

**Syllabus for  
Master of Arts  
(Journalism and Mass Communication)  
based on CBCS System with LOCF  
(Two Years/Four Semesters)**

**(To be implemented from the Academic Session: 2022-2023)**

**Degree: M.A. ( Journalism and Mass Communication)**

**Department of Journalism and Mass Communication  
School of Studies of Arts  
Guru Ghasidas Vishwvidyalaya  
Bilaspur (C.G.)- 495009**

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**Semester-I**

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)
Core-1	JMPATT1	History of Journalism	5	4:1:0	30	70
Core -2	JMPATT2	Theories of Mass Communication	5	4:1:0	30	70
Core -3	JMPATT3	Media Writing	5	4:0:1	30	70
Open Elective	JMPATO1	Multimedia Journalism	5	4:1:0	30	70
*Additional Credit Courses			2			
Other if any						
TOTAL			22			

**Semester-II**

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-4	JMPBTT1	Print Media-I (Reporting)	5	4:0:1	30	70
Core -5	JMPBTT2	Print Media-II (Editing)	5	4:0:1	30	70
Core -6	JMPBTT3	Media Law and Ethics	5	4:1:0	30	70
Soft Core/Discipline Specific elective 1	JMPBTD1	(a)Radio Communication (b)T.V. Communication (c) Film studies	5	4:0:1	30	70
Research Methodology	JMPBTT4	Communication Research	2		30	70
*Additional Credit Courses			2		30	70
Other if any						
TOTAL			24			

**Semester-III**

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-7	JMPCTT1	Internet Journalism	5	4:0:1	30	70
Core -8	JMPCTT2	Internship	5	0:0:5	--	100
Soft Core/Discipline Specific elective 2	JMPCTD1	(a)Women, Children and Media (b)Human Rights & Media (c) Folk Media & Community Media	5	4:1:0	30	70
Soft Core/Discipline Specific elective 3	JMPCTD2	(a)Citizen Journalism (b)Corporate Communication (c) Digital Journalism	5	4:1:0	30	70
*Additional Credit Courses			2		30	70

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Other if any					
		TOTAL	22		

#### **Semester-IV**

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-9	JMPD TT1	Advertising and Public Relations	5	4:0:1	30	70
Core-10	JMPD TT2	Development Communication	5	4:1:0	30	70
Soft Core/Discipline Specific elective 4	JMPD TD1	(a) Global Communication (b) Community Radio (c) Documentary Production	5	4:1:0	30	70
**Dissertation /Project	JMPD D1	Dissertation /Project	6	0:0:6	--	100
Other if any						
		TOTAL	21			

L= Lecture, T= Tutorial, P = Practical (Lab)

\* Additional Credit courses (not mandatory in nature)

\*\* Departments may allot 4 to 20 credits for dissertation /project work. Dissertation/Project would be of 100 marks.

Please refer 6.3 of the CBCS PG Regulation 2021-22 for deciding number of core / softcore / discipline specific and dissertation courses.

The departments have liberty to decide the number of these courses as per their requirements. *The above table is suggestive in nature.*

The number of teaching hours per week preferably should not exceed 26-28 hours.

The soft core / Discipline specific courses will be treated as special paper of old pattern as and when needed.

MOOC's courses will be offered as per university guidelines

\*\*\*Dissertation and Internship exams will be conducted of 100 marks each.

\*\*\*\*Internal assessment Exam will be conducted twice in each semester, each will be of 15 marks. And the end semester Exam will be of 70 marks.

The above syllabus is based on CBCS system with LOCF.

**POs(Programme Outcomes):**

**PO1.** To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication

**PO2.** To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .

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**PO3.** To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

**PSOs**(Programme Specific Outcomes):

**PSO1.** Students will learn the concept of journalism and different aspects of mass communication

**PSO2.** Students will acquaint with the required skills and practices of the journalism and the mass communication

**PSO3.** Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents

**PSO4.** Students will understand the different creative and constructive roles that communication professionals play specifically for development

**PSO5.** Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

**Note:** Abbreviations-

**PO**=Programme Outcome

**PSO**=Programme Specific Outcome

**CO**= Course Outcome

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### **Core-3: JMPATT3- Media Writing**

#### **Course Objectives**

1. To understand basics of news writing.
2. To understand the theory, methods, and practice of gathering information and writing news.
3. To understand different writing techniques, media production etc..
4. To develop the knowledge of web writing.

