DIRECTORATE OF DISTANCE EDUCATION
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
KATTANKULATHUR
KANCHEEPURAM DISTRICT – 603203.

M.A. JOURNALISM AND MASS COMMUNICATION
CURRICULUM - 2019
UNDER CHOICE BASED CREDIT SYSTEM
(Applicable for the Candidates admitted from 2019-20 onwards)

SEMESTER PATTERN

DIRECTORATE OF DISTANCE EDUCATION, SRMIST
M.A. Journalism And Mass Communication
CURRICULUM 2019

SEMESTER I

CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
Core-1	MJMD1911	Principles of Mass Communication	3	1	0	4	4
Core-2	MJMD1912	Reporting and Editing for Print	3	1	0	4	4
Core-3	MJMD1913	Contemporary Issues	3	1	0	4	4
Core-4	MJMD1914	Content and Technical Writing	3	1	0	4	4
TOTAL			12	4	0	16	16

SEMESTER II

CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
Core-5	MJMD1921	Media Laws and Ethics	3	1	0	4	4
Core-6	MJMD1922	Communication Research Methodology	3	1	0	4	4
Core-7	MJMD1923	Human Rights and Media	3	1	0	4	4
Students must choose any one Elective of the following							
Elective-1	MJED1921	Film Analysis (Elective)	2	2	0	4	4
Elective-2	MJED1922	Online Journalism (Elective)					
TOTAL			12	4	0	16	16

DDE MA Journalism and Mass Communication 2019 curriculum

SEMESTER III

CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
Core-8	MJMD1931	Advertising Practices	3	1	0	4	4
Core-9	MJMD1932	Development Communication	3	1	0	4	4
Students must choose any one Elective of the following							
Elective-3	MJED1933	Data Journalism	2	2	0	4	4
Elective-4	MJED1934	Strategic Communication					
Students must choose any one Elective of the following							
Elective-5	MJED1935	Photography	2	2	0	4	4
Elective-6	MJED1936	Digital Story Telling					
TOTAL			10	6	0	16	16

SEMESTER IV

CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
Core-10	MJMD1941	Digital Profile	0	1	3	4	4
Compulsory project	MJPD1942	Major Project	0	0	12	12	12
TOTAL			0	1	15	16	16
Overall Credit Total							64

Program Educational Objectives (PEOs)

- PEO1. Graduates will have skills and knowledge to excel in their professional career in the field of Journalism, Mass Communication and its related disciplines.

- PEO2. Graduates will contribute and communicate effectively within the team to grow into leaders.

- PEO3. Graduates will practice lifelong learning for continuing professional development.

- PEO4. Graduates will have the capability to continue their formal education and successfully complete an advanced degree.

- PEO5.Graduates will contribute to the growth of the nation and society by applying acquired knowledge in technical, computing and managerial skills.

Student outcomes (SOs)

The curriculum and syllabus for Bachelor degrees (2018) conform to outcome based teaching learning process. In general, FOURTEEN STUDENT OUTCOMES

(a-n) have been identified and the curriculum and syllabus have been structured in such a way that each of the courses meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

A. An ability to function effectively in teams to accomplish a common goal

B. An understanding of professional, ethical, legal, security and social issues and responsibilities

C. An ability to communicate effectively with a range of audiences

D. An ability to analyze the local and global impact on individuals, organizations, and society

E. Recognition of the need for and an ability to engage in continuing professional development

F. An ability to use current techniques, skills, and tools necessary.

G. An ability to use and apply current technical concepts and practices

H. An ability to assist in the creation of an effective project plan.

I.   An ability to exhibit skills to meet the industrial standards

J.   An ability to engage in Event Management and Public Relations

K.   An understanding of best practices and standards and their application

L.   An ability to appreciate the history of the industry

M.   An ability to effectively understand the convergence happening in the industry

N.   An ability to identify and analyze industrial needs and take them into account in the selection, creation, evaluation of the new forms and techniques

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1911	PRINCIPLES OF MASS COMMUNICATION	4	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To explain the concept and process of communication	g	c			
2.	To appreciate the potentials and limitations of various communication processes	n				

COURSE REQUIREMENT:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Fundamentals of communication-elements of communication-types of communication-process of communication-verbal & non-verbal- barriers in communication-scope and purpose of communication

UNIT II
Communication Theories & Models-Multistep Theory-Selective Exposure, Selective Perception, Selective Retention-Play Theory-Uses & Gratification Theory-Hypodermic needle theory-diffusion of innovation-Cultivation Theory-Agenda Setting Theory-Theories of the press-Communication Models-SMCR Model-Shannon & Weaver Model-Wilbur Schramm Model-Lasswell Model-Gate Keeping Model-Gerbner's Model.

