Dissertation -- final viva should be conduct by the external examiner only.
7. The Medium on Instruction and Examination shall be English or Marathi / Hindi, The questions papers will be in English and Marathi. There will be no change in the Pattern and duration of the Examination and question paper.
8. The Course structure is as follows –



**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.**

Master of Journalism & Media Science

Course Structure

Course No	<b>FIRST SEMESTER</b>	<b>THEORY</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
1.	Communication Skill S	50		50
2.	History And Growth Of Media In India	75	25	100
3.	Development & Communication	75	25	100
4.	News Reporting	75	25	100
5.	News Editing	75	25	100
	<b>SECOND SEMESTER</b>	<b>THEORY</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
6.	Advertising	75	25	100
7.	Mass Media Research	75	25	100
8.	Corporate Communication	75	25	100
9.	International Communication	50		50
10.	New Media Application	75	25	100
	<b>THIRD SEMESTER</b>	<b>THEORY</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
11.	Public Relation	75	25	100
12.	Audio & Video Production	75	25	100
13.	Graphics Designing In Media	75	25	100
14.	Media Appreciation & Research	75	25	100
15.	Global Politics And The Media	75	25	100
	<b>FORTH SEMESTER</b>	<b>THEORY</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
16.	Introduction To Cinema Studies	75	25	100
17.	Inter-Cultural Communication	75	25	100
18.	<b>SPECIALIZATION</b> A-Environmental Communication B-Gender & Media C-Science & Technology Communication D-Rural, Folk & Tribal Communication	75	25	100
19.	<b>DISSERTATION</b>	120	80 VIVA VOICE	200
20.	<b>Study Visit</b>		100	100

TOTAL: - 2000 Marks    THEORY- 1300 MARKS    PRACTICAL-500    DISSERTATION 200

## Paper I. Communication Skills

### **Objectives:**

- For Effective Oral Communication, Improving Presentation Skills.
- To improve Reading, writing, listening ability.

### **Unit-I**

Introduction, Sentence, Kinds of Sentences (Positive, Negative, Statement, Interrogative, Exclamatory) Basic grammar Introduction, Subject Verb Agreement, Articles Countable and Uncountable Nouns (Countable Nouns, Uncountable Nouns, Nouns Used as Countable as well as Uncountable) Writing Names with and without "the", Concepts of Vocabulary Building, Simple Rules for Pronunciation and Intonation)Prepositions, Introduction, Prepositions, Simple and Compound Preposition (Simple Prepositions, Compound Prepositions), Prepositions of Time(One Pointing Time, Extended Time) Prepositions of Place, Preposition of Reason.

### **Unit-II**

Introduction, Present Tense (Simple Present Tense, Present Continuous Tense, Present Perfect Tense, Present Perfect Continuous Tense) Past Tense (Simple Past Tense, Past Continuous Tense, Past Perfect Tense, Past Perfect Continuous Tense)  
Future Tense (Simple Future Tense, Future Continuous Tense, Future Perfect Tense, Future Perfect Continuous Tense), Modal Auxiliary Verbs (Could, Would) Introduction Debates, Types of Debates, Rules for Debate, Advantages of Debate, Disadvantages)

### **Unit-III**

Group discussion, Group Discussion, Technique of Group Discussions, Qualities Needed for Group Discussion, Strategies for Group Discussions: Do's and Don'ts (DO's, Don'ts) Role Playing, Business report writing, Report, Planning for Report Writing, Types of Reports, Report Writing Process, and Report Writing on any News.

### **Unit-IV**

Scriptwriting Introduction Writing for a Television Programmed, Formal Conversation– Face to Face, Introduction, Advantages and Disadvantages (Advantages, Disadvantages)  
Oral Fluency Development (Tips for Effective Oral Communication, Improving Presentation Skills), Persuasion (Process of Persuasion)

### **Reference Books-**

1. Developing Communication Skill by Krishna Mohan and Meera Banerjee, McMillan Publishers.
2. Communication Skill – B.V. Pathak, Nirali Prakashan.
3. Writing Correct English – Readers Digest Publication.
4. Professional Communication Skills-- S. Chand.
5. Developing Communication Skills-- Krishna Mohan, Meera Banerji.

## **Paper II. ---History & Growth of Media In India**

### **Objectives:**

- The student learns to understand the evolution of different media forms in the Course of a historical trajectory that is simultaneously global and national.