#### **Unit I**

Media writing as communication, engaging the reader. Research and writing, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing. Principles of good media writings With revision of visual grammar, syntax and style. Drafting and revising.

#### **Unit II**

Ideas for writing: Explaining ideas and processes, News structure, concept of inverted pyramid, lead paragraph, quotations and back grounding, Headlines and caption writing.

#### **Unit III**

**Writing for Print: Principles of news writing.** News values, News story, Feature writing, types of feature, profile writing, book reviews and film reviews, writing columns. News sources, freelance, Writing for magazines - Writing for broadcast: Writing for eyes and ears.

#### **Unit IV**

Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism. Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release.

#### **Course Outcomes**

1. Students know about the basics of news writing.
2. Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
3. Students would be able to understand different writing techniques and media Production.
4. Students will have the knowledge of web writing.

#### **Books**

Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.  
Stovel J. (2006). *Writing for Mass Media*, 6<sup>th</sup> edition. Allyn and Bacon.

#### **References**

Melvin Mencher (2006). *News Reporting and Writing*. 10<sup>th</sup> edition. McGraw-Hill.  
Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.  
Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.  
Raman, Usha (2009). *Writing for the Media*, OUP.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	3	3	2
CO2	3	2	2	3	3	3	1	2
CO3	3	3	2	3	3	3	3	2
CO4	3	3	2	3	3	3	1	2

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## SYLLABUS FOR SEMSTER- II

### Core-4 JMBPBT1: Print Media – I (Reporting)

#### Course Objectives

1. To understand the basics of reporting
2. To familiarize the students with different types of reporting.
3. To create understanding of specialized reporting.
4. To develop the general understanding of art culture and sports etc. reporting.

#### Unit-I

News: Definition, elements, values, structure of news report, headlines, Intro/Lead writing and kinds of lead, Body of news story, Objectivity and sources of news, Beat reporter, Qualities of a reporter.

#### Unit-II

Basics of reporting: Meaning, elements, types; Reporting, (a) Specialised reporting (Science, health, education, Economics/Business, development, sports, agriculture, rural, urban) (b) Crime and Accident (c) Disaster, (d) Political (e) Court, (f) Religion and Culture (g) Human Interest Stories (h) Administration-Municipality, local administration etc.

#### Unit – III

Interpretative reporting: purposes and techniques; Investigative reporting: purposes, sources, styles and techniques, Columns and columnists, on the spot reporting, table reporting, Mobile reporting, Internet reporting, citizen reporting, Civic reporting

#### Unit – IV

Interview- Types, purpose and techniques. Reviews and criticism: Books, Films, TV programs, Feature: Elements, types and writing; Pannel discussion, Community discussion, Speech, Lecture, Seminar and Symposia, Press release, Press notes,

#### Course Outcomes

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to develop the general understanding of art culture and sports etc. reporting.

#### BOOKS FOR REFERENCE

Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.  
Kamath, M.V. *Journalists Handbook*.  
Srivastava, K.M. *News Reporting & Editing*  
Fedlen, F. *Reporting for Print Media*  
Charnley, Mitchell V. *Reporting*  
Kamath, M.V. *Professional Journalism*  
Puri, G.K. *Journalism*  
Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3

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### **Core-5, JMPBT2 - Print Media – II (Editing)**

#### **Course Objectives**

1. To familiarize the students with the basics of editing.
2. To understand the process of editing for various platforms.
3. To inculcate the knowledge of dummy, printing and layout.
4. To develop the knowledge of photography.

#### **Unit – I**

Introduction to News editing, Fundamentals of editing, Proof reading, Rewriting news, Newspaper style sheet, Different types of copies: copy of reporters, Press releases and article, news agencies, Glossary of journalistic terms,

#### **Unit – II**

Newsroom organization. Editorial staff pattern and division of work. Edition planning. News Editor and Sub Editors: their role as gatekeepers. Contents of the editorial page: editorials, features, columns and letters to the editor, planning editorial content for newspapers and magazines. E-newspaper

#### **Unit – III**

Headlines: Types and techniques of writing, Intro/Lead: Types and techniques of writing, Body, Dummy, Layout, Design, Page make-up, Principles of page make-up, types of page make-up/layout, planning the front page and inside pages, designing special pages, supplements and tabloids newspaper and magazine.

