

**Rules and Regulations,
Curriculum and Syllabi
2012-14**

**MA (Journalism &
Mass Communication)
Revised Curriculum & Syllabi
Semester Pattern**



Department of Journalism and Mass Communication

School of Media Studies

SRM University, Kattankulathur

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About the University

The SRM University is the flagship of the SRM Group of educational institutions promoted by the Valliammai Society. The Society has under its ambit 14 educational institutions in the fields of engineering, medicine, dentistry, pharmacology, physiotherapy, occupational therapy, catering and management..The university has three campuses. The Kattankulathur campus in Kancheepuram district

is spread over 240 acres of greenland and houses colleges of engineering, medicine, catering and arts and sciences. The Ramapuram campus situated on the outskirts of Chennai houses colleges of dentistry, nursing, physiotherapy & occupational therapy and para medical sciences. The 9.5 acre Modi Nagar campus near New Delhi houses the institutes of management and technology.

Introduction

In the past decade, India witnessed an unprecedented growth in the mass media. While television reaches nearly 50 per cent of the adult population in the country, print media reaches about 35 per cent (about 200 million) and is growing. With India globalizing, its mass media is also witnessing a phenomenal change in its structure, growth pattern, role and relevance to the people of the country. (Source: Centre for Media Studies) To meet this challenge and with a vision of encouraging ethical journalism in the country, vibrant SRM University is expanding into print media education. The university proposes to prepare aspiring students to become media-ready journalists. The Department of Journalism and Mass Communication of the School of Media Studies offers a three-year BA programme in Journalism and Mass Communication and a Two-year MA in Journalism and Mass Communication.

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION, SRM UNIVERSITY

SCHOOL OF MEDIA STUDIES

Minutes of the meeting of the Board of Studies for BA (Journalism & Mass Communication) and MA (Journalism and Mass Communication)

Members present

- | | |
|---|-----------------|
| 1. Dr. Sridhar Krishnaswami
Head, School of Media Studies
Professor and Head, Dept.of Journalism and
Mass Communication
Faculty of Science and Humanities
SRM Univeristy
Kattankulathur | Convenor |
| 2. Dr. Nivedhitha Devadas
Reader and HOD
Department of Mass Communication
Pondicherry Central University
Pondicherry | External Member |
| 3. Mr. Jojan Job
HOD
Department of Journalism | External Member |

Madras Christian College
Tambaram
Chennai

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|---|--------|
| 4. Mr. V. Ilamparithi | Member |
| Assistant Professor | |
| Department of journalism and Mass communication | |
| SRM University | |
| Kattankulathur | |
| | |
| 5. Mr. A. Rajesh | Member |
| Assistant Professor | |
| Department of journalism and Mass communication | |
| SRM University | |
| Kattankulathur | |
| | |
| 6. Ms. S. Gayathri | Member |
| Assistant Professor | |
| Department of journalism and Mass communication | |
| SRM University | |
| Kattankulathur | |

The above members of the Board of Studies, constituted for the introduction of two programmes i.e. BA (Journalism & Mass Communication) and MA (Journalism & Mass Communication) in the Department of Journalism and Mass Communication (School of Media Studies) attended the meeting on March 5, 2012 at 10 am in the Conference room of Faculty of Science and Humanities and approved the curriculum for the two courses. The new curriculum will come into effect from the academic year (2012 – 13) subject to the approval of the Academic Council of SRM University.

Signatures:

Dr. Sridhar Krishnaswami

Dr. Niveditha

Mr. Jogan Job

Mr. V. Ilamparthi

Mr. A. Rajesh

Ms. S. Gayathri

**MA (Journalism &
Mass Communication)
New Curriculum & Syllabi (2012 – 14)
Semester Pattern**

An M.A. Degree in Journalism and Mass Communication is more inclusive in nature for it harnesses new areas that have developed in recent times and opens out new career options for students.

Besides journalism, these new streams offer the student career choices in: Website Design & Content, News, Feature and Graphics & Animation, Media Management and Communication Research. As opposed to a PG Diploma that restricts students to Journalism only, a post graduate degree in Journalism and Mass Communication will prepare students to utilize fresh industry and entrepreneurship opportunities and approach their future with confidence and competence.

The proposed programme has also provided for the student to blend flexibility with focus that is characteristic of all modern day educational initiatives. Perhaps, it is this balance of depth and width that makes the proposed M.A. Degree Programme Journalism and Mass Communication a unique and an attractive one for the student in the country.

Eligibility

A degree in any discipline from any recognized university with a minimum of 50 per cent marks in aggregate or its equivalent in grades

Duration

Four Semesters spread over two years

Application for Admission

The application for admission must be submitted in the prescribed form to the University on or before the prescribed date as notified. The application must be accompanied by true copies of the mark certificate and the passing certificate of the qualifying examination issued by the recognised Board as well as a passport-size photograph affixed with the signature of the student on each one of them, with the prescribed fee.

Registration of application does not guarantee admission.

It is the responsibility of the candidate to ensure that he or she conforms to the eligibility norms prescribed.

Application forms not accompanied by the prescribed fee (payable by a demand draft) will not be entertained. Cheques will not be accepted.

In the event of any dispute between the candidate and the University, the courts in Chennai alone shall have the jurisdiction and their decrees are binding on all concerned.

Instruction

Medium of instruction is English and will be imparted through classroom sessions, practical assignments, and on-the-job training.

Theoretical instruction will be imparted in the form of lectures and through seminars and discussions. Practical assignments will include producing a newspaper as prescribed in the curriculum, while on-the-job training will comprise visits to newspaper offices and presses where students can study first-hand the various techniques and applications adopted.

Academic Year

The academic year is divided into two semesters: mid-July to December, and January to May. The actual dates of commencement and conclusion of each term of the academic year will be intimated to the students by the University.

Attendance

A minimum of 75 per cent attendance at lectures is compulsory in each term and student falling short of this minimum attendance is liable to be barred from appearing for the final examination.

Classroom Sessions

Lecture sessions are normally held for five days in a week, Monday through Friday. The timetable for the various lecture sessions will be displayed on the notice board. The teaching faculty will generally provide guidance to candidates in the matter of selection of subjects for the study paper or project work.

**M.A. JOURNALISM & MASS COMMUNICATION
COURSE STRUCTURE**

SEMESTER I		
subject	nature	hours
Principles of mass communication	Major core	4
Media laws & ethics	Major core	4
Print media I (reporting & editing)	Major core	4
Editorial & feature writing	Application oriented	2
News paper design	Major practical	4
News & current affairs	Skill development	2
Total hours		20

SEMESTER II		
subject	nature	hours
Essentials of Broadcast journalism	Major core	4
Development communication	Major core	4
Media management	Major core	4
Principles & practices of Advertising	Application oriented	3
Electronic Media production	Major practical	4
Script writing	Skill development	2
Total hours		21

SEMESTER III		
subject	nature	hours
Media, culture & society	Major core	4

Indian polity & news reporting	Major core	4
PR & Corporate communication	Major core	4
Elements of graphic design	Application oriented	3
Marketing communication	Domain elective	4
Event management		
Media planning		
Graphic design & production	Major practical	4
Copy writing	Skill development	2
Total hours		25

SEMESTER IV		
subject	nature	hours
Film studies	Major core	4
Communication research	Major core	4
Press theories & political communication	Domain elective	4
Science communication		
International affairs & diplomatic reporting		
Basics of Photography	Technology elective	4
Basics of Video production		
Basics of computer graphics		
Web designing	Major practical	4
Project (thesis)	Major practical	4
Total hours		24

SEMESTER I

PRINCIPLES OF MASS COMMUNICATION

UNIT – I

Fundamentals of Communication: Meaning & Elements/components of human communications; Concept of Communication, Communication as a social, human & universal process. The seven C's of Communication. Mass Communication: Meaning & definitions, Characteristics & features, Scope the concept of Mass & Mass Culture of Mass Communication.