### **Unit I –**

Historical Context of the Emergence of Mass Media Technologies  
Media and Modernity: Print Revolution – Different stages, Emergence of technologies  
Emergence of Mass Media in the Colonial Era with a Focus on India

### **Unit II**

Print Media History of the Press in India: Colonial Period National Freedom Movement Post Independence Era Emergency and Post Emergency Era Changing Readership, Print Cultures, Language Press

### **Unit III**

Sound Media The coming of Gramophone, Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India-Case studies  
Patterns of State Control; the Demand for Autonomy FM: Radio Privatization  
Music: Cassettes to the Internet

### **Unit IV**

Visual Media The early years of Photography, Lithography and Cinema  
From Silent Era to the talkies ,Cinema in later decades ,The coming of Television and the State's Development Agenda ,Commercialization of Programming (1980s),Invasion from the Skies: The Coming of Transnational Television (1990s) ,Formation of PrasarBharati

### **Reference Books**

- Mazumdar, Aurobindo. Indian Press and Freedom Struggle (1993) Orient Long
- Sarkar, R.C.S The Press in India (1984) Schand & Co Ltd
- Rao, Amiya and B.G.Rao. The Press She Could Not Whip Popular Prakashan
- Srinivasan, R. Crusaders of the 4th Estate (1989) Bharatiya Vidya Bhavan
- Jeffrey , Robin. India's Newspaper Revolution (2000) OUP
- Basu, Durga Das. The Laws of the Press in India (1962) Asia Publishing House, Bombay.
- Natarajan, S. A History of the Press in India (1962) Asia Publishing House, Bombay
- Moraes , Frank. Witness to an Era (1977) vikas Publishing House, Delhi
- Natarajan, J A History of Indian Journalism (1955,) Publishing Division, New Delhi . Gopal, Madam, Freedom Movement and the Press: The Role of Hindi Newspapers (1990), Criterion Pub.

### **Paper III . Development Communication**

#### **Objectives:**

- Develop understanding of development issues
- Contribute positively towards the development process of country as responsible mass communicators.

#### **Unit-I**

Definition, meaning and process of development, Economic and social indicators of development: GDP/GNP, Human Development Index, Physical Quality of Life Index, Other indicators: Communication as an indicator, Democracy as an indicator Human Rights as an indicator, Social Relations [inequality]

#### **Unit – II**

Definition and Concept Approaches: Diffusion of Innovation, Magic Multiplier, Localized Approach Development Support Communication - Extension Approach, Health and Family Welfare Women Empowerment, Literacy & Education, Water Harvesting & Management

#### **Unit-III**

Development of message design and communication Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development. Development: e-governance, digital democracy & e-chaupal, ICT & Development,

#### **Unit - IV**

Communication for rural development: Strengthening of Panchayati Raj, Advancement in farming and alternative employment, Conservation of rural culture – tradition, Communication for urban development: Urban sanitation, Consumer awareness Slum development, Communication for Tribal development

#### **Reference Books**

- Narula Uma Development Communication – Theory and Practice, Har Anand
- Gupta V.S. Communication and Development Concept, New Delhi
- Tewari, I P Communication Technology and Development, Publication Division, Govt. of India
- Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi
- Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
- Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi

## **Paper. IV News Reporting**

### **Objectives:**

- Write news correctly using proper grammar, vocabulary , spellings and punctuation.
- Differentiate between Writing for Print Media and Writing for the Ear.

### **Unit -I**

Kinds of Media Writing: Writing to Inform, Writing to Describe, Writing to Persuade  
The ABCD of Media Writing, Accuracy, Brevity, Clarity, Discernment, Writing Simply  
Vocabulary, Vocabulary Building: Using Dictionaries, Understanding the Misunderstood Word,  
Rules of Spelling, Overcoming Grammar Problems, Punctuation

### **Unit – II**

The Sentence, Concision/Clarity, Emphasis, Total Emphasis (That applies to the Whole Sentence)  
Partial Emphasis (That Applies to a word or Group of Words)  
Rhythm - Words and How they Sound, Variety, Variety & Recurrence, Changing Sentence Length &  
Pattern, Breaking Monotony, Varied Openings.