#### **Unit – IV**

Concept of photo journalism, news value of photograph, types and sources, legal and ethical aspects of photography. Photo cropping and captioning. Qualities and responsibilities of a photo journalists, Still, Digital and Drone photography; Photo story; Photo feature; eminent photo journalist of India; Cartoon and cartoonist.

#### **Course Outcomes**

1. Students would be able to familiarize themselves with the basics of editing.
2. Students would be able to understand the process of editing for various platforms.
3. Students would be able to understand about the dummy, printing and layout.
5. Students would be able to develop the knowledge of photography.

#### **BOOKS FOR REFERENCE**

Baskette, Floyd & Jack Sissors. New York: MacMillan Publishing Co. Inc, 1977.  
Butcher, Judith. *Copy Editing* Cambridge: Cambridge University Press, 1975.  
Keeble, Richard (Ed). *Print Journalism: A Critical Introduction*. London: Routledge, 2005  
Harcup, Tony. *Journalism: Principles and Practice*, New Delhi: Vistaar Publications, 2005.  
Saxena, Sunil. *Headline Writing*. New Delhi, Sage Publications, 2006.  
Rivers, Willa m L. *News in Print : Writing & Reporting* New York : Harper & Raw Publishers Inc., 1984.  
Mencher, Melvin. *News Reporting and Writing*. McGraw-Hill, 2006.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3

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## **Core-6, JMPBT3 - Media Laws and Ethics**

### **Course Objectives**

1. To provide understanding of knowledge of the Indian constitution.
2. To familiarize students with the fundamental rights and duties and legal aspects of media.
3. Students will know Press laws and understand the importance of media related laws .
4. Students will know the Codes of ethics of news papers, television and Press Council of India.

### **Unit I**

**Indian Constitution** - Basic principles of the Preamble, Fundamental rights – freedom of speech and expression and their reasonable restrictions; Directives Principles of State Policy, provisions of declaring emergency and their effects on media.

### **Unit II**

**Media Ethics** - Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, Conflict of Interest. Paid Journalism, Role of press and/or media councils; press ombudsmen, Ethical reporting on Children

### **Unit III**

**Press Council of India and Press Commissions of India** – Objectives and functions of PCI, Accountability and independence of media. Covering Conflict, First Press Commission, Second Press commission; Code of Conduct by Associations of Media professionals

### **Unit IV**

**Press Laws** - Contempt of Courts Act 1971, Law of defamation, relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, RTI, Press and Registration of Books Act, 1867; Copyright Act, Cyber Laws.

### **Course Outcomes**

1. Students will have understanding of our Indian Constitution.
2. Students will be aware to understand rights, duties, legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.

### **Textbooks**

Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.

Guha Thakurta, Paranjy (2011). *Media Ethics: Truth, Fairness and Objectivity*, 2<sup>nd</sup> Second, New Delhi: OUP.

Manna, B. (2006). *Mass Media and Related Laws in India*, Academic Publishers.

### **References**

Singh, P.P. et. al. (1998). *Media, Ethics and Laws*, Anmol.

Prabhakar, M. et. al. (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.

Fackler, Mark et. al. (1995). *Media Ethics -Cases and Moral Reasoning*, Longman.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	1	3	3	1	1	1	3
CO3	3	1	3	3	1	1	1	3
CO4	3	1	3	3	1	1	1	3

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## **Research Methodology : JMPBTT4 – Communication Research**

### **Course Objectives**

1. To impart the definitions and basic concepts of research and communication, elements of research importers and role communication research.
2. Students will learn the various types of research and methodology and tools for data collection.  
research, social research and difference between communication research, media research.
3. To know the elements of research.
4. To impart the knowledge of basics of statistics and media metrics for analysis and report writing.

### **Unit I**

Definition and Elements of Research, Scientific approach of research, Research and Communication theories, role of communication research, Importance of communication research – Indian scenario. Formulation of research problem, review of literature, hypothesis, research design.