UNIT – II

Process of Communication : Transmission of ideas, Facts & feelings from one person to another-elements of Communication process (message, Sender, Encoding, Channel, Receiver, Decoding, Acting & Feedback). Models of Communication : SMR Mode, SMCR Model, Shannon & Weaver Model, Lass well Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Comb Model, Convergent Model, Gate Keeping Model.

UNIT – III

Theories of Communication : Hypodermic Needle Theory - Two-step & Multi-step Theory – Spiral of silence - Play Theory - Uses & Gratification Theory - Selective Exposure, Selective Perception & Selective Retention Theory – Cultivation Theory.

UNIT – IV

Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Records, Internet - Advertising, Public Relations & Public Affairs - Traditional & Folk Media

UNIT - V

Mass Communication and other forms of Mass Communication: Interface between Intra personal & Mass Communication. Functions of Mass Communication: To-Persuade, Inform, Educate, Entertain; Other functions; Impact & Influence of Mass Media

SUGGESTED READINGS

Mass Communication Theory — Denis McQuail. New Delhi: Vistaar Publications, 2005.
Essentials of Mass Communication Theory — Arthur Asa Berger. New Delhi: Sage Publications, 1995.
Mass Communication In India — Keval J. Kumar. Chennai: Jaico Publishing, 2000.
Communication - C.S. Rayadu, (Himalaya Publishing House, Mumbai)
Perspective Human Communication - Aubrey B Fisher (Macmillan Publishing Co. New Delhi)
Communication-concepts & Process - Joseph A Devito
The Process of Communication - David K Berlo
Communication Facts & Ideas in Business - L. Brown (Prentice Hall)

MEDIA LAW AND ETHICS

UNIT – I

Indian Constitution - Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties. Freedom of Speech and Expression with Special Reference to Freedom of Press in India - Constitutional expectations to Freedom of the Press, Case Studies, Law of Defamation, Sedition, Obscenity.

UNIT – II

The Censorship - The Law of Parliamentary Privileges. Right to Information - Right to Privacy, Case Studies - The Official Secrets Act 1923, The Copyright Act, The Press-Media council, The Contempt of Court Act, The Press and Registration of Book Act, Working Journalist Act of 1955, 1956, and 1958, wage board for journalists, Rules of Newspaper Registration, The Newspaper (Price & Page) Act 1971. Press Commission - Laws relating to Broadcasting - Telecasting and Advertisement in India. Copy right law, Right to information Bill.

UNIT – III

Press as fourth estate, press and society, professional code of ethics, violations (cases), Influencing factors, self-regulation; Press council: powers and responsibilities; other agencies regulating the press, problems. Debate on entry of foreign press in India; future developments and issues.

UNIT – IV

Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world codes for radio, television, advertising and public relations. Accountability and independence of media.

UNIT – V

Official Secrets Act, 1923, vis-à-vis right to information. 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 interest litigation.

SUGGESTED READINGS

‘Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed). Longman, New York, 1991.

‘Press and Public: who reads what when where and why in American newspapers’. Bogart, Leo et al. Lawrence Erlbaum Associates, New Jersey. 1981.

- ‘March of Journalism’. Herd. Greenwood press, Connecticut, 1976.
- ‘Popular media in China’ . C. Chu. Univ. Press of Hawaii, Honolulu. 1978.
- ‘The Press and Broadcasting in Britain: James Curran & Seaton, Fontana Paper Backs, UK. 1981.
- ‘Characteristic of Japanese Press’. Susumu Ejiri, Nihon Shinbun Kyokai. 1972.
- ‘Press Commission reports’ . Govt. of India Press.
- ‘Press, politics and public opinion in India ‘ BM Sankhder, Deep Pub. New Delhi, 1984.
- ‘History of press., Press laws and Communications’. BN Ahuja. Surjeet Pub. New Delhi. 1989.
- ‘Freedom of the press ‘. MK Joesph, Anmol pub. New Delhi, 1997
- ‘The press in India ‘ KA Padhy, Sahu, Kanishka pub. New Delhi. 1997.
- ‘Journalism in India ‘ R. Parthasarathy, Sterling pub. New Delhi.1989.
- ‘The press ‘ Chalapathy Rau, National Book Trust, New Delhi, 1974.
- ‘Law of the press in India ‘ D.D. Basu, Prentice Hall, New Delhi 1980.
- ‘Independence and the Indian Press’. Jagannathan, N.S. Konark Pub. New Delhi.1999.

PRINT MEDIA – I (REPORTING AND EDITING)

UNIT – I

Newspaper organization: structure – Reporting section: Chief Reporter, Correspondents and reporters. Duties, responsibilities, rights and privileges – Objectivity, editorial freedom Vs newspaper's policies and objectives. Trends in reporting: Interpretative and Investigative –Freelancing.

Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, objectivity; Interviews- types, techniques, preparation and writing interview story.

UNIT – II

Reporting government and other agencies: Central, State and Local Governments, Rural reporting – Beats and Special Coverage's. Covering essential services Communications, Transport, Education, and Health etc.- sources of news - Press Conference: Preparation, Handout, and Press release.

News agencies: Structure and functioning of news agencies – agency services : subscription procedure, cost and use; Agency profile: PTI, UNI, AFP, AP, Reuters, TASS, UPI.

Organization of editorial department in a newspaper - functions of editorial department; duties, responsibilities and qualifications of editorial staff: Chief editor, News editor, Sub Editors. News selection process: criteria – influencing factors; Copy desk functions, path of a copy, morgue.

UNIT – III

Reporting Legislature: Proceedings, Powers and Privileges of the House. Responsibilities of the press. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting.

Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards; Covering public meetings and speeches: do's and don'ts.

Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Science Reporting, Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope. Writing Reviews: Book, Film: Procedure and Style.

UNIT – IV

Principles of editing- editorial space-news value-copy fitting, checking facts, continuity; paragraphing, grammar, punctuation, taste, style, spelling etc; rewriting; headlines; importance, functions of headlines, typography and style, language, types of headline, typography and style, language, types of headlines; readability and legibility. Picture editing: importance of pictures, selection of news pictures, cut lines, cropping methods, style sheet

Readability Formulas; Flesch's Reading Ease and Human Interest Formulas; Gunning's

Fog Index; Dale- Chall Formula; Comparison of readability scores

UNIT –V

Opinion page: Editorial writing: Purpose, types of editorials, subjects, editorial policy, Influencing factors, editorial writers and editorial freedom. Editorial Board: responsibilities and function: Ombudsman –Review of Newspaper editorials Profiles, Guest Columns, Letters to the editor, syndicate columns, sponsored columns- Columnists- advertisements- newspapers layout and design- Review of editorial page

SUGGESTED READINGS:

News Reporting and Writing'. Mencher, Melvin. MC Graw Hill, NY. 2003.
The Complete Reporter'. (4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
Interpretative Reporting'. (7th Edn). Curtis Macdougall. Macmillian, NY. 1977.
Reporting for the Print media'. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
News Reporting and Writing'. (9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
Professional Journalism' MV Kamath, Vikas Pub. New Delhi .1980.
Professional Journalism' Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.
Journalism Today' . Navin Chandra & Chaughan, Kanishka Pub. New Delhi. 1997.
Style in Journalism'. PVL, Narasimha Rao, Orient Longman, Chennai. 1998
Writing Feature Articles'. Brendan Hennesay, Heinemann Pub. London. 1989.
Beyond the facts: A guide to the art of feature writing', Touis Alexander, Gulf pub. London, 1982.
Creative interviewing'. Metzler, prentice Hall, 1979.
Dimensions of modern Journalism' NC. Pant & J. Kumar, Kanishka Pub. New Delhi 1995.