### **Unit - III**

What is News? Types of news: Soft news/Hard news, Basic elements of news story, Writing Formats:  
Journals, Letters, Essays & Reports Concept & Definition of Translation, and Nature & Norms of  
Translation. Types of Translation, Word to Word Translation, Literal Translation Summarized  
Translation, The need and importance of Translation in Journalism, The process of Translation and  
How to maintain its originality: Source Material Perception,Analysing the text or Source Material, 6.  
Guidelines for Translation: Don't Opinionate, KISS rule,, Maintaining Originality Summaries with  
Clarity

### **Unit - IV**

News: Definition; Elements of News; News Values; Objectivity of News; Reporters/Correspondents;  
Chief Reporter; News Beat; News Sources; Special Correspondent; Parliamentary Correspondent;  
Foreign Correspondent; District Correspondent; Feature; Political Reporting; Crime and Legal affairs  
reporting; Public affairs reporting; Human Interest Stories; Business Reporting; Science Reporting,  
Sports Reporting; Film Reporting; Environment and Human Rights; Page-3 Reporting;  
Interpretative and Investigative Reporting;

### **Reference Books**

- Basic Journalism: Rangaswamy Parthasarathi
- News Reporting and Editing: K.M. SrivastavaDr. K.K. Rattu Translation through media in  
New Millennium, Surubhi Publication, Jaipur
- Jitendra Gupt and Priyadarshan Patrakarita Mein Anuvaad,
- Radha Krishna Prakashan, New Delhi
- Dr. Laxmikant Pandey Translation, Objects and Methods
- Chicago Manual of Style University of Chicago Press

## **PAPER – V News Editing**

### **Objectives:**

- To allow improvement in language skills
- To impart skills required for a sub-editor

### **UNIT I**

Principles of Editing; Editor; News Editor; News Coordinator; Sub-Editors; Chief Sub-Editor; Headline: different Types; Techniques of Writing Headlines; Lead; Intro; News Compilation; Re-writing. Specific language inputs Usage tips Words and phrases to avoid Specific grammatical problems

### **UNIT II**

Structure and functions of the editorial set-up of a newspaper  
Functions of the sub-editor Writing, editing, design

### **UNIT III**

Understanding the publication, its audience, ideology, raison d'être  
Style book Editing symbols and how the computer has revolutionized editing  
Editing to fit available space cutting or expanding copy to fill space  
Re organizing or restructuring a story Checking facts, names, figures Checking for grammatical and other language errors or problems Rewriting in style appropriate to publication Writing headlines structure, working, types, use of typography, do's and don'ts, role of Punctuation in heading. Writing effective captions

### **UNIT IV**

Principles of layout balancing grey matter and white space, understanding fonts, balancing Visuals and/or ads and editorial content. Planning the page, deciding weight age of story, positioning for optimum effectiveness, balance in editorial content, preserving the format.  
Selecting visuals image energy, lines of force, impact and information. Ethical considerations when selecting visuals for crime/ grief stories Cropping pictures formulating effective graphics

### **Reference Books:**

- Banerji, Sourin; New Editing in Theory and Practice; (1992)
- Felsch; The Art of Readable Writing
- Evans, D.R.; Newspaper Layout and Design; (1984); State University Press
- Momen, D. R.; Newspaper Layout and Design; (1984); State University Press
- Bowles and Borden; Creative Editing; 3rd edition; Wadsworth
- Quinn, Stephen; Digital Subediting and Design News Editing: Bruce Wesley
- Editing and Design: Harold Evans
- Editing Manual: Sourin Banerjee
- Professional Journalist: John Rothenberg

**First Semester**  
**Practical 100 marks**

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- |  |          |
|--|----------|
| 1. Visit report of the developing Rural area   | 15 Marks |
| 2. One video news bulletin & one news bulletin for radio<br>(News local to global)   | 20 Marks |
| 3. Production of laboratory Journal minimum three (3)<br>(Reporting, editing & page on Computer )  | 15 Marks |
| 4. monthly test based on the syllabus paper-wise each<br>Of 10 marks total 15 tests of 150 marks. These marks will be<br>scaled downed to 1/3 i.e. 50 marks of final examination | 50 Marks |

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100 Marks



## **Paper VI. Advertising**

### **Objectives:**

- To introduce some basic concepts of Advertising industry
- To understand the Economics of Print and electronic media
- To introduce Advertising Writing for different product categories.

### **UNIT I**

Advertising: Definition, Historical Development; Social and Economic Benefits of Advertising; Types of Advertising: Consumer, Corporate, Industrial, Retail, National, Trade; Public or Government Advertising; Product Advertising;

### **UNIT II**

Target Audience; Brand Positioning; USP; Advertising strategies, appeals, market and its segmentation; Sales Promotion, Creative Strategy; Purchase proposition; Creative Execution; Ad-Copy Writing; Slogan; Headline; Ad Lay-out; Use of Software in Print Advertisement; Television Advertisement; Storyboard; Radio Advertisement.