UNIT III
Print media-definition-characteristics and types-newspaper-magazines-books-magazines and books in the digital age-scope and limitations of print media-recent trends in newspapers, magazines and books production and circulation.

UNIT IV
Electronic media-brief history-characteristics of radio, television, film- home video industry-direct broadcast satellite-direct to home service-recording industry-advertising-public relations-propaganda.

UNIT V
New media-history and evolution of the internet-characteristics and emergence of new media-online media-social networking-blogs-podcast-news portals-basics of web writing.

REFERENCE
1. Hasan Seema., (2010), Mass Communication: Principles and Concepts. Chennai, India: CBS Publisher.
2. Mcquail Denis, (2010) Mass Communication Theory (Sixth Edition). London, England: Sage Publications.
3. Narula Uma, (2009),Mass Communication Theory and practice. New Delhi, India: Her-Anand Publication.
4. Kumar J. Keval, (2008), Mass Communication in India (Third Edition). Mumbai, India: Jaico publication.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1912	**REPORTING AND EDITING FOR PRINT**	**4**	**1**	**0**	**4**	**4**

INSTRUCTIONAL OBJECTIVES	Student Outcomes				
At the end of this course the learner is expected:					
1.	Gain an insight into the nature and structure of reporting and editing for the print media.	h	i	f	
2.	Use different styles and techniques of writing	f	h		

COURSE REQUIREMENT:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Interviews: Definition& Types – Steps– Plan – Procedure

UNIT II
Feature Writing: Pitching story ideas – research – writing process – editing – getting published.

UNIT III
Editorial: Editor's Guild - Eminent editors (Global & Local)- Purpose and style of writing - Editorial comments - The Editorial Page: It's Importance – Needs – Contents -. Ethics of Editorial Writing

UNIT IV
Column writing: contemporary columnist. Analyze their styles - Types - Purpose and style of writing, regular columns of a newspaper-magazine

UNIT V
Reviews: Types -Books – Films - Food – Music – Theatre – Products etc. Do's and Don'ts – Format of reviews

REFERENCE
1. Marda, Dunsky, (2011), *Watch Your Words: The Rowman& Littlefield Language-Skills Hand book for Journalists.* Maryland, United States*:* Rowman& Littlefield Publishers.
2. Raman Usha, (2009), *Writing For Media*. Chennai, Tamil Nadu: Oxford Publications
3. Basu, N. &Prabhakar. N., (2009) *Journalism: Editing, Reporting and Feature Writing (First Edition).*Commonwealth Publishers
4. Pape, Susan, (2006), *Feature Writing: An Introduction.* London, England: Sage Publications.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1913	CONTEMPORARY ISSUES	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:	Student Outcomes				
1. Familiarize with the current happenings in the international system and the linkages between domestic politics and international policies.	m	k			
2. A glimpse into the decision making framework against the backdrop of globalization and the revolutions in information technology	n	j			

COURSE REQUIREMENT:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Introduction to society– Socialization – Class and Divide - Social Control and Deviance – The State and Social Cohesion- Inequality & Stratification – Discrimination and Exclusion – Positive discrimination - Gender & Race - Poverty & Health and Society – Authority and the State & Religion - Collective Action, Social Movements, and Social Change – Rebels and Revolution – Terrorism - Crime and Criminal Justice

UNIT II
Politics and political Ideologies - Liberalism, socialism, and communism; The State and the Nation; Justice; Democratization; Political parties and interest groups; Parliament – Constitution - Amendments; Individuals, Participation, & Elections - Factors that affect election outcomes - Government Policies and Economic Performance

UNIT III
What is globalization and the implications of this phenomenon on the developed and developing nations. Impact of Globalization on Administration – E-Governance – India and E-governance - Administrative Corruption - World without borders

UNIT IV
Economic Environment – Legal Environment -The Determinants of Economic Development - States in Transition - Language - Education-Culture and the Workplace - Cultural Change -Cross-Cultural Literacy - Culture and competitive

DDE MA Journalism and Mass Communication 2019 curriculum

Advantage - Risks in international business &risk evaluation.