EDITORIAL AND FEATURE WRITING

UNIT – I

Editorial: Definition – Types - Purpose and style of writing - Editorial comments - columns and special articles. Comparative study of edit page of local and national dailies.

UNIT – II

The Editorial Page: Its Importance – Needs – Contents – Typography - Lay Out - Main Contents of Editorial page - Editorial Policy: Concept, nature and applications. Ethics of Editorial Writing - Eminent editors - Editor's Guild.

UNIT – III

Column writing: Maiden Issue - Particular Topic Editorial Writing Activities: News and Current Events - Refutation, Opinions and Views – Interpretation. Letters to editor. Differentiate between editorial, feature and article.

UNIT – IV

Feature Writing: Definition of a feature. Types of features: descriptive, historical, personality – Language – Format. Feature Writing Activities: Personality Sketch – Place - Event - Features Interview: Personality – Opinion – Subject. features vis-à-vis fiction and literature; distinction between a featurised news story and a feature article

UNIT – V

Search for topics and material that can sell, titles, leads and slant in features; planning a feature, importance of human interest in features, basic principles and do's and don'ts of reviewing books, films, stage plays and TV programmes; concept of photo-feature; scope of and approach to free-lancing for newspapers & magazines.

SUGGESTED READINGS:

News Reporting and Editing: K.M. Srivastava

News Editing: Bruce Westley

Editing and Design: Harold Evans

Editing in the Electronic Era: M.L. Gibson

Editing Manual: Sourin Banerjee

NEWS PAPER DESIGN

UNIT – I

Typography -Postscript vs. bitmap, Fonts, size, leading, kerning, alignment, Serif, transitional, Slab-serif, sans serif, and novelty typefaces. How to choose a font and how to get Professional-looking typography Designing display headlines Using typography in headlines, decks and quotes

UNIT – II

Photos and Art -Color models and formats for images (jpeg, tiff, eps, psd, etc.), Resizing images Getting good photos into the paper, Working with photos, How to crop a photo for greater impact, Color-correction and setting up images for the printing press Photo ethics, Stand-alone photos, Color theory, Color models, White space

UNIT - III

Project 1: Inside Page Design

UNIT – IV

Project 2: Front Page Design

UNIT – V

Project 3: Feature Page Design

Software: Adobe In design (or) Quark Express

NEWS AND CURRENT AFFAIRS

Students will read and discuss the prominent news items which appeared in that week's newspapers and magazines.

Activity 1. Reading of news stories and discussing issues

Activity 2. Reading of editorials

Activity 3. Reading of features and columns

Activity 4. Reading of general purpose magazines.

Activity 5. Reading of specialized magazines

II SEMESTER

ESSENTIALS OF BROADCAST JOURNALISM

UNIT – I

Broadcast journalism: Introduction to radio and television journalism – qualities and qualification of broadcast journalist – presentation skills for broadcast journalist: opinions and attitude, energy, body language (posture), eye contact, vocal inflection (pace, diction, articulation, emphasis) easygoing and comfortable.

UNIT – II

Writing: Ability to produce language which is factual (e.g. reports, minutes, agendas, notices) Editing and Summarizing: Restatement of a given text with a view shortening, summarizing - Making matter and organization more focused. Oral Communication: Correctness in pronunciation and sentence stress - Communication with fluency, naturalness, confidence and sensitivity to audience.

UNIT – III

Essential knowledge and skills to make successful news story: Questioning, curious and inquisitive minds; empathy, patience and understanding; General knowledge - understanding programme markets, audience dynamics, and governmental and social structures.

UNIT – IV

Anchoring skills: Knowledge base - An understanding of issues, names, geography, history and the ability to put all of these in perspective for viewers. Ability to process new information: Sorting, organizing, prioritizing and retaining massive amounts of incoming data. Ethical compass: Sensitivity to ethical land mines that often litter the field of live breaking news — unconfirmed information, graphic video, words that potentially panic, endanger public safety or security or words that add pain to already traumatized victims and those who care about them.

UNIT – V

Interviewing finesse: An instinct for what people need and want to know, the ability to draw information by skillful, informed questioning and by listening. Acute sense of timing - Mastery of multitasking.

SUGGESTED READINGS:

Essentials for radio journalism by Paul Chantler and Peter Stewart

Broadcast journalism: a guide for the presentation of radio and television news by Davis Keith Choler

Broadcast Journalism by Shrivastava K.M

DEVELOPMENT COMMUNICATION

UNIT – I

The concept of development- approaches to development- sustainable development – development index. Third world countries – issues and challenges before third world countries.

UNIT – II

The concepts of communication, and development communication - Paradigms of development -from Modernisation to Participation, Modernisation Paradigm, The dependency theory, Participation Paradigm. Development Communication Paradigms - Dominant Paradigm, Alternative paradigm.

UNIT – III

Development Journalism- Tenets of Development Journalism. Types of Development Journalism - Investigative or Liberal development journalism, Benevolent-Authoritarian or Conservative development journalism, Attributes /characteristics of Development Journalism

UNIT – IV

Media for Development communication -The use of interpersonal channels for development communication, the use of print media, radio, television and video, folk-media. The use of New media technologies for development communication. Community Media in Development Communication

UNIT – V

Experiments in development communication- impact and challenges ahead.

SUGGESTED READINGS:

P. Dahama and O.P.Bhatnagar, 'Educational and communication for development' Oxford and IBH Publishing Co.Pvt. Ltd. New Delhi, 2nd Edition.

Srinivas R. Melkote and H.Leslie Steeves, 'Communication for Development in the Third world', Sage Publication, New Delhi, 2nd Ed.

Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press.

Srinivas Melkote and H. Laslie Steovs, Communication for Development in the Third World, 2nd Edition, Sage, ND.

MEDIA MANAGEMENT

UNIT – I

Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.

UNIT – II

Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.

UNIT – III

Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

UNIT – IV

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. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques - human research development for media.

UNIT – V

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

SUGGESTED READINGS:

The Indian Media Business, Vanita Kohli

Newspaper Management in India, Gulab Kothari, Intercultural Open University, The Netherlands

Electronic Media Management, Peter K Pringle / Michael F Starr / William E McCavitt, Focal Press, Boston.

Management Prentice Hall of India - Stephen P. Robbins & Mary Coulter.

The Indian Press – Profession to Industry - Anna Bhattacharyajee,.

Beyond Those Headlines: Insiders on the Indian Press.M. V. Desai & Sewanti,

Economic Aspect of Indian Press - Ashok V. Desai.

Surviving in the Newspaper Business - Jane Willis.

Strategic Newspaper Management - Conard C Fink.

Indian Broadcasting - H. R. Luthra.

PRINCIPLES AND PRACTICES OF ADVERTISING

UNIT I:

Advertising - Definition, Advertising as Communication force and Marketing tools, Effects of advertising, status of advertising industry in India, socio economic effects of Advertising, Advertising in Global Marketing.

UNIT II:

Types of Advertising - Consumer advertising, industrial Advertising, Corporate Advertising, Cooperative Advertising, Retail Advertising, Farm Advertising, Comparative Advertising, Political Advertising, Public Advertising, Life-style Advertising, Trade Advertising, Web Advertising. Merits and demerits of all types. Critical analysis of ad.

UNIT III:

Advertising Agency - Structure and functions, Types of Agencies, Agency selection, Advertiser-Agency - Media Relationship, internal and external constraints, Leading Agencies in India, Diversifications and Specializations, Future.

UNIT IV:

Characteristics of Media- Print, Electronic, new media and outdoor, Role of media in Advertising. Production - copy - copy platform, copy format, structure, elements, appeal, visuals and other creative functions, creative process, Message design, Advertising layout - principles of design, preparation of layouts and mechanicals utilizing latest computer applications. Preparation of advertising for radio, television, web. Media planning strategies.