### **UNIT III**

Outdoor Advertising; Advertising Research; Advertising Agencies; Media Strategy; Planning of Ad-budget for Newspapers, Magazines,

### **UNIT IV**

Radio, Television; Ad contents; Surrogate Advertisements; Advertising on Internet; Advertising and Ethics; Advertising and Law.

### **Reference Books**

- Advertising: Frank Jefkins
- Advertising: James S. Norris
- Brand Positioning: Subrato Sengupta
- Effective Advertising: Marieke De Mooji
- Creative Advertising: Theory and Practice: Gillian Dyor
- Principles of Advertising: Monle Lee and Carla Johnson
- Advertising Management: Alok Bajpaye
- Advertising Today: The Indian Context: Dr. Sarojit Dutta

## **Paper.VII Mass Media Research**

### **Objective:**

- To introduce students to the basic concept of research, its approaches, its scope and Limitations, Tools and techniques
- To make students understand the link and importance of research in media education
- To equip students with necessary skills to undertake a mass media research project

### **Unit - I**

Introduction to Research Concepts: Introduction to Research – definition, types, need for research  
Scientific research – basic principles: empiricism, verifiability, generalization  
Understanding different methods of conducting research: case study, content analysis, semiotics, survey, ethnography

### **Unit - II**

Steps in conducting research 1. Selection of a research problem 2. Understanding the objectives why this research problem is undertaken 3. Formulation of the research problem statement 4. Hypothesis: meaning and types of hypothesis

### **Unit - III**

Steps in conducting research 1. Formulation of research design by understanding the following concepts: Sampling procedure- concept of universe and sample size, probability and non-probability sampling, types of probability sampling,

### **Unit - IV**

Sources of data collection- primary and secondary, Main tools of data collection- observation, interview, questionnaire, schedule Importance of writing the research report How research report is written: indexing, chapters, citation and references  
Section II Application of Mass Media Research in Print Media

### **References Books:**

1. Mass Media Research- Roger Wimmer & Joseph Dominick
2. Mass Communication Research Methods- Hsia H.J.
3. The Practice of Social Research- Babbie E. R.
4. Methods in Social Research- Kothari C. R.

## **PAPER VIII Corporate Communication**

### **Objectives:**

- Student understands media material for the print and electronic. Press releases, drafting of rejoinders, sample Sample drafting of CEOs messages for internal public.
- To understand work for shareholder communications. Analyzing corporate stories published in business dailies.

**Unit I:** Definition, nature and scope of Corporate Communications. Comparison with Public Relations, advertising, publicity and propaganda. Corporate communication - Basic tools, strategies and planning, core functions of Corporate Communications.

**Unit II:** Corporate Communications - structure and management, corporate Communications in industry, dealing with internal public. Media for corporate Communication, House journal and open house.

**Unit III:** Corporate communications tools for internal and external audiences. Media Relations – Media conferences and releases, media queries, rejoinders, media Expectations (both print and electronic). Pressure groups.

**Unit IV:** Corporate communications with regards to community, investor relations, Marketing communications. Corporate advertising and exhibitions. Corporate communications in local bodies, Corporate Communication in Non-Governmental Organizations (NGOs).

### **Reference Books:**

- Cut lip, Center & Broom (2000), EFFECTIVE PUBLIC RELATIONS, Prentice Hall International, USA.
- Fernandez (2004), Corporate Communications – A 21st Century Primer, Response Books (Sage Publications India Private Limited), New Delhi.
- Goodman (1998), Corporate Communications for Executives (Sunny Series, Human Communication Processes), State University of New York Press, USA.
- Horton (1995), Integrating Corporate Communications, Quorum Books, USA.
- Kumar (1998), MANAGEMENT COMMUNICATION TODAY, B.K.Taneja, Classical Publishing Company, New Delhi.
- Ramani (1998), Corporate Communications – THE AGE OF IMAGE, Sterling Publishers Private Limited, New Delhi.
- Ray (1997), COMMUNICATION TODAY, Understanding Creative Skill, Himalaya Publishing House, Mumbai.