### **Unit II**

Qualitative and Quantitative Research Methods, Ethnography, Ethno methodology, Symbolic Interactionism, grounded Theory, Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

### **Unit III**

**Tools of Data Collection** – observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. Sampling methods. Media research: evaluation, feedback, feed forward. Public opinion surveys – pre-election studies and exit polls, Attitude Measurement – Thurstone, Likert, Guttman, Reliability and Validity Measurements.

### **Unit IV**

**Data Analysis and Report writing:** Data analysis techniques, coding and tabulation, Non-statistical methods- descriptive, historical. Statistical analysis – univariate, bi-variate, multi – variate tests of significance, central tendency, preparation of research reports/project reports/dissertations, Referencing and Citation Style. Ethical perspectives of communication research.

### **Course Outcomes**

1. Students would understand basic concepts, definitions of research and communication, element and their role of communication research.
2. Students would know the difference between communication research, media research and social research.
3. Students would gain the knowledge about various types of research methodology and tools for data collection.
4. Students will have the knowledge of basics of statistics and media metrics for analysis and report writing.

### **Textbooks for References**

1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
2. Wimmer and Domnick, (2011) *Mass Media 'Research: An Introduction*, 10<sup>th</sup> edition. Boston: Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.
1. Reinard, John C. (2006). *Communication Research Statistics*, California State University: Sage publication.
2. Fink, Arlene & Kos, J. B. (2005). *How to Conduct Surveys, A Step-By-Step Guide*, 3<sup>rd</sup> Edition. University of California: Sage publication.

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CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2	2	2	3
CO2	3	3	3	3	3	2	2	2
CO3	3	3	3	3	3	3	2	3
CO4	3	2	3	3	3	3	2	3

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### SYLLABUS FOR SEMSTER- III

#### **Core-07: JMPCTT1 - Internet Journalism**

##### **Course Objectives**

- 1.To understand the concept and distinct characteristics of Internet journalism
- 2.To learn the process of computer assisted reporting and uses of multimedia technology.
- 3.To understand the various types of cyber platforms and communities.
4. To understand the social media, its uses and cyber law.

##### **Unit – I**

Internet Journalism: Meaning, concept, scope; Growth of information technology and its impact on media, Evolution and growth of Internet, Internet penetration in India, Platforms of Internet Journalism.

##### **Unit- II**

Characteristics and Importance of Internet Journalism; Multimedia, Hypertext, Interactivity, Archives and Virtuality, Computer assisted reporting and editing, computer ; animation and its types, messaging through mobile phones, media convergence.

##### **Unit –III**

Cyber platform and communities, Social Networking Site; New Media Journalism: Broadcast news vs. news in print, history of internet; Feature of net: E-mail, www, search engine, directories, Internet addressing; search engine, blog.

##### **Unit – IV**

Social Media, types of social media, future of social media in journalism. Citizen Journalism. Civil Society, Political, economic and cultural aspects of the Internet, Advertising on the Internet. Internet and censorship, Cyber law,

##### **Course outcomes**

1. Understanding of the concept and distinct characteristics of Internet journalism
2. Learning of the process of computer assisted reporting and uses of multimedia technology.
3. Understanding of the various types of cyber platforms and communities.
4. Knowing the social media, its uses and cyber law.

##### **BOOKS FOR REFERENCE**

Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. New York, London: New York University Press.

Hassan Robert (2004). *Media, Politics and the Network Society*, Open University Press.

Hahn, Harley. *The Internet: Complete Reference*. New Delhi: Tata McGraw-Hill Publishing Company Ltd, 1997.

Sengupta, Aditya. *Electronic Journalism: Principles and Practices*. New Delhi: Author Press, 2006.

Sexena, Sunil. *Breaking News: The Craft and Technology of Online Journalism* New Delhi: Tata McGraw-Hill Publishing Company Ltd, 2004.

Ramanujam, Dr R.C. *Multimedia Journalism*, New Delhi: APH Publishing Corporation, 2006.

##### **References**

Hassan Robert, Thomas Julian (2006). *The New Media Theory Reader*. Open University Press.

Warschauer Mark (2004). *Technology and Social Inclusion: Rethinking the Digital Divide*. MIT Press (MA).