UNIT V:

Research - Measuring advertising effectiveness - Pre and post test, Research methods and techniques - Media, Message and Market research. Trends in Advertising research in India. Professional Bodies in advertising - Advertising Agencies Association, Advertising Standards Council, Press Council. Professional Ethics, issues and problems.

SUGGESTED READINGS:

The Fundamentals of Advertising, John Willshurst, Heinemann Publication London, 1986.

The Practice of Advertising, Norman Hart, Heinemann Publication, 1990, 3rd Edition.

Advertising Management: Concepts and Cases, M. Motian, Tata Mc Graw Hill, 1989.

Brand positioning, Sen Gupta, Tata McGraw Hill New Delhi, 1990.

Advertising World Wide, Marieke de Mooij, Prentice Hall, 1994, 2nd Edition.

Successful Advertising Research Methods, Hasking & Kendreck, NTC Business Books, 1991.

Fundamentals of Advertising Research, Fletcher & Bowers, Grid Publication, 1979.

How Advertising Works, Rd. Philip Jones, Sage Publication, 1998.

ELECTRONIC MEDIA PRODUCTION

UNIT – I

Concept and idea generation

Writing proposal or synopsis for production

Various stages of production: pre production, production, post production

UNIT – II

Introduction to still and video camera

Basic elements of television production: video, audio, lighting, makeup, scenic

Design, graphics and animation, talent, script

Basic elements of radio production: music, spoken word, special effects

UNIT – III

Radio program formats – news, newsreel, feature, talk, discussion, drama, phone-in program, music program, and commentary.

Production team members and their responsibilities

Introduction to radio equipments

UNIT – IV

Television program formats – fictional and non fictional programs

Production team members and their responsibilities

Introduction to various video formats and equipments

UNIT - V

Short film making

Commercials

Jingles

SUGGESTED READINGS:

Television Production by Gerald Millerson and Jim Owens, Focal Press 2009

Television Production Handbook by Herbert zettl, Wadsworth Publishing Co. 2007

Video Basics by Herbert Zettl, Wadsworth Publishing Co. 2007

Video Production by Vasuki Belavadi, Oxford University Press, 2008

Radio Production by Robert McLeish, Focal Press, 2005

SCRIPT WRITING

UNIT-I

Meaning and importance of language
Language and communication
Essentials of good writings

UNIT-II

Writing for mass communication
Features of spoken language
Concept of visual language
Writing for visuals

UNIT-III

Process of script writing
Introduction to various formats of scripts
Writing for television news, documentary, serial and advertisement

UNIT-IV

Writing for radio programmes
Writing radio news, talk, advertisement, feature
Conducting radio interview, discussion and phone-in programmes

UNIT V

Writing for television programme
Writing for live show, anchoring and commercials
Conducting live phone in programme, interview and news reading

SUGGESTED READINGS

Copy Writing for Electronic Media: A Practical Guide, Milan D. Meeske, Wadsworth Publishing Co. 2006
Broadcast Journalism: Techniques of Radio and Television Journalism by Andrew Boyd, Focal Press 2009
Broadcasting News: Writing, reporting and producing by Ted White 2008
The Craft of Copywriting by June A. Valladares, Response Books
Writing for Media by Usha Raman, Oxford University Press, 2010

MEDIA, CULTURE & SOCIETY

UNIT I

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.

UNIT II

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

UNIT III

Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)

UNIT IV

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

UNIT V

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture

SUGGESTED READINGS

Potter, James W (1998) Media Literacy. Sage Publications

Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications

Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications

INDIAN POLITY AND NEWS REPORTING

UNIT I

Parliament:- Composition and methods of election for both Houses- Working of the Indian Parliament- the methods of legislation and relative powers of both the Houses- Working of the Committee system. Local self Government in Rural India: Panchayati Raj system and the Issues of Grassroots Democracy in India.

UNIT II

Indian Judiciary: Structure and composition - Supreme Court- Power of Judicial Review, Judicial Activism, Issues Pertaining to the working of courts in India- Accountability and Privileges, debates on contempt of court. Need for judicial reforms. Relation between Judiciary and Legislature.

UNIT III

Federalism: Nature of Indian federalism- A debate (Fiscal, legislative and Administrative Relations) - Challenges before the Indian federalism-Issue of State Autonomy, linguistic reorganisation of states, Demands for the smaller state.

UNIT IV

Electoral Politics: Party System in India: Changing nature - National Party system and regional party system – Regionalism, Casteism, Communalism in politics.

UNIT V

Coverage of national and regional parties in mainstream media, nature of political reporting in India , debate on ownership of media by political parties , coverage of women politicians (mainstream and grass root levels) in media.

SUGGESTED READINGS :

- Jayal , Neeraja and Mehta, Bhanu Pratap (2010). *The Oxford companion to Politics in India* (edit), Oxford University Press: Delhi .
- Baruah Sanjib, (2010). *Ethnonationalism in India : A Reader*, Oxford University Press: Delhi .
- Chakrabarty, Bidyut (2006). *Forging Power:Coalition Politics in India* . Oxford : New Delhi
- Kirpal,B.N.(2000). *Supreme but not Infallible: Essays in Honour of the Supreme Court in India* . OUP: New Delhi .
- Verma S.K., and Kusum(2000). *Fifty years of the Supreme Court of India: Its Grasp and Reach*. OUP: New Delhi .
- Rudolph, L and Rudolph, S(1987). *In Pursuit of Lakshmi: The Political Economy of Indian State* , Chicago .
- Brass, Paul (2002). *Politics of India Since Independence* , Cambridge : New Delhi .

Francine R Frankel, Zoya Hasan, Rajeev Bhargava and Balveer Arora, Transforming India : Social and Political Dynamics of India , Oxford , 2000.

Balveer Arora and Douglas Verney(1995). *Multiple Identities in a Single Nation: Indian Federalism in Comparative Perspective*, New Delhi .

Francine R Frankel (2004). *India's Political Economy 1947-2004: The Gradual Revolution*, OUP: New Delhi .

Austin, Granville (2002). *Working a Democratic Constitution*, Oxford : New Delhi .

Austin, Granville(1999). *The Indian Constitution*. OUP: New Delhi .

Sharma, Brij Kishore (2009). *Introduction to the Constitution of India* . PHI Learning: New Delhi .

Verma, S P (2004). *Indian Judicial System*. IIPA: Delhi .

Dua, B D and Singh, M P (2003). *Indian Federalism in the New Millennium*, Manohar: New Delhi .

(with Anil Mishra) *Coalition Politics in India : Problems and Prospects*, Manohar, 2004;

Singh, M P and Roy, Himanshu (2005). *Indian Political System*, Manak: New Delhi .

Satyamurthy, T V(1997). *State and Nation in Context of Social Change*, OUP: New Delhi .

Palsikar, Suhash and Vora, Rajender(2007). *India's Political Parties*, Sage: New Delhi .

Chibber, Pradeep and Kollman, Ken(2004). *The Formation of National Party Systems: Federalism and Party Competition in Canada , Britain , India and the US* . Princeton .

The Writings of Rajni Kothari(2009). Orient Blackswan: New Delhi .

Shastri, Sandeep, K.C Suri and Yogendra Yadav(2009). *Electoral Politics in Indian States- Lok Sabha Elections in 2004 and Beyond*.

Kohli, Atul (2001). *The Success of India's Democracy*. CUP: New Delhi .

Shah, Ghanshyam(2004). *Caste and Democratic Politics in India* . Orient Blackswan: New Delhi

PUBLIC RELATION AND CORPORATE COMMUNICATION

UNIT – I

Public Relations: Definitions, PR as a management concept, 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.