## **Paper. IX International Communication**

### **Objectives:**

- Provide a framework within which students will be better able to understand the complex interaction of cultures and national identities as they affect the international Flow of news;
- Enable the student to describe ways in which communication media and Techniques differ between nations according to cultural and political norms;
- Enhance the student's ability to access various media operating on a global scale

### **Unit – I**

Role of United Nations regarding Media and Social Media, UNESCO & the role of UNESCO regarding Media , Imbalances in Information Flow; McBride Commission .

### **Unit – II**

NWICO, NANAP; Regional Groupings; ASEAN, SAARC, European Union; the role of Sarc countries in promotion Media Awareness .

### **Unit - III**

International News Agencies; Regional News Agencies, Role of News Agencies, Foreign Policies of India and USA; Uni polar World; Policy of India towards SARC Countries regarding Media. Role of Social Networking Sites in SARC Countries.

### **Unit - IV**

Sino-Indian Relations, Indo-Pak Relations; Indo-Sri Lanka Relations; Indo-Bangladesh Relations; Contemporary International Issues..

### **Reference Books:**

- The Making of India's Foreign Policy: J. Bandyopadhyay
- International Relations: Joseph Frankell
- International Relations in the Twentieth Century: D.C. Bhattacharya
- Communication for Development in the Third World: Srinivas Melkote and H. Leslie Sleeves
- Many Voices One World: Report of the McBride Commission
- Introduction to the Constitution of India: Justice Durgadas Basu
- Indian Administration: S. Maheswari
- Indian Economics: K. Sundaram

## **Paper X New Media Application**

### **Objectives:**

The students would be encouraged & evaluated on the basis of a written assignment, a Project that they undertake for social & community engagement which must include a new Media campaign including social media. They should be able to prepare & run a blog/Web site demonstrating skills of planning, design and the writing in Non Linear and Linear formats & expertise in Visual design & Content management.

### **Unit-I**

Basic File System. , Hierarchical File System, Access Control Verification. , Logical File System: Sequentially Structured Records: Fixed length and Variable length. New media- Mapping, Meaning and Characteristics - Principles of New Media The New Media Interface- Cultural interfaces, printed word, Cinema,

### **Unit-II**

The User & the Screen- issues of representation & reproduction New Media Economy , Introduction to New Media Technologies , Security Concern- What is Security? Need of security, Network Security: Authentication and authorization. E-mail security. Encryption and decryption, Password, Role Defining, Track log reports. Web security, secure socket layer, Http & Https, script block, history, Active X controls. System Security

### **Unit-III**

Social Media Constituents- Face book, Twitter, Word press, Blogger & What to use when YouTube, Docs, Drive, Hangouts, social bookmarking, slide share, Skype , Building communities-pages & channels ICT-scope and role

### **Unit-IV**

Journalism ethics and restraint in new media , Copyright & Legal issues in cyber space Using social media to engage public Activism in Cyber space, Globalization & Emerging Cyber cultures Differentiating between Analogue and digital technology , Digitization of media- media convergence Encoding and compression standards Constituents of new media Blogs, Micro Blogs, Wikis,

### **Reference Books:**

- New Media by John v. pavlik (Columbia University Press,2001)
- Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
- Manovich, Lev. (2001) the Language of New Media. MIT Press.
- Lister Martin. (2009). New Media – A critical Introduction. Rutledge.
- Kahn, R and D Kellner, “New Media and Internet Activism: From The Battle of Seattle to Blogging’ New Media & Society, Vol. 6, No. 1, 87-95 (2004)

**Second Semester**  
**Practical 100 marks**

- .....
1. Student have to submit 5 advertisement for print media 5 for broadcast And new media 20  
Marks
  2. One content analysis either of print or electronic media 20  
Marks  
(Content of period of at least one month)
  3. Two audience research surveys: one for print media & one for electronic Media 10  
Marks
  4. Monthly test based on the syllabus paper-wise each 50 Marks  
Of 10 marks total 15 tests of 150 marks. These marks will be scaled downed to 1/3 i.e. 50 marks  
of final examination

..... 100  
Marks

## **Paper XI**

## **Public Relation`s**

### **Objectives:**

To familiarize the student with the concept of Public Relations and its role  
In the world of business and Media

### **Unit-I**

Public Relations: Definition and History; Internal and External Publics; PR Publicity, in house Public Relation, Role of Public Relation in Building Corporate Image.

### **Unit-II**

Propaganda and Opinion; , PR as a Management Function; PR and Marketing; Image Management; PR Principles: Planning, Implementation, Research and Evaluation; PRO: Qualifications and Functions., Role of PRO in Disaster Management.