Marshall P David (2004). *New Media Cultures*, Hodder Stoughton Educational.

Hamelink Cees J. (2001). *Ethics of Cyberspace*. Sage Publications.

CO	PO			PSO				
	PO1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	1
CO2	2	3	2	2	3	3	1	2
CO3	3	2	1	3	3	3	2	1
CO4	3	2	2	3	3	2	2	2

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**Soft Core/(Discipline Specific elective) DSE 2: JMPCTD1 – Women, Children and Media**

**Course Objectives:**

1. To know important social issues & problem and their reflection in media
2. To know the role of media in social issues
3. To know the rights and reforms process of children.
4. To know the role of media in women empowerment and portrayal of women and children in different platforms of media.

**Unit-I**

Media and social issues, problems of girl child and women-female infanticide and feticide, child marriage; dowry, divorce, widowhood, rape, prostitution, domestic violence, problems of elderly women, single women and working women, gender discrimination, reflections of such issues in media.

**Unit-II**

Rights of children and adolescents, child labour, exploitation of children and reform process.

**Unit-III**

Media and violence against women, media and women empowerment, Impact of media on women and children, women and children in advertising, reality shows-women and Children.

**Unit-IV**

Women as news makers, women and children's magazines, role portrayal of women in media, programmes on women and children on radio and TV, children's films, Women Journalists.

**Course Outcomes:**

1. Understanding of the important social issues & problem and their reflection in media
2. Learning of the role of media in social issues
3. Understanding of the rights and reforms process of children.
4. Learning of the role of media in women empowerment and portrayal of women and children in the different platforms of media.

**BOOKS FOR REFERENCE**

1. Publication Division. *Women in Mass Media*
2. Kaplan, E. Ann; *Women & Film: Both sides of the Camera*, New York: Methnen, 1983.
3. Cowil, Elizabeth. *Representing the Women: Cinema and Psychoanalysis*. London: Macmillan Press ltd, 1997.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	2	3	3	2	2	3	3
CO3	3	1	3	3	1	1	3	3
CO4	2	1	3	2	1	2	1	3

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**Soft Core/(Discipline Specific elective) DSE 2: JMPCTD1 – Human Rights and Media**

**Course Objectives**

1. To enhance the knowledge and understanding of human rights.
2. To foster attitudes of tolerance, respect, solidarity, and responsibility.
3. To learn the writing for human rights.
4. To understand the role of media and journalism in protecting human rights

**Unit-I**

Evolution of human rights, universal declaration of human rights, media and human rights in national and international perspective.

**Unit-II**

Thought and expression, freedom of speech and expression under Indian constitution, Freedom of press, right to know. Freedom of speech, right to privacy.

**Unit-III**

Writing on human rights-types of reports, sources of news, trends in Indian press, problems of writing about human right and issues. Right to Information Act.

**Unit-IV**

The role of media in protecting human rights violations, investigative journalism, persuasive journalism and media activism. Media lobbying. Politics of Human Rights.

**Course Outcomes**

1. Understanding of the human rights and the role of media in human rights
2. Understanding of various issues related to human rights
3. Learning of how to report about the human rights issues
4. Understanding of the role of media and journalism in protecting human rights

**BOOKS FOR REFERENCE**

1. Department of Public Affairs, United Nations. *Universal Declaration of Human Rights*.
2. Papademos, Diana (Ed). *Human Rights & Media*.
3. Guruswamy, S. *Human Rights & Gender Justice*
4. Kar, P.K and P.P. Panda. *Awareness of Women's Rights: Projection in Mass Media*

CO	PO			PSO				
	PO 1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	1	2	3	1	1	1	2
CO3	3	3	2	3	3	2	2	2
CO4	3	2	3	3	2	2	2	3

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### Soft Core/Discipline Specific elective (DSE)3- JMPCTD2 – Corporate Communications

#### Course Objectives

1. To understand the concepts and evolution of corporate communication in the context of organizations
2. To learn the media relations and corporate reputation management
3. To introduce the application of corporate communication to achieve organizational goals
4. To learn the various applications of corporate communication

#### Unit I

**Corporate Communication** – Defining Corporate Communication, evolution of Corporate Communication, roots of Corporate Communication in India, Corporate Communication v/s Public Relations, Scope, functions, trinity in Corporate Communication.