UNIT – II

PR Publics: Internal and external public; issues and problems; management approach, PR strategy, Channels of Communication – public perception, evaluation.

UNIT – III

Tools of PR: mass media, ICT, press conference, press kits, exhibition, out door media, house journal, special events, advertising. PR publics: Employees, shareholders, consumers, community, government, media.

UNIT – IV

Corporate Communication; Concept, Definition, Nature, Scope. Corporate Communication Publics; Internal and External, Corporate Communication Process; Four stages of Corporate Communication - Corporate Communication Consultancy and Counselling.

UNIT – V

Corporate Communication and Management; Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, Case Studies. Govt. Corporate Communication - Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt. - Corporate Communication Research and Evaluation of Corporate Communication Programmes. Event Management - Process & Techniques.

SUGGESTED READINGS:

1. The Handbook of Strategic PR & Integrated Communications, Caywood C, McGraw Hill, 1997.
2. Communicating Change, Sandon, Larkin, T.J. and Larkin S, McGraw Hill, 1994.
3. The HP Way: How Bill Hewlett and I built our company, Packard D, Collins, 2006,
4. Guide to Media Relations, Schenkler, Irv and Herring, Tony, Prentice Hall, 2004.
5. Crisis Communications, Fearne, Banks, Kathleen, Evbaum Associates, 2007.
6. 'Managing media organisations' , John Lavine and Wackman, Longman , NY. 1988.
7. 'Newspaper organization and management' , Williams, Iowa State university press, 1978.
8. 'Media management in India' Dibakar Panigrahy,&Biswasroy, Kanishka pub, New Delhi 1993.
9. 'Management concepts and practices' Tim Hannagan, Macmillan, 1995.
10. 'Essentials of management'. Koontz & Weihrich, Tata McGraw Hill. 1990.
11. 'Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey, 1982.

ELEMENTS OF GRAPHIC DESIGN

UNIT I

History of printing. Recent technological development of printing processes. Importance of printing processes in design decisions.

UNIT II

Principles of printing.(relief, planography etc.,) Type-setting methods; hot metal, photo composition and digital. Plate making process. Types of printing processes - Letter Press, Offset, Gravure , Flexography and Silk Screen. Colour printing process - colour separation, colour correction and colour reproduction. Current trends and future developments in printing processes (Laser Printers, Scanners, Ink-jet printers: Image setters, Direct-to-plate printing etc.).

UNIT III

Elements of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc.. Typography-typeface design, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.).

UNIT IV

Printing Management, Printing press organization and structure Economics of printing - different types of paper, ink, plates, miscellaneous. Print order estimation, managing wastage.

UNIT V

New technological development in printing process. Digital pre-press. Direct to plate technologies. Recent trends printing processes. An over view of printing and publishing industry in India. An over view of electronic publishing.

SUGGESTED READINGS

Dennis, E(1997). Lithographic technology in transition. Arndams, J.M.
Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing
Ruggles, P (1996) Printing Estimating: digital and traditional costing methods for graphic imaging. 4th Edition. Thomson Learning
McAllister, R (1998) Pathways to Print: Trapping. Thomson Learning
McAllister, R (1998) Pathways to Print: Color. Thomson Learning
Cost, F (1997) Pocket guide to digital printing. Thomson Learning
Bergland, D (1997). Printing in a digital world. Thomson Learning
Finley, C (1998). Printing paper and inks. Thomson Learning
Amdams, J.M. (1996) Printing Technology 4th Edition. Thomson Learning
Hoff, S (1997). Screen Printing. Amdams, J.M.- Thomson Learning
Ramano, F (1996). Pocket Guide to digital pre-press- Thomson Learning

MARKETING COMMUNICATION

UNIT I

Market and Marketing: Meaning and Definition of Market – Classifications of markets – Marketing meaning, concepts – Marketing mix – Marketing environment: Economic, Socio cultural, technological, physical, legal factors – Marketing in economic development – Green Marketing – Corporate Social Responsibility.

UNIT II

Consumer Behaviour: Market segmentation, demographic, psychological usage, geographic – Consumer buying behaviour: Traditional factors – Social, cultural and situational environments – Consumer purchasing process: problem, hierarchy of needs, recognition, information search, attitudes, values, cognitive mapping, alteration. Psychology of Consumer behaviour – Purchase decision, post purchase evaluation. Perception: Meaning and Process; Decision making – Process and models. Motivation; Consumer buying environment (Traditional and New Trends); Multi cultural communication; Retail Consumer Behaviour; Business-to-Business consumer behaviour.

UNIT III:

Integrated Marketing Communication: IMC Components: Situation analysis, marketing objectives, marketing budget, marketing strategies, marketing tactics, evaluation of performance. IMC Plan: Integration tools, promotion tools, advertising tools, foundations – Global integrated Marketing communication. Purpose of business, integrated marketing, internal, external customers. Consumer behaviour models; Segmentation, target marketing and positioning; Segmentation – Value creation strategies – various models; Product vs service marketing and consumer vs industrial marketing; Repositioning strategies ; New product development and Product strategies – strategic marketing; Branding strategies and packaging strategies; Distribution strategies; Competitor strategies Pricing strategies; Product life cycle management strategies; Promotion strategies.

UNIT IV:

Internet Marketing : Marketing function on internet –e-commerce initiatives - buying behaviour – International e-commerce – IMC and the Internet – Direct marketing on Internet – Internet design issues – International marketing study – Global brands – Multinational campaigns – Regulation and ethical issues. Retailing – Definition & Importance — Types of Retailing – Store Retailing – Non Store Retailing – Types of retail formats –Franchising in retailing- Retail Marketing mix - Retail consumer- buying behaviour – types – factors influencing - Segmentation – positioning -Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies – Pricing strategies.

UNIT V:

Evaluating an IMC programme : Message evaluation : Concept testing, copy testing, recall test – Recognition tests – attitude and opinion tests – Persuasion analysis – Evaluation criteria – Behavioral evaluation – Evaluating PR activities – Evaluating overall IMC programmes. Understanding Media economics; Economic of advertising; Television; Newspapers; The Internet; Radio; Magazines.

SUGGESTED READINGS

Understanding media economics; Gillian doyle; sage 2002
Kenneth E Clow, Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication: 2nd Edition. Prentice Hall. New Delhi.
RSN Pillai, Bagathy. 2006 Modern Marketing: Principles and Practices. S Chand & Co. Ltd. New Delhi.
CN Sontakki. 2000. Principles of Marketing. Kalyani publications. New Delhi.
Agarwal Kumar . 2006. Consumer behaviour: An Indian perspective. Pragati Prakashan Publications. Meerut.
Michael D. Hutt, Thomas W. Spetis. 2006. Business Marketing Management. Thomson Business Information. Bangalore.
Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Publishing House. New Delhi.
Louis E. Boone, David L.Kurtz. 1977. Contemporary Marketing. The Dryden. USA.
Retailing Management – Swapna Pradhan
Retail Marketing Management – Swapna Pradhan
Retail Management – Gibson Vedamani
Retail Management – Levy & Weitz
Channel Management & Retail Management – Meenal Dhotre
Retail Marketing Management – David Gilbert
Retail Management – Ron Hasty & James Reardon

EVENT MANAGEMENT

UNIT I

Introduction to event, Determining Market, Market Research, type of event , 5 'W's and involve 'F' , Establishing Business Site, Business Resources and Equipments, process of event management.

Planning: Concept, Importance of planning, Types of plan, Steps in planning, limitations of planning, Management by Objectives.

UNIT II

Financial Planning, Relationship with sponsor, planning of event, customer relationship, Services Pricing, Client and Supplier contracts, Operation Records, marketing & selling of ticket, Advertisement of event, Operation & Logistics.