### **Unit-III**

Tools of Public Relations; Media Relations; Press Release; Press Conference; House Journal;

### **Unit-IV**

Corporate Film; Crisis Management; Community Relations; Corporate Public, Relations; Employee Relations, PR in Public Sector; Financial PR; Shareholder Relations. , PR by Government Departments; PR Counseling; PR Agencies; Marketing Communications; DAVP ,PR for Hospitals, Charitable Institutions, NGOs; Use of Internet as a major PR Tool; PR Research; PR Ethics; Emerging Trends in PR.

### **Reference Books:**

- Handbook of Public Relations and Communications: Phillip Lesley
- Media Relations: Jane Johnston
- Practical Public Relations: Sam Black
- Public Relations in Practice: Anne Gregory (IPR publication)
- Public Relations in your Business: Frank Jefkins
- Public Relations in India: J.M. Kaul
- Corporate Public Relations: K.R. Balan
- Jana Sanjog: Samar Basu

## **Paper XII. Audio & Video Production**

### **Objectives:-**

1. To introduce Audio & Video Medium
2. To develop Skills of Students.
3. To make student efficient in handling Audio & Video applications.

### **Unit-I**

History of Radio in India; Radio News; News Editor; Producer, Radio Reporter; Radio Interview; Radio News Reels; Radio Feature; Applications of Audio Equipments and Software; Radio Talk; Audience Research.

### **Unit-II**

SFX; Community Radio; Educational Radio; Radio Jockey; Recent Developments in FM Broadcast; National Programmes of All India Radio; BBC and other International Radio Stations; Radio and Newspaper: A Comparative study.

### **Unit-III**

History of Television in India; Scope of Television Journalism; TV Newsroom; News Editor; Producer; TV Correspondents; Techniques of writing TV News; TV News Production; Anchoring; Use of Clippings; TV Interview; Basic Principles of Camera Work; Live Coverage through Satellite; Effects of Television on Society.

### **Unit-IV**

Outside Coverage; Television Documentaries; News Magazines and Talk Shows; Ethical Problems; Field Research; Interviewing, Pre-Production- Need of Balanced Presentation And Selection of Topics; Cable TV; Satellite Channels and its effects on Society; Television and Video Editing; Use of software; Soap Operas; Other Entertainment Programmes.

### **Reference Books:**

- Writing and Producing for Television and Film: John Riber
- Television Journalism: Ivor Yorke
- Television: A Critical Review: Horace Newcomb
- The Age of Television: Carl Bode
- Broadcast Journalism: An Introduction to News Writing: Mark W. Hall
- Handbook of Broadcasting: Abbot and Rider
- News writing for Broadcast: Ed Bliss Broadcast News Producing: Brad Schultz
- Radio and Television: K.M. Srivastava



## **Paper XIII.-- Graphics Designing in Media**

### **Objectives:-**

The building blocks of design for desktop publishing: Lines, shapes, mass, texture , color, color theory, color formats, resolution in graphics, graphic design software's, visual communication theory, visual communication in media research, Logo design, Designing for branding

### **Unit I:**

Fundamentals of computer graphics- file format, bitmapped and object Oriented graphics, color depth and resolution, compression, image modes, Print and online formats.

### **Unit II:**

Creating effective design- basic design applications using Photoshop in Logo Design, stationery design and package design. Photoshop tool box and palette, Selection and path tools, painting, drawing and editing tools; color modes, color Picker, color palette, color options and editing modes.

### **Unit III:**

Layer techniques and paths- creating, deleting and manipulating layers, Translucent layers, special effects, merging layers and masks. Paths- drawing tools, Importing and exporting, converting, filling and stroking, silhouettes and clipping.

### **Unit IV:**

Filters and retouching techniques- blur, distortion, noise, pixilated, render, Sharpen, and stylize, video, etc. tonal correction, color correction, dust spots, Blemishes, wrangles corrections and backgrounds.