#### Unit II

**Media Relations** - Understanding media relations, Benefits of media relations, Public Relations and Media, Media Relations tools and techniques, Essentials of Media Relations, Writing for media.

#### Unit III

**Corporate Reputation Management and Crisis Communication** – Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Facing crisis, kinds of crises, and the basics of crisis management. Crisis vs. problem, typology of crisis phases, Guidelines for preparedness and planning, Crisis Response Strategy.

#### Unit IV

**Various applications of Corporate Communication** - Community Relations and CSR, Employee Communication, Investor Relations, Government Relations, Customer, dealer and vendor relations, Corporate Communication in Brand Promotion, IMC.

#### Unit V

**Legal, Ethical issues and emerging Trends** –Corporate Communication and ethics, Legal aspects of Corporate Communication, Corporate laws, Professional bodies in PR/ Corporate Communication – PRSI, IPRA, Professional code of ethics; new trends in PR, digital platforms, Social Media

#### Course Outcomes

1. Course will enhance knowledge and skills of fundamentals of corporate communication and public relations
2. Students will be able to Understand the strategy of media relations and corporate communication management
3. Students will be able to understand prerequisites of writing for different media platforms.
4. Students will be able to understand the applications of corporate communication, legal and ethical issues as well as emerging trends in corporate communication

#### Textbooks

Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.

Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.

#### References

Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.

Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR.*

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	3	2	2
CO2	2	2	3	2	2	2	2	3
CO3	2	2	2	2	2	1	2	2
CO4	2	3	3	2	3	3	3	3

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## **SYLLABUS FOR SEMSTER- IV**

### **Core-9: JMPDTT1- Advertising and Public Relations**

#### **Course Objectives**

1. To impart basic concepts of advertising and its development.
2. To learn the advertising campaign, strategy and creative process of advertising..
3. To impart the concept and the fundamentals of public relations.
4. To learn the ethics and laws of public relations.

#### **Unit I**

Evolution and growth of advertising: Meaning and definitions of advertising. History of advertising, various media for advertising, changing advertising scenario. Theories of Advertising –Stimulus Response Theory, Starch Model, AIDA, DAGMAR approach; advertising agency, various departments in agency, Preparing advertisements for various media-magazine, radio, TV, outdoors advertising etc.

#### **Unit- II**

Advertising campaign, product analysis, media planning, copywriting, various stages of creative process, advertising appeals, language of advertising, Brand management and brand positioning. Ethical and legal aspects of advertising, Apex bodies in advertising- AAAI, ASCI etc. Social Marketing.

#### **Unit III**

Public Relations: Concept, definition, nature and scope. Public Relations and allied disciplines. Publicity, Propaganda; Historical development of Public Relations; Recent trends in PR. Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations

#### **Unit IV**

Public in Public Relations; Public opinion formation and measurement; Principles and methods of persuasion; Tools of Public Relations; Public Relations campaign. PR in government and corporate sectors. PR Agencies: Organisation and functions, PR Departments; Interface with management disciplines; Role, qualities and qualifications of PR executives. Corporate Social Responsibility, PR ethics and codes. PRSI.

#### **Course Outcomes**

1. Students would learn development of advertising and basic concepts.
2. Students would be able learn the advertising strategy and creative process of advertising.
3. Students would gain knowledge about the concept and the fundamentals of public relations.
4. Students would gain knowledge about the basic ethics and laws of public relations.

#### **BOOKS FOR REFERENCE**

Dr Varma and Agarwa I. *Advertising Management*  
Vilani, J.V. and A.K. Verghese. *Advertising Basics*  
Chunawala and Sethia. *Foundation of Advertising*  
Chauhan. *Essentials of Advertising*  
Mohan, Mahendra. *Advertising Management*  
Jethwaney, Jaishri & Jain, Shruti. (2012). *Advertising Management*. OUP.  
Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*. OUP.  
Jethwaney, Jaishri N. & N.N. Sarkar. *Public Relations*. New Delhi: Sterling Publishers Pvt. Ltd.  
Black, Sam. *Practical Public Relations*.  
Sahai, Baldeo. *PR: A Scientific Approach*  
Sardana, C.K. *The Challenge of P.R*  
Kanl, J.M. *Public Relations in India*  
Mehta, D.S. *Handbook of PR in India*

