BA (Hons.)-Journalism and Mass Communication

Syllabi

(Effective from Academic Session 2024-25)

JMC1101: Introduction to Journalism [3 1 0 4]
UNIT-I: Introduction to Journalism: Meaning and concept; A brief history of journalism; Role of Journalism in Society; Significance of journalism; Principles of Journalism; Types of Journalism, Rise and Growth of Journalism - Early era of newspapers; Milestone moments; Emergence of Printing Press; Radio; TV and Internet.
UNIT-II: Features of Various Forms of Media: Newspaper; e-paper; Magazine; Radio; TV; Internet; Differences between various forms of media writing.
UNIT-III: Overview of Indian Media Industry: Introduction to leading Print and Electronic media groups; Policies and principles of journalism in India.
UNIT-IV: Recent Trends in Journalism: Citizen Journalism; Paid News; Fake News; Changing methods of News; Digital Journalism; Journalism and its troubles; Impact of globalisation on journalism; advocacy journalism; Key Journalism Terminologies
References:
1. F.W. Hodgson, *Modern Newspaper Practice: A Primer on the press*, Oxford: Focal Press, 1996.
2. W. Harrington, *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, Thousand Oaks, Calif: Sage Publications, 1997.
3. V.B. Aggarwal, *Essentials of Practical Journalism*, Concept Publishing Company, 2006.
4. M. Mencher, *News Reporting and Writing*, Mac-Graw Hill, Boston,2006.
5. V.B. Agarwal, V.S. Gupta, *Handbook of Journalism and Mass Communication*, Concept Publishing Company, 2001.
6. K. Wahl-Jorgensen & T. Hanitzsch (Eds.), *The Handbook of Journalism Studies*. New York: Routledge, 2009.

JMC1102: Introduction to Media and Communication [3 1 0 4]
UNIT-I: Introduction to Communication: Meaning; Function; Nature; Elements; Process; Levels of Communication. Mass Communication: Meaning; Role and Functions of Mass Communication.
UNIT-II: Mass Media: Concept; Nature and Characteristics of Print, Electronic and New media.
UNIT-III: Paradigms and Models: Models of communication; Shannon and Weaver; Berlo; Schramm; Harold Lasswell, Baker and Wiseman, McQuail's Four Models of Communication
UNIT-IV: Theories of Mass Communication: Magic Bullet Theory; Uses and Gratification theory; Agenda setting theory; Two-step flow theory; Critical theory; Indian Theory of Communication (Sadharanikaran), Spiral of Silence, The Mass Society theory, Normative theories of the press.
References:
1. S.A. Beebe, S.J. Beebe