### **Reference Books:**

- Mulin Eileen: The Essential Photoshop Book, Galgotia Publication Pvt. Ltd.
- THE ART OF PHOTOSHOP FOR DIGITAL PHOTOGRAPHERS - Author: Daniel Giordan.
- UNDERSTANDING ADOBE PHOTOSHOP: Digital Imaging Concepts and Techniques
- Author: Richard Harrington Just My Type: A Book About Fonts by Simon Garfield
- Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students by Ellen Lupton
- Color & Color Theory- Interaction of Color - Josef Albers
- Designer's Color Manual: The Complete Guide to Color Theory and Application by Tom Fraser and Adam Banks

## **Paper XIV. Media Appreciation & Research**

### **Objective:**

- To introduce students to the basic concept of research, its approaches, its scope and limitations, tools and techniques
- To make students understand the link and importance of research & media appreciation in media education

### **Unit I:**

Characteristics of scientific research, history, relevance and nature of media research. Research procedures:, Media Theory, Marxist approach, the role of mass media User and Gratification theory, Audience Studies , Audience Survey,

### **Unit I:**

Thinking Methods, Paradigm Shifts, Research: Basic concepts and methods, Other tools of data collection, Theories of Research.

### **Unit III:**

Media Research Method Formative Research, Need assessment Development of audience profile Availability of audience segment Access of the media Resource mapping Production research (Print production, Radio programme production, TV programme production) TAM, TRP, NRS,IRS,

### **Unit IV:**

Feedback and summative research (Impact of stated objectives and unintended outcomes) Ethics in research Ways of Appreciation, Description, Interpretation , Evaluation, Media Forms, The Portrayal of women in videogame , eye-movement tests, brain mapping, Measurement and scaling techniques processing of data.

### **Reference Books:**

- C.R. Kothari: Research Methodology: New Age International Publication, New Delhi (2004)
- B.R. Dixon, G.D. Bouma, G.B.J. Atkinson: A Handbook of Social Science Research, Oxford University Press 1987
- Roger D. Wimmer and Joseph R. Dominick: Mass Media Research: An Introduction, Thomson Wadsworth 2006
- Shearon A. Lowery and Melvin L.DeFleur: Milestones in Mass Communication Research, 1995 Allyn and Bacon
- Barrie Gunther: Media Research Methods: Measuring Audiences, Reactions and Impact, Sage Publications 2000
- Daniel Riffe, Stephen Lacy and Frederick G.Fico: Analyzing Media Messages: Using Quantitative Content Analysis in Research : Lawrence Erlbaum Assoc Inc July 2005

## **Paper XV. Global Politics & The Media**

### **Objectives:**

- Understand how media negotiate and leverage space in the global market place. The focus is also on the ways in which historically, media are globalised in environments and situations of conflict.
- The student able to be oriented towards an understanding of media operations in the global market place and the polemics of culture and identity that accompany them.

### **Unit 1:**

Media and Globalization: Themes and Issues Globalization: barrier-free economy, multinationals and development, technological, Advances, telecommunication, globalization of TV formats, Global networks: information society, network service economy, movement of intangibles, The Cold War, Vietnam war/USSR; communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor, Us-Them, Digital Divide Deterritorialisation and issues of identity; decolonization, neo-colonization; cultural, imperialism

### **Unit II:**

Media and the Global Market Trans-world production chains and BPOs /Call Centers  
Media conglomerates and monopolies: Ted Turner/Rupert Murdoch Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others?

### **Unit III:**

Global Conflict and Global Media World Wars and Media Coverage: the rise of Radio-Propaganda and persuasion The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media

### **Unit IV:**

Ideology, Culture and Globalization, Cultural politics: media hegemony and legitimating of media driven global cultures, homogenization, And the English language Local/Global, Local/Hybrid, Rise of Regionalism: Al-Jazeera; Regional initiatives Hacking; Wiki Leaks

### **References Books:**

- Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow “ Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.
- Daya KishanThussu .War and the media: Reporting conflict 24x7, Sage Publications, 2003.
- Stuart Allan and Barbie Zelizer. Reporting war: RoutledgePublication, 2004.
- Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press, 2003.

**Third Semester**  
**Practical 125 marks**

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1. Student have to submit 1 Audio Documentary & 1 Video **30 Marks**  
Two Documentaries both of minimum 15 minutes in  
CD or Cassette form
2. Visit Report one PR department with interview of Head Pro **20 Marks**
3. Two News Paper layout with news ,article, advertise on tabloid size paper (11 x 17 inch)  
**25 Marks**
4. monthly test based on the syllabus paper-wise each **50 Marks**  
Of 10 marks total 15 tests of 150 marks. These marks will be scaled downed to 1/3 i.e. 50  
marks of final examination

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**125 Marks**

**Objectives:**

- To understand the film industry for better writing
- To gain the knowledge of international films

**Unit I:**

History of World Cinema, History of Indian Cinema, History of Marathi Cinema, The Hindi film industry, Changing Scenario of Indian film Industry.