Definition of Workshop, Types of Workshop, Ideal duration of Workshop, Execution of Workshop, Advantages of Workshop.

UNIT III

Media planning , Marketing, Advertising and Promotion, Employees & Personal, determining communication objective , target audience , step of event , making Ads , booking process , making of invitation card.

Introduction to Media; the Printed world, The Broadcast Media, Film as a Media, Web as a Prominent Media.

Media Campaign; Dynamics of creating and executing the complete campaign strategy – sales Promotion, Public relations, local advertising, Campaign budgeting and execution, testing and Evaluation.

UNIT IV

Permission and legal requirements, Accounting, Record Keeping and Taxes, permission of municipal corporation, permission of police commissioner, permission of traffic police, medical

UNIT V

Portfolio Development, The Event Planning Process, Working with Suppliers, Request for Proposal, Costing of event up to execution , managing cash flow in event, Award Winning Events, assignment and project work.

Evaluation, Coordination and Control: Coordination: Concept, Significance, Techniques Control: Meaning, Process, Requisites of effective control, Control techniques,

Sporting Events; Running Events –Writing Your Major Event Strategy; UK Sport's World Class Events Program; Preparing a Bid; A Suggested Business Plan Template; Insurance & Legal Issues; Marketing and Sponsorship ; Health and Safety & Risk Assessment; Data Protection; Volunteers; Ethical Considerations; Anti-Doping; Environment; Tourism and Sporting Events; The Economic Impact of Major Events; Sports Development; Support Services; Directory of

Useful Contacts and Resources; Checklist and Practical Last Thoughts.

SUGGESTED READINGS

Professional Event Coordination (The Wiley Event Management Series) by Julia Rutherford Silvers (Hardcover - Nov. 10, 2003)

The Complete Guide to Successful Event Planning : With Companion CD-ROM by Shannon Kilkenny (Paperback - Jan. 8, 2007)

Professional meeting management: comprehensive strategies for meetings, conventions and events by professional convention management (paperback - may 30, 2008)

Sustainable Event Management: A Practical Guide by Meegan Jones (Paperback - Jan. 2010)

Event Studies: Theory, Research and Policy for Planned Events (Events Management) by Donald Getz (Paperback - July 25, 2007)

Risk Management for Meetings and Events (Events Management) by Julia Rutherford Silvers (Paperback - Dec. 27, 2007)

Art of the Event: Complete Guide to Designing and Decorating Special Events (The Wiley Event Management Series) by James C. Monroe and Robert A. Kates (Hardcover - Nov. 4, 2005)

MEDIA PLANNING

UNIT - I

Media planning: The function of media planning in advertising - Role of Media planner - Challenges in media planning -Media Planning process - Media Planning for Consumer Goods - Media Planning for Industrial Goods

UNIT - II

Sources of media research: Audit bureau of circulation - Press audits - National readership survey/IRS - Businessmen's readership survey – Television - Audience Measurement – TRP - National television study - ADMAR satellite cable network study - Reach and coverage study- CIB listener ship survey

UNIT - III

Selecting the suitable media option: Television: Advantages of television - Disadvantage of television - Buying Television Space/Air time. Radio: Disadvantages of radio - Buying Radio slot. Magazines: Strengths of magazines - Weaknesses of magazines - Types of magazines - Buying magazine space. Newspapers: Strengths of newspapers - Weaknesses of newspapers - Types of newspapers- Buying newspaper space. Buying media space for other medium like : The internet, Billboards, Yellow pages, Direct response and direct mail, Stadium, In-store, Types of out-of-home advertising, Place-based media, Newer Media Options

UNIT- IV

Criteria for selecting the media vehicles: Reach – Frequency – GRPs - Cost efficiency - Cost per Thousand - Cost per rating – Waste - Circulation - Pass-along rate (print). Media timing: Flight, Pulsing, Scheduling.

UNIT - V

Comparing and Evaluating continuity of media options/choices - Deciding the ideal media mix - The communications mix - Media buying and negotiation - Competitive media expenditure analysis - The concept of aperture - Scheduling and budgeting allocation - Media plan evaluation Media presentations to the client - Media audit

SUGGESTED READINGS

1. Jack Z. Sissors and Jim Surmanek, Advertising Media Planning-Cram Books 1976
2. James R Adams, Media planning-Business books 1977
3. Advanced M.P. John R Rossister, Kluwer Academic Publications 1998
4. Advertising M.P., Jack Z Sissors McGraw Hill 6th Edission

COPY WRITING

Copy writing: Terminology, Concepts, Themes & Loglines

Basic scripts in a variety of formats for electronic media & print media

Basic concepts and techniques of modern script writing.

Comprehend, analyze and produce original creative writing.

Writing for Soap, Talk Shows, Music, Variety and Live Event scripts

Documentaries, Docu-dramas and Multi-media

Subplots, Pitches, Troubleshooting, and Marketing

Writing for print media

- Head lines
- Base line
- Sub headlines
- Body copy
- Slogan
- Captions
- Structuring the copy

Different types of copy

- Advertorial
- Infomercial
- Comparative copy
- Copy for different languages

ELEMENTS OF FILM

UNIT I

Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.

UNIT II

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production-Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.

UNIT III

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene. space and time, narrative functions of mise-en-scene. Cinematographer properties-the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound-the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

UNIT IV

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

UNIT V

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

SUGGESTED READINGS

Thoraval, Yves(2000) The Cinema of India(1896-2000)
Roberge, Gaston: the Subject of Cinema
Roberge, Gaston (1977): Films for an ecology of Mind
Halliwell,: The Filmgoers Companion 6th Edition
Arora: Encyclopedia of indian Cinema
Baskar, Theodor: Eye of the Serpent

COMMUNICATION RESEARCH

UNIT – I

Definition – Nature and Meaning of Research – elements of research – scientific approach – research and communication theories – role – function – scope and importance of communication research – basic and applied research. Types of Communication Research - Print and Electronic Media Research.

UNIT – II

Review of Related Literature - Defining Research Problem - Research Objectives - Hypothesis, Meaning, Characteristics and Importance - Research Design - Sampling: Meaning & Types of Sampling, Probability & Non-Probability - Types of Probability Sampling.

UNIT – III

Types of Research- Survey Research, Content Analysis, historical Research, Experimental Research, Ratings Research, Non-Ratings Research, Field Study. Research types - descriptive, fundamental, applied, historical, action, holistic, participant observation, Qualitative and Quantitative research. Research techniques - Readership Research , Audience Survey, Public Opinion research and ratings research, Field Research, Focus Groups.

UNIT – IV

Research Elements - Variables - Types of Variables, Measurement - Levels of Measurement (nominal, ordinal, interval and ratio), Reliability and Validity of Measurements, Scales - Types of Scales (summated, cumulative, Thurston and likert, semantic differential).Data - Sources of Data - Primary and Secondary Data. Data Collection Tools-Observation, Questionnaires and Interview Schedule.

UNIT – V

Statistical tools - Data Analysis - Importance of analysis. Report Writing - Contents of a Report, Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing, Ethics in conducting research, Ethical perspectives of mass media research.

SUGGESTED READINGS:

1. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Berger, Arthur Berger, Sage Publication, 2000, 2nd Edition.
2. Methodology of Research in Social Sciences, Krishnaswami, O.R., Himalaya Publishing House, 1993, 1st Edition.
3. Research Methodology: A step by step guide for beginners, Kumar, Ranjith, Sage Publication, 2001.
4. Qualitative Communication Research Methods, Lindof, Thomas R, Press New York, 1999.
5. Doing Media Research: An Introduction, Priest, Susanna Horning, Sage Publication, 2000, 2nd Edition.
6. Research Methodology Methods Techniques - C R Kothari
7. Mass Media Research – Dominick and Wimmer

PRESS THEORIES AND POLITICAL COMMUNICATION

UNIT – I

Mediatization of everyday life and politics. Normative approaches to democratic functions of the media. Media structures (commercial, public service and community broadcasting), markets, and genres. The normative concept of the public sphere by Jürgen Habermas, its applications and critiques. Mass media and the public sphere; the internet and the public sphere.