UNIT V
What is development and its patterns - The development debate - Issues of development like underdevelopment and uneven development - India, China, Vietnam. Issues of development and dependency. An introduction to sustainable development - Economic, Financial, Environmental Issues and challenges.

BOOKS FOR REFERENCE
1. Jenkins Henry, Ford Sam & Green Joshua, (2013), Spreadable Media: Creating Value and Meaning in a Networked Culture.New York, United States: New York University Press.
2. Sharma &Nishant Shashikant, (2011), Current Affairs: News Perspectives on old issues. Create space independent publishing platform
3. Nester William, (2001), International relations: Politics and Economics in the 21st Century. Massachusetts, United States: Wadsworth- Thomas Learning.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1914	CONTENT AND TECHNICAL WRITING	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:	Student Outcomes			
1.	Students will build extensive knowledge in areas such as business and technical writing	f	i	c	
2.	Develop and use writing and editing skills for various official purposes	f	i	c	

COURSE REQUIREMENT:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Historical overview – The process of writing - Types of writing: Narrative, Descriptive, Persuasive, Informative, Argumentative, Explorative& Interpretative. Effective writing- principles and methods - Readability - Techniques of readability - Gunning's Fog Index point score - Flesch's Reading Ease Score (RES) and Human Interest Score (HIS).

UNIT II

Technical writing: An overview – its significance – Structure and Style of technical Writing - Information : Retrieving, Analyzing, Synthesizing, Evaluating, Interpreting - Preparing manuals – defining terms, describing mechanisms, giving instructions.the technical text - grammar, style and content - readability, structure of technical reports -Progress reports: functions and contents - timing and format

UNIT III

Document design: book design - page design - headings - graphics and tables - report format and final packaging- audience analysis - revision checklist. User guides: key components - essential information - initial planning - documentation proposal and plan - prototype and specifications - template and style catalog - multiple review drafts.

UNIT IV

Content Writing Essentials: Letter Writing, Resume' Writing, Essay Writing, Story Writing, Article Writing for Magazines and Newspapers, Writing for web. Office Correspondences –Memos, Circulars, Office orders, Notices, Agenda and Minutes – Research Articles/ Term papers/ Dissertations/ Thesis

UNIT V

Policies & procedures: need and scope - resources - procedure manuals - controlled English - some examples. Technical reports: feasibility report - recommendation report - evaluation report - typical contents - discussion and options.

REFERENCES

1. Stephen J. A. eds. Paul Benedetti, Tim Currie &Kim Kierans, (2010)Ethics for the New Mainstream. In The New Journalist: Roles, Skills, and Critical Thinking. Toronto: Edmond Montgomery Publications
2. Ess, Charles, (2009), Digital Media Ethics, Cambridge: Polity Press.
3. Raman Usha, (2009), Writing For Media. Chennai, Tamil Nadu: Oxford Publications
4. Tom Hutchinson & Alan Waters,(2006), English for Specific Purpose – Cambridge: Cambridge University Press.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

DDE MA Journalism and Mass Communication 2019 curriculum

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1921	MEDIA LAWS AND ETHICS	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:	Student Outcomes				
1.	Students will understand the laws and ethics related to media in India	b	d		
2.	Develop and obtain knowledge on the Press Commission, committees and codes, as well government regulations of the broadcasting and multimedia industries	e	d		

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Fundamental Rights – Freedom of Speech and Expression and their Limits with special reference to Media, Provisions of Declaring Emergency and their Effects on Media. Censorship in media.

UNIT II

Specified Press Laws: History of Press Laws in India – Contempt of Courts Act 1971– Civil and Criminal Law of Defamation – Relevant Provisions of Indian Penal Code with Reference of Sedition, Crime Against Women and Children; Laws Dealing with Obscenity; Official Secrets Act, 1923, Right to Information 2006.

UNIT III

Press commissions - Press council: structure and functions - Reports of various committees & commissions dealing with media in India – Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee, Mac Bride Commission

UNIT IV

ASCI code of ethics for advertising - DAVP'S code of advertising - IPRA code of ethics for PR practitioners PRSI code for PR practitioners - Code of ethics by editor's guild of India – Code of conduct for journalists by press council and media houses.