**Unit II:**

What is cinema? Film theory , Form and function, Film analysis. Cinema the major part for Mass Communication, Use of Cinema for the Development of Society.

**Unit III:**

International Cinema , Hollywood Cinema, German expressionism, Soviet Montage, Italian neo realism, French new wave cinema, New Iranian Cinema.

**Unit IV:**

Digital Aesthetics, Music and choreography in Indian Cinema, Indian and global cinema in the context of globalization. Film Societies of India, FTI, Film Archive of India and its role , Cinema and Economy.

**References Books:**

- R Vasudevan, Making Meaning in Indian Cinema
- C Dasgupta, The Painted Face
- Satyajit Ray, Our Films Their Films
- Vinay Lal(Ed), Fingerprinting Popular Culture: The Mythic and the Iconic In Indian Cinema
- Sergei Eisenstein, Film Sense
- T Elsaesser and A Barker (Ed), Early Cinema, Space, Frame, Narrative
- N Burch, Live to Those Shadows
- D Bordwell, J Staiger, K Thompson, Classical Hollywood Cinema, Film Style and Mode of Production to 1960
- R Maltby and I Craven, Hollywood Cinema: An Introduction
- D Gornery, The Hollywood Studio System
- D Bordwell, Narration in Fiction Film
- E Brannigan, Narrative Comprehension in Film.

## Paper XVII. **Inter-Cultural Communication**

### **Objectives:**

- To know Culture, communication and folk media.
- Study the impact of new technology on culture

### **Unit I:**

Culture - definition - process- culture as a social institution - value systems primary- Secondary - eastern and western perspectives.

### **Unit II:**

Inter-cultural communication - definition - process- philosophical and functional dimensions- cultural symbols in verbal and non-verbal communication. Perception of the world - Western and Greek (Christian) varied eastern concepts (Hindu, Islamic, Buddhist, Others) retention of information – comparison between eastern and western concepts.

### **Unit III:**

Communication as a concept in western and eastern culture (Dwaitha-Adwaitha- ishishadwaitha-chinese (Dao Tsu and Confucius- Shinto Buddhism) and also Sufism Language and grammar as a medium of cultural communication - Panini/Patanjali- Prabhakara- Mandanamisra- Chomsky- Thoreau and others linguistic aspects of inter-cultural communication.

### **Unit IV:**

Mass Media as vehicles of inter cultural communication- barriers in inter cultural communication- religious, political and economic pressures, inter-cultural conflicts and communication; impact of new technology on culture, globalization effects on culture and communication; mass media as a culture manufacturing industry - mass media a cultural institution; mass culture typologies- criticism and justification.

Culture, communication and folk media- character, content and functions -dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of inter-cultural communication - other organizations code of ethics.

### **References Books:**

- Benedict Anderson, Imagined Communities
- Howard Rheingold, Virtual Communities hum dog, “Pandora’s vox: on community in cyberspace”, Film, Typewriter, “Introduction “Karl Marx and Friedrich Engels, “Class Struggle”
- Karl Marx “The Values of Commodities” and “The Fetishism of Commodities”
- Louis Althusser, “Ideology and Ideological State Apparatus”
- David Harvey, the Condition of Post-Modernity, “Modernism”.
- Michel Foucault, Discipline & Punish Michel Foucault Power/Knowledge
- Pierre Bourdieu, Habitus: The Logic of Practice
- David Harvey, The Condition of Post-Modernity, “Postmodernism”
- Frederic Jameson, “Postmodernism, or the Cultural Logic of Late Capitalism”
- Mass communication of India kevel j Kumar:-2009, Jaico publication.mumbai.

**Paper XVIII .Specialization (Student should Select any one of the following ( for starting anyone specialization minimum five students are required. \* see the guidelines )**

(100 Marks -75 marks for theory & 25 for practical)

**A-Environmental Communication**

**B-Gender & Media**

**C-Science & Technology Communication**

**D-Rural, Folk & Tribal Communication**

➤ **DISSERTATION**

(120 marks for thesis + 80 marks VIVA VOICE 200)

Every student will have to write a dissertation and submit 4 copies of bind Values in A/4 size paper and one C. D. in any area of mass communication Detailed in the curriculum under the guidance of regular Teaching faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication

➤ **STUDY VISIT TO MEDIA CENTERS---**

**100 Marks.**