UNIT- II

Normative vs. analytical comparative approaches to media systems. Parallelism of political and communication systems. The relationship between media systems and political communication: commercialization, personalization, infotainment. The impact of media structures, markets, genres and formats on political communication.

UNIT – III

The concept of media framing. From competing frames of interpretation to framing wars. News production, journalists and media representation. Framing by news sources vs. political actors. Framing and structural political opportunities. Agenda setting: the development of the concept Political marketing: From political communication to political marketing: historical perspectives. “Top down” communication: campaigns. Professionalization of political communication: parties, governments, NGOs. The impact of political communication on party structures.

UNIT – IV

Media effects in election campaigns: Candidate and party campaign strategies, campaign images, events, speeches and debates. Political advertisements, negative advertising and character killing. Framing and agenda setting by candidates and parties vs. news media. Quantitative campaign effects and changes in public opinion.

UNIT – V

Online media and political communication: The diverse political uses of internet and mobile communications in everyday life and politics. Online solutions by mainstream political organizations: party websites, newsletters, online donations and mobilization. Community sites, discussion lists/fora and political mobilization. Viral political communication to and by voters. Online election campaigns vs. e-democracy. Blogs and political journalism. Entertainment media and political communication: Entertainment media (talk shows, stand-up comedy, etc.) as sources of political information. Strategic political communication, soft news and tabloid media. Media scandals and political change. From partisanship to fandom: entertainment and performance to fan audiences. Fan democracy.

SUGGESTED READINGS:

1. Thompson, John B. 1995. *The media and modernity: a social theory of the media*. Cambridge: Polity.
 2. Denis McQuail, "Mass Media in the Public Interest: Towards a Framework of Norms for Media Performance," in Curran and Gurevitch (eds.), *Mass Media and Society*, London, New York: Edward Arnold, 1999.
 3. Denis McQuail, *Mass communication theory: an introduction*. London: Sage Publications, 1994.
 4. Mazzoleni, Gianpietro Julianne Stewart, and Bruce Horsfield (eds.) 2003. *The media and neo-populism: a contemporary comparative analysis*. Westport, Conn.: Praeger.
- Chrysa Lamprinakou. The Party Evolution Model: An Integrated Approach to Party Organisation and Political Communication. *Politics*, Volume 28, Number 2 (May 2008).

SCIENCE COMMUNICATION

UNIT – I

Science and technology: definition - Science for a science communicator - Professional scientific communication - History of science and technology - History of science in India's wisdom starting from the Indus Valley civilization, and traditional wisdom the world over - Forms of scientific knowledge - Emergence of modern science - Recent Nobel laureates on science - History of science journalism in India.

UNIT - II

Need for science communication - Importance and use of science communication - Public Understanding of Science (PUS) - Science popularization: programmes, organizations, individuals - Method of science - Scientific temper - Scientificity - Sources of scientific information – books, scientific reports, scientific journals, magazines, feature syndicates, leaflets, tabloids, wall magazines, speeches, seminars, press releases, databases, encyclopedias on science, etc - Comparative study of science sections and supplements carried in Indian / foreign newspapers and science magazines.

UNIT - III

Science and technology policy statements - Technology statements - Policy resolutions - Science and technology set-up in India - Science Policy Resolution, 1958 - The Indian Patent Act, 1970 - intellectual property rights (IPR) – Science Communication organizations: NCSTC, NCSM, NISCAIR, Vigyan Prasad.

UNIT - IV

Organizations promoting science - Employment opportunities –media organizations, NGOs, Business Process Outsourcing, Knowledge Process Outsourcing - Awards and honours for excellence in science writing / popularization - Science communication education in India and abroad - Freelance science writers

UNIT – V

Health reporting: Public understanding of health issues - Public awareness about epidemics - Advancement in health sciences - Community health. Clinical research: Issues related to clinical researches - Manipulation in conducting trials and reporting

SUGGESTED READINGS

1. Jane Gregory and Steve Miller, Science in Public: Communication, Culture, and Credibility, Plenum, New York, 1998.
2. James G. Paradis and Muriel L. Zimmerman, The MIT Guide to Science and Engineering Communication. MIT Press, UK, 2002.
3. J.V. Vilanilam, Science Communication and Development in India, Sage, New Delhi, 1993.

INTERNATIONAL AFFAIRS AND DIPLOMATIC REPORTING

UNIT – I

Nationalism & globalization: Nations & Nationalism: What is a Nation? Nations as cultural communities. What is Nationalism? Its varieties (Liberal, Conservative, Expansionist & Anti-Colonial with special emphasis on India's experience). Sub-national Politics: Centralisation or decentralisation? Federal or Unitary System? Ethnic & Community politics

UNIT – II

Changing World Order-Rise & fall of Cold War-A New World Order?. The Bi polar and Multi polar world. The changing balance of the global economy. Trends towards a World Government? International Organisations-European Integration, The SAARC, The UNO

UNIT – III

The role and importance of diplomatic reporting in journalism and in the media industry. Where does diplomacy figure in a newspaper? Should newspapers devote space to what is happening beyond the borders when so much is happening within the border? How does a newspaper editor choose a diplomatic reporter? What are the basic requirements of a diplomatic reporter if he/she is looking to cover the foreign news? Does knowledge of foreign affairs or a degree in international relations a pre-requisite for covering foreign policy?

UNIT – IV

What are the basic components that a diplomatic reporter is to be aware of? The basics of Indian foreign policy pertaining to the neighborhood having global dimensions. The various facets of Indian diplomacy since independence.

The diplomatic reporter's knowledge of the structure and functions of the Indian bureaucracy dealing with foreign affairs - the South Block, the North Block and the Prime Minister's Office.

UNIT – V

The structure and responsibilities of the diplomatic / foreign desk in a newspaper and the role of a news editor in coordinating foreign news and diplomatic writing.

Suggested readings

1. John Owen and Heather Purdey, International News Reporting: Frontlines and Deadlines
2. Stuart Allen, Reporting War
3. Steve Herder and Judy Ledgerwood, Propaganda, Politics and Violence in Cambodia: Democratic Transition under United Nations peacekeeping.

FUNDAMENTALS OF PHOTOGRAPHY

UNIT I

Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera. Types of Lenses. Visual Perception.

Experiencing equipment - different types of cameras, lenses, filters, bellows, converters etc.,

UNIT II

Understanding lighting-indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

UNIT III

Types of Film-Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and Colour photography-negatives, colour materials, processing and printing.

UNIT IV

Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques-motion pictures etc., manipulation of image, framing & trimming.

UNIT V

Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual story telling. Photography for advertising-Consumer and industrial. Planning a shoot-studio, location, set props and casting.

Suggested readings

1. J J Langford: Basic Photography
2. Manual of Photography: Focal Press
3. Five Cs of Cinematography: Joseph V. Mascelli
4. Television Production: Allen Wartzel
5. American Cinematographer's Manual
5. Mastering landscape photography, Alain Briot.

BASICS OF VIDEO PRODUCTION

UNIT I

Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

UNIT II

Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set & design ,Research. Locations: In-door, set, on-sights sets, - Outdoor on-sight sets, blue matte. Etc.,

UNIT III

Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.), usages of various filters (day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.,) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.,)

UNIT IV

Video recording format - Audio on line or off line . Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omnidirectional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.,).

UNIT V

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing - linear, non-linear, types of editing modes. (assemble mode, insert mode, on line mode) computer editing - time cede roll editing, etc., Television graphics & titling and specials effects, Audio - Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programmes.

SUGGESTED READINGS

Millerson, G. H (1993) Effective W. Production. Focal Press

Holland, P (1998). The Television Handbook. Routledge

1. Bordwell and Thompson, Film art: An introduction

2. Bill Nichols, Movies & Methods:

3. J. J. Langford, Basic Photography

. 4. Joseph V. Mascelli, Five Cs of Cinematography

1. Holman, Tomlinson, Sound for film and television, Focal Press

2. McCormick, Tim and Rumsey, Francis, Sound and recording: An introduction, Focal Press

3. Talbot-Smith, Michael, Sound engineering explained, Focal Press

4. Talbot-Smith, Michael, Sound assistance, Focal Press

5. Altman, Rick, ed., Sound theory sound practice, Routledge

6. Talbot-Smith, Michael, Sound engineer's pocket book, Focal Press
7. Truebitt, Rudy and David, Trubitt, Live sound for musicians, Hal Leonard
8. Nathan, Julian, Back to basic audio, Newnes
9. Yewdall, Lewis, David, Practical art of motion picture sound, Focal Press
10. Leider, N., Colby, Digital audio workstation, McGraw-Hill
1. Swaine & Swaine, Film Scriptwriting: A practical manual
2. Bob Berman, Fade-in: A screenwriting process
3. Bordwell & Thompson, Film art: An introduction
4. James Monaco, How to read a film
5. Sharda Kaushik, Script to screen
6. Nizhnisky, Lessons with Eisenstein

BASICS OF COMPUTER GRAPHICS

UNIT I

Creation of logo, visiting cards and letter heads

UNIT II

Creation of greeting cards

UNIT III

Creation of posters and advertisements

UNIT IV

Creation of calendars

UNIT V

Creation of package designs

Software: Adobe Photoshop, Corel Draw, Adobe Illustrator

Suggested readings

Computer graphics: principles and practice, By James D. Foley

Computer Graphics, By A.P.Godse

Computer graphics: theory into practice, By Jeffrey J. McConnell

Multimedia: making it work, By Tay Vaughan

Becoming a Graphic Designer: A Guide to Careers in Design, By Steven Heller, Teresa Fernandes

Graphic Design Basics, By Amy E. Arntson

Graphic design a new history, Laurence King, 2007

WEB DESIGNING

Web Publishing Tool, FrontPage or Dream weaver and MM Flash HTML and XML Programming

Creation of the Home Page of a Web Site with proper links

Creation of a dynamic web page using appropriate web development tool (e.g. Dream weaver) for three different concepts.

Students should be given orientation of web/multimedia usability issues and interface design basics

Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts

Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates.

SUGGESTED READINGS

Powell, Thomas. Web Design(2000). The Complete Reference. Tata Mc Craw-Hill

Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future

Grahm, L (1999) The principles of Interactive Design. Thomson Learning

Xavier: World Wide Web with HTML Tata McGraw- Hill

PROJECT (THESIS)

Students are required to do a research project on any media related issue and submit a thesis in the following format.

Problem identification
Review of related literature
Setting of hypothesis
Research methodology
Data collection
Data analysis
Presentation of results
Conclusion

Rules

& Regulations

1. The students must be familiar with the Quality Policy and Quality Objectives of the university and the goals of the School of Media Studies of the Faculty of Science and Humanities. The School of Media Studies subscribes in full to the policies and rules and regulations laid out by the Faculty of Science and Humanities. Students should make all efforts to enable their School to achieve these goals.
2. The following Rules and Regulations based on the present University Regulations will be followed. The University has the right to change these Rules and Regulations from time to time.
3. Students should be punctual for lecture and practical classes and submit assignments, records, homework etc in time.
4. A minimum of 75% of attendance is necessary for each semester / year. For practical classes students should have completed all experiments/exercises as per schedule announced in the beginning of each semester.
5. Attendance in tests and model examinations is compulsory and leave of absence will be granted only in rare cases (for pressing/valid reasons, such as hospitalisation).
6. Students should maintain good academic progress on a continuous basis.
7. Students should maintain satisfactory progress on all fronts.
8. Students should equip themselves with approved note books as and when necessary.
9. Students should maintain good conduct inside and outside the classes.
10. Students should strictly adhere to corrective actions proposed by the School to maintain academic excellence.
11. Staff members will take attendance for each period at the commencement of the class. Attendance once recorded will not be corrected later to include those students who report late.
12. Students are required to wear their identity cards, which should be noticeable, when they are in the University campus also when they travel using the University transport. It will be considered as an act of indiscipline if students fail to wear their ID cards.
13. All students are expected to fill the students personal and performance record, which will be supplied to them after they join the University. These cards will form a record of their progress and achievements throughout their stay in the college.
14. **Dress:** Gentlemen students to wear trousers and tucked in shirts with collar. T-Shirts of any kind are prohibited. Lady students are expected to wear sari or any other decent dress. Half sari, skirts, jeans and frocks are to be avoided. On play fields the standard attire is shorts and vests or jerseys. Footwear used on the field should be securely strapped at the heel.
15. **Certificates:** The original certificates submitted by students at the time of admission to the School will be returned at the time of their leaving the School on completion of studies or earlier for other valid reasons. They will be returned on production of a clearance certificate indicating that the student has no dues to the institution. The course/conduct/extra-curricular/certificates will also be issued when the students leave the college.
16. Students are not allowed to use cell phones on the campus.
17. Students admitted to the university hostel, shall abide by the rules and regulations of the hostel as existing at the time of admission and as amended to from time to time.
18. A student dismissed from the School shall automatically cease to be a member of the hostel.
19. **Discipline:** Students must maintain discipline. Those who are found smoking or who consume alcohol, prohibited drugs etc will be dismissed immediately.

20. **Examination and Evaluation:** As the School imparts a hands-on training and the programmes offered are skills-oriented, there is a need to assess / evaluate internally the performance of the students on a continuously basis. The School, therefore, has adopted the process of continuous internal assessment. Along with an external evaluation component.
21. **Credits:** The School follows the choice-based credit system introduced in the Faculty of Science and Humanities, SRM University
22. Ragging in any form is strictly forbidden and severe action will be taken against those who indulge in such activities as per the Tamil Nadu Prohibition of Ragging Act No 7 of 1997.

A. Requirements for completion of a semester

A candidate who has fulfilled the following conditions shall be deemed to have satisfied the requirements for completion of a semester.

- i. He/She secures not less than 75% of overall attendance in the semester taking into account the total number of periods in all courses put together attended by the candidate as against the total number of periods in all courses offered during that semester.
- ii. Procedure for condonation up to 10%: Condonation on medical grounds will be considered only if medical certificate is produced and accepted immediately on return to the School after the medical leave.
Condonation on grounds of sports, games and co-curricular and extra curricular activities will be considered only if prior approval is obtained.

The above condonation will not be entertained if applied at the end of the semester.

- iii. His / Her conduct has been satisfactory throughout the semester.

Any amendment issued by the University concerned will be binding on students. Students are expected to know the internal assessment from their respective academic regulations.

EVALUATION PROCEDURE

Internal Assessment for each semester

Cycle tests (two)	20
Model Examination	10
Assignments	10
Attendance	10

Thesis M.A. Students are required to submit a Thesis exhibiting original research as a part of the graduation requirement.. Each Thesis should have a Faculty supervisor with the Head of the Department also acting as an Advisor. Both the supervisor and the HOD will have to pass the Thesis.

Ethics: All written work by the students must be original. Sources must be acknowledged and properly cited.

Internships: All students are strongly advised to do as many internships as possible in reputed media outlets during the course of their study.

Students will be bound by all the rules and regulations of the Faculty of Science & Humanities.