UNIT V

Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act,

1955; – Cinematograph Act, 1953; Prasar Bharati Act; WTO Agreement And Intellectual Property Right Legislations, Including Copyright Act, Trade Marks Act And Patent Act – Information Technology, Convergence Legislations Including Cyber Laws and Cable Television Act and Media and Public InterestLitigation.

REFERENCE

1. Basu, Durga Das, (2013), Introduction to the Constitution of India (Twenty-First edition). Delhi, India: LexisNexis.
2. Neelamalar. M, (2009), Media Laws and Ethics.Delhi, India: PHI Learning Pvt. Ltd,
3. Hasan Seema., (2010), Mass Communication: Principles and Concepts. Chennai: CBS Publisher.
4. Basu, N. & Prabhakar. N., (2007) Media Ethics and Law, (First Edition). Commonwealth Publishers

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1922	COMMUNICATION RESEARCH METHODOLOGY	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will understand the process of media research	g	k			
2.	Conduct media research by making use of any of the research methods	i	f			
3.	Students will be able to write a report after analysis and interpretation of data	g	f	c		

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Nature & scope of Mass Communication Research; Selecting the Research Problem from a broader outline to a workable formulation; Elements of Synopsis and its importance in designing the research studies; research and communication theories; Ethical perspectives of mass media research.

UNIT II

Review of Literature; Defining Research Problem; Research Objectives; Hypothesis; Theoretical frame work; Research Design; Sampling: Meaning & Types of Sampling, Probability & Non-Probability.

UNIT III

Research Elements; Variable: Meaning and Types of Variables; Measurement: Levels of Measurement (nominal, ordinal, interval and ratio); Reliability and Validity of Measurements; Scales and Types of Scales; Data: Sources of Data - Primary and Secondary Data; Data Collection Tools: Observation, Questionnaires and Interview Schedule.

UNIT IV

Qualitative and Quantitative studies: Meaning and Differences; Observational studies-Field observation technique--Choosing the research site, Gaining access, Sampling, Collecting and analysing the data, Exiting; Focus Group Studies**:** Methodology of FG studies, Defining the problem, Sample selection, Conducting sessions; Intensive Interviews**:** Characteristics of Intensive Interviews in contrast to the traditional interview techniques. Descriptive and Analytical Surveys: Sampling and its importance, Types of sampling designs--Probability and Non-probability sampling designs; Content Analysis**:** Formulating the research question, Defining the universe, Selecting the sample, Selecting units of analysis, Making categories, Coding the content, Data analysis and interpretation. Experimental Studies: Methodology, Importance of independent, dependent and control variables, Experimental and control groups.

UNIT V

Data processing; Coding & tabulation (Statistical tools) of the data collected; Elementary understanding of statistical techniques of data analyses; Mechanics of Research Report Writing; Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing,

REFERENCE

1. Kumar, Ranjith, (2001), Research Methodology: A step by step guide for beginners. California, United States: SAGE Publishing
2. Berger, Arthur, (2000), Media and Communication Research Methods: AnIntroduction to Qualitative and Quantitative Approaches (Second Edition).

California, United States: SAGE Publishing.
3. Priest, Susanna Horig, (1996), Doing Media Research: An introduction. California, United States: SAGE Publishing
4. Wimmer, Roger D & Dominic, Joseph R, 'Mass Media Research - An introduction (Tenth Edition). Massachusetts, United States: Cengage Learning.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1923	HUMAN RIGHTS AND MEDIA	2	2	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will learn a broad range issues that are pertinent to human rights in international as well as the Indian scenario.	d	b			
2.	Students will also develop the understanding of media's role in tackling the Human rights issues.	d	e	h	j	

UNIT I
Human Rights – Nature, Concept, Evolution and Theories – Human Rights and International Scenario – UN – Role of UN, UDHR, covenants, conventions, protocols etc. – International humanitarian Law: Definition, origin and development

UNIT II

Human rights movement and India – Part III and IV of the Indian constitution – Enforcement of the Human rights – Legislations, role of Judiciary, NHRC, SHRCs, NGOs and Media

UNIT III

Collective Rights – Right to development: Declaration on the right to development – right to development as sovereignty – Right to self-determination: Legal perspective, State practice – Right to environment: The 15th UN Climate conference – Impact of Warfare on Environment – Non-International Armed conflict – Domestic legal framework – Case law

UNIT IV

Human rights and vulnerable groups – Human rights and children: rights of children, international, national, instruments, prospects and challenges – Issues relating to Women: International, national and state mechanisms, legislations to protect the rights of women, women in conflict situation, prospects and challenges – Refugee law: Origin, definition, rights of internally displaced population, international provisions and responsibilities

UNIT V

Case studies – Amnesty International – Human Rights Watch

REFERENCE

1. *Murthy,Y.S.R., (2007),Human Rights Handbook. London: Lexis Nexis*
2. *Sinha, (2001),Implementation of Basic Human Rights. New Delhi, India: Manak Publishers.*
3. *Shestack Jerome, (1998),The Philosophic Foundations of Human Rights. Maryland, United States*: John Hopkins University Press.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJED1921	FILM ANALYSIS	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will be able to analyze a film and understand the vocabulary	f	d			
2.	Students will learn and techniques necessary for serious viewing and writing on film.	f	g			

UNIT I

Cinema – early days and Implications –Film as Language – How do films create meaning –Types of Films - Principles of film form – Forms of cinematic engagement in Avant grade - Why do people watch films? Why do people make films?

UNIT II

Narrative and Fiction – Fiction vs. Non Fiction - Notable Moments, Finding Notable Moments - but Not Plot! What happens vs. How it happens - Filmic Effects - Segmentation and Analysis - Sequence Analysis

UNIT III

Elements of film language - narrative,cinematography, sound, mise-en-scene, and editing; The Shot: framing, cinematography, movement; 180-degree rule, 30 degree rule, shot/reverse-angle shot, Framing, Lighting, Close-up, Sound, Eyeline matching; Editing: Space, Time & Relations between Shots; Editing: Montage & Discontinuity; Cinema's Audioscape;

UNIT IV

Controversial elements and movies (Gay rights, Recreational drugs) Gender, Power, and Objectification in Cinema - Masculinity, Masquerade in cinema - Genre and Cultural Specificity in Cinema

UNIT V

Genre films and their market - Film Industry Overview - Key trends in the Indian Film industry - Growth drivers and opportunities - Key challenges in the industry – censorship – Studio Vs Indie films - Blockbusters, Stars, Studios - Documentaries and Experimental films

REFERENCE

1. Lewis, Jon, (2017), *Essential Cinema: An Introduction to Film Analysis. Massachusetts, United States: Cengage Learning.*

2. Rutsky, R., L., (2013),*Film Analysis – A Norton Reader*. New York, United States: W. W. Norton & Company
3. Bellour, Raymond, (2001), *The Analysis of Film Paperback*. Indiana, United States: Indiana University Press

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJED1922	ONLINE JOURNALISM	2	2	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will learn a broad range of web media skills, concepts, terminologies, formats, trends, and infrastructure requirements.	g	f			
2.	Students will develop capacity to research and implement new emerging technologies and to develop skills and ability to participate effectively in web production processes and teams..	h	j			

UNIT I
Web Journalism, online storytelling, character-driven narrative, social media, citizen journalism, on-linear media consumption, user engagement, User generated content.

UNIT II
Overview of social media, Product vs. process journalism, Blogging & Social Media culture: presence, credibility, identity, reputation, authority, and influence, Twitter, logging culture:

UNIT III
Word press setup, hash tags, commenting. Widgets, wiki, RSS, feed readers, Google Reader, Poland Feed Burner, social bookmarking and Delicious

UNIT IV
Web traffic analysis, navigation, interactivity, usability, eye tracking, web design, photo shooting and editing, audio recording and editing, slideshow,

UNIT V

Online security, online ethics, content management system, data visualization, search engine optimization.

REFERENCE:

1. WardMike, (2013), Journalism Online. Massachusetts, United States: Focal Press.
2. Fuch Christian, Boersmakes, AlbrechtslundAnders&SandovalMarisol,(2012) Internet andSurveillance: The Challenges of Web 2.0 and Social Media. Abingdon, United Kingdom: Routledge
3. Foust James, (2011), *Online Journalism: Principles and Practices of News for the Web.*Holcomb Hathaway.
4. MonaghanGarrett, TunneySean, (2010), *Web Journalism: A New Form of Citizenship?.*Eastbourne, United Kingdom: SussexAcademic Press.
5. Friend Cecilia, Singer Jane, (2007), *Online Journalism Ethics: Traditions and Transitions*. New York, United States: M.E.Sharpe.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1931	ADVERTISING PRACTICES	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will be able to define and explain advertising, its role and functions	b	i	g		
2.	Students will Identify and differentiate various types of advertising.	k	l			
3.	Students will also understand the working of an ad agency	e	k			

COURSE REQUIREMENT:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Definition of Advertising- Creative Process in Advertising- Visualization- Advertising copy- Nature & Scope of Advertising- Growth & Development of Advertising in India & World-Global Scenario of Advertising.

UNIT II
Advertising as a communication tool, communication process - Models of Advertising Communication-AIDA model-DAGMAR model-Maslow's Hierarchy Model-Advertising as a social process- consumer welfare, standard of living and cultural values - Consumer behavior -Cultural, Psychological & Social Influence, Decision Process, Message Reception &Response.

UNIT III
Classification of Advertising on the basis of Target Audience-Geographical Area-Medium-Purpose– Television, Radio - Support Media - Out-of–home, in-store, transit, yellow pages, Movie theatre, in flight- Direct marketing-web advertising-mobile advertising.

UNIT IV

Advertising agencies- Introduction to major Ad agencies in India--Role, Types, Structure &functions- The advertisers- client - agency relationship- Criteria to select an ad agency- Media planning strategy and methods.

UNIT V

Research: Measuring advertising effectiveness- Research methods and techniques- Media and Market research- Cross-cultural and Lifestyle research- Trends in advertising research in India- Advertising Agencies Association- Advertising Standards Council- Press Council. Professional Ethics- issues and problems; Global marketing and advertising in future.

REFERENCE

1. Gupta, Ruichi, (2012), *Advertising Principles and Practice*. Chennai, India: S. Chand Publishing.
2. Wells, Burnett, (2010), *Advertising: Principles and Practice (*Seventh Edition). London, United Kingdom: Pearson Education.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1932	DEVELOPMENT COMMUNICATION	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:	Student Outcomes				
1.	Students will be able to explain the working of society different models of development	g	h	a		
2.	Students will Identify the role of media in developing the society	d	b			
3.	Students will also understand the importance of positive contribution to the society	b	d			

COURSE REQUIREMENT:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Development and its concept.Evolution of the concept, ideology and reality, individual and society, Present usage in the social sciences linear world views of development (the mainstream paradigm, the counter-revolution paradigm, the structuralist, the orthodox Marxist), non-linear world views of development (populist and neo-Marxist, liberation theology, social development, human potential, participatory development, basic needs approach).

UNIT II
Social development - Economic development - Political development - Cultural development Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Theories of Development Communication. Dominant theory b) Self reliance theory c) Diffusion theory d) Dependent and inter-dependence theory - Approaches to development, Gandhian meta model, Mahatma Phule and empowerment, emancipation, Ernest Friedrich Schumacher, appropriate development.

UNIT III
Ingredients of development a) Education b) Health c) Population Planning   b) Agriculture e) Media   f) Good Governance   g) Water Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Different experiments in India and Asia.

UNIT IV
Development Communication, Defining development communication development communication policies and practices in India; Role of media in development – emerging perspectives, Community Radio, requirements of broadcast news presentation and the relevant technical term - Development communication agencies and websites Development support communication; Development organizations: UN organisations, MDGs, Digital Divide, NGOs, Civil Society - Role of folk and ICT in development.

UNIT V
Prospects and challenges of Development Communication, Public Policy and poverty, Economic Development and Social Justice - Issues of Poverty and Unemployment in contemporary India; Poverty Alleviation and Equality ;Wealth Creation and Distribution; Education and Health as Political Issues: Gender Issues: Gender

equality and social progress; Strategies for participatory communication; Ethical perspective, Need for alternative communication.

REFERENCE
1. Srinivas R. Melkata, (2001), Communication for development in third world (Second edition). California, United States: SAGE Publishing.
2. M. Rogers &Singhlal Aravind, (1989), India's information revolution. California, United States: SAGE Publishing.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				**100**

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJED1933	**DATA JOURNALISM**	**2**	**2**	**0**	**4**	**4**

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will be able find stories in data and finding data to report stories.	g	n	c		
2.	Students will learn to acquire data through public sources and by scraping websites and PDFs	g	f			
3.	Students will also learn to publish meaningful story based on acquiring and analyzing data	d	n	g		

COURSE REQUIREMENT:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Data – Definition – Data and Journalism in the past – Why journalists should use data to tell stories – data by today's context (revolution in computing) – Internet as data source – Data journalism sample stories (modern context) - Data as your right – RTI Act and its implication on Data journalism

UNIT II

Intro to data visualization – Data visualization as a reporting tool – Using Data Visualization to find insights in data – charts and tables Working on Spreadsheets-Basic of spreadsheets - rows, columns, cells, importing, sorting, filtering, applied analysis basics: calculating the formula for percent change, mean, median, min, max, ranking - Finding and repairing mistakes with Excel - SQL basics in Access – Joining Database

UNIT III

Info graphics and maps - When to use a map - Types of maps; examples of map abuse - Overview of mapping programs - Database schemas and record layouts – Google Fusion Tables – Project Jupyter – geographic information system in journalism - stories with maps - When is a map not a map

UNIT IV

Data cleaning- Open Refine (Google Refine) – Sorting and filtering data – Presenting data as stories – Harnessing external expertise- using social media to bring out stories

UNIT V

Market for data journalists - Available business models for Data Journalism – Future in Data journalism – Story bots and ethical implications - Data journalism and Citizen Journalism

BOOKS FOR REFERENCE:
1. Vallance-Jones, Fred &McKie, David, (2016), The Data Journalist: Getting the Story. Oxford, United Kingdom: Oxford University Press.
2. Herzog David, (2015), Data Literacy: A User's Guide. California, United States: SAGE Publishing.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJED1934	STRATEGIC COMMUNICATION	2	2	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will obtain the skills of a PRO.	j	i			
2.	Students will learn the functioning of a PR department in an organisation	j	k			
3.	Students will also learn write a press release, organize a press conference and publish an in-house journal.	h	g			

COURSE OBJECTIVES: At the end of this course, the students will be able to,
1. Know the functioning of a PR department in an organisation.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I
Communication – Strategic Communication –Communication Vs "strategic" Communication – Strategic communication as management concept - Communications Tactics – Corporate Communications/Structures and History - Theories of Strategic Communication - Marcom

UNIT II
Globalization and Corporate communication, Multi-cultural Marketing Theory & practice, Public perception, public opinion, public evaluation. Strategy, Research, SWOT Analysis, PEST, Gap analysis, Market Research. Original Research on any two of the following functions - media relations, brand management, grass roots advocacy.

UNIT III
Public Relations: Definitions, elements of PR, evolution of PR, PR as a profession, PR Functions: public opinion, propaganda, and publicity. PR practice in the present context, PR firms in India: status and growth- Relationship of PR & Communication mix - Relationship Marketing and customer equity - Key Players and issues within the industry.

UNIT IV
Introduction to Corporate Communication and Management; Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate

Communication in Crisis Management, Case Studies. Govt. Corporate Communication Corporate socialresponsibility, India and Era of CSR, ethical dimensions - universalism, utilitarianism, justice & virtue theory, relativism.

UNIT V
What are events-Event Management-events as a communication tool-events as a marketing tool-Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures- characteristics of a good planner, The Budget, Overall Planning tips, Checklists.

REFERENCE:
1. Allen Myria, (2015), Strategic communication for sustainable   organizations. Stuttgart, Germany: Holtzbrinck Publishing Group
2. AmasonAllen, (2011), Strategic Management: From Theory to Practice. Abingdon, United Kingdom: Routledge.

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJED1935	PHOTOGRAPHY	2	2	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will understand the principles and practice of photography	f	g	i		
2.	Students will learn to appreciate photography as an art	f	e			

COURSE REQUIREMENT:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Properties of light –Reflection- transmission- refraction - Different type of light sources and their sources and properties.pin hole camera -concave and convex lenses - mirrors- real and virtual image formation. Photosensitive material, image formation, latent image development and fixing -History of Photography and Types of Camera

UNIT II

Aperture- Shutter- camera body - view finder- transport- lenses - Classification of camera and their relative comparison Camera operation, exposure light tables.

UNIT III

Various parts of the camera - Loading and shooting on black and white film - Effect of Aperture - Effect of shutter speed - Using flash light - Use of camera accessories - Care and maintenance of camera equipment

UNIT IV

Introducing to colour film- basic principles of colour -Temperature- colour reversal film- lighting- outdoor- night photography- indoor lighting- indoor portraiture -Digital Photography

UNIT V

Candid -Street- Celebrity -Secret Photography- Documentary Photography- Photojournalism

REFERENCE BOOKS

1. Hedgecoe, John, (2012), John Hedgecoe's Basic Photography. London: Collins& Brown.
2. Prakel, David, (2012), Basics Photography 01: Composition (Second Edition), London: AVA Publishing.
3. Bavister Steve, (2000),Digital Photography: A No-Nonsense, Jargon-Free Guide for Beginners. London: Collins& Brown

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJED1936	DIGITAL STORY TELLING	2	2	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will develop critical skills to explore digital media	i	n			
2.	Students will learn to formulate an effective strategy for design and creation of digital stories	l	k			
3.	Students will learn to integrate different media into a seamless online environment.	k	m			

COURSE REQUIREMENT:

At the end of every unit, the students will be expected tosubmit an assignment or make a presentation as a part of internal assessment.

UNIT I

Storytelling, Evolution of storytelling along with mankind, Storytelling via Print, mythology of comics and storytelling - Introduction of comic books in India (Tinkle, Chandhamama and other Indian comics)

UNIT II

How stories are created - What are the basic elements of a story? – Story telling as an educational vehicle - sequence of events and storytelling- Death of comics?

UNIT III

Introduction to digital comics - Natural Worlds/Digital Worlds: Virtuality and Ecocriticism - Characteristics of digital media (Interactive, participatory, non-linear) - Communication with text, sound, images, moving images – infographics, interactives, animation and other types of visual means.

UNIT IV

Understanding digital images (bitmap, color depth, color mode, resolution) - The process of balancing, retouching and manipulating digital images - Optimizing photographical images: contrast, hue, saturation and other qualities

UNIT V

WordPress for online journal – Other tools to create digital repository – domain and hosting purchase – Case Studies on Interactive Journalism (Rebuilding Haiti, Voices

from Middle East)

REFERENCE BOOKS
1. Zeman,Nicholas, (2017),*Story telling for Interactive Digital Media and Video Games.* Florida, United States: CRC Press.
2. Bendoni Wendy, (2017), *Social Media for Fashion Marketing: Story telling in a Digital World*. Bloomsbury Visual Arts
3. TuanYi-fu, (1977), *Space and Place: The Perspective of Experience*. Minnesota, United States: University of Minnesota Press

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJMD1941	DIGITAL PROFILE	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:	Student Outcomes				
1. Students will create a profile	i	h			
2. Students will learn to formulate and effectively create an online presence	n	h			

Course Requirement:
At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

PROCESS

UNIT I
Resume, Types of Resumes, Writing Objective, Polishing a Resume, Cover Letters, Purpose and anatomy, Resumes in digital age

UNIT II
Internet, Online Media, Digital Presence, Profile, Digital Profile, Profile Vs Digital Profile,

UNIT III
Professional networking, Social networking, Social networking Vs Professional Networking Identifying Audience, Building Relationships, Automation, Tracking the trend, Using social media tools

UNIT IV
Video Profile, Capturing Techniques, Editing Clips and Organizing Clips, Editing Practice and techniques Advantage of Color Correction, Filters, Usage of Filters, Modifications, Video Generators, Color Matte and Shapes, Sequence Setting, Managing Rendering, Exporting Edit Decision List (EDL),

UNIT V
Audio Alignments in Editing, Audio Fades, Changing Audio Levels and Adding Audio Filters, Audio in Post Production

Course Nature: Theory				
Assessment Method (Maximum marks)				
In Semester	Assessment Tool	Assignment I	Assignment II	Total
	Marks	15	15	30
End Semester				70
Total				100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
MJPD1942	MAJOR PROJECT	0	0	12	0	12

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:	Student Outcomes				
1.	Students will be given a glimpse into the inner working of the industry	n	h	l	g	a

PROCESS
Stage I: Identifying the Industry or area of interest
Stage II: Review I
Stage III: Review II
Stage IV: Review III
Stage V: Final Submission of the internship report

Review of Report		Dissertation and viva voce	
Component	Marks	Component	Marks
Review 1	15	Presentation	10
Review 2	15	Analysis	20
		Finding & Conclusion	20
		Viva Voce	20
Total	**30**	**Total**	**70**

DDE MA Journalism and Mass Communication 2019 curriculum