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CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	3	2	2	1	1
CO2	2	3	2	2	3	3	2	2
CO3	3	2	1	3	2	2	1	1
CO4	2	2	3	2	2	2	2	3

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#### **Soft Core/Discipline Specific elective DSE 4: JMPD1—Global Communication**

##### **Course Objectives**

1. To develop the understanding of the concept of the Global Communication
2. To create understanding of the world politics and economics related to Global Communication
3. To impart knowledge of global information flow and its order

##### **Unit I**

Global Communication: Meaning and concept, Globalization of media, transnational news, international relations and propaganda, emergence of third world communication, freedom of press. UNO's Universal Declaration of Human Rights and communication, International news agencies and its functions,

##### **Unit II**

Introduction to identity politics and its relation to nation-building, Gender issues: country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration. Human development Index (HDI), Development Concerns: conflict of interests between economic and environmental concerns.

##### **Unit: III**

Political, Economic and Cultural dimensions of International Communication- communication and information as a tool of equality and exploitation. International news flow, imbalance in media growth, Impact of ICT on news flow, information super highways, International telecommunication and regulatory organizations.

##### **Unit: IV**

UNESCO's efforts in removal of Imbalance in News flow, debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's report – non-aligned news agencies pool – it's working, success, failure. Issues in international communication, Cultural imperialism, violence against media persons, effects of globalization on media, transnational media ownership

##### **Course Outcomes**

1. Students will have the understanding of the concept of Global Communication
2. Students will have the understanding of the world politics, culture and economics prevailing in Global Communication
3. Students will have the understanding of the global information flow and its order

##### **Textbooks**

Thussu, Daya Kishan (2006). *International Communication: Continuity and Change*, 2<sup>nd</sup> second. Hodder Arnold Publication.

Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.

##### **References**

Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books.

Seator, Jean. (1998). *Politics and the Media*, Blackwell.

Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.

Thussu, DayaKishan (2009), *International Communication: A Reader*, Routled

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	2
CO2	3	1	3	3	1	1	1	3
CO3	3	1	3	3	1	1	1	3

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#### **Soft Core/Discipline Specific elective DSE 4: JMPDTD1- Documentary Production**

##### **Course Objective**

1. The course is designed to enable students to understand the concept of the documentary and its making
2. The students are exposed to theoretical understanding of the production process of documentary and approaches to documentary production
4. The students would learn the essential elements and various production stages of documentary making

##### **Unit I**

Introduction to Non-fiction- Introduction, understanding the Non-fiction genre, History of actualities, Types of documentaries, Theoretical approach to documentaries, early documentaries.

##### **Unit II**

Production process of Documentary- Pre-production of documentary, Approaches to documentary production, Developing Ideas, Research on the subject, Research, zeroing on the subject, Development of script, Scheduling, Budgeting.

##### **Unit III**

Essential elements of Script- understanding the Visual elements, modes of recording the Sound, and understanding the sound elements, different approaches to the Story and its elements, understanding the Point of view.

##### **Unit IV**

Production of Documentary- Field production of documentary, Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews, understanding the role of interviewee, different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities.

##### **Unit V**

Post- Production- Types of editing software's, Logging to system, Shots identification, rough cut, Final cut, Use of narration, importance of music, use of effects, titling, advantages of subtitling acknowledgments, understanding copyright.

##### **Course Outcome**

1. Learning of the concept of documentary and its making
2. Understanding of the language and approaches in documentary making and the social relevance of the documentary
3. Learning of the production of documentary

##### **Practical – Shooting and Editing**

##### **Textbooks**

Rabinger, Michael (1998). *Directing the Documentary*, Focal Press.  
Zettl, H.(2006) *Handbook of Television Production*, Wadsworth.

##### **References**

Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.  
Compesi, Ronald J et.al (1997) *Video field Production and Editing*, Allyn & Bacon  
Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

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CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	2
CO2	3	3	2	3	3	3	3	2
CO3	2	3	2	2	3	3	3	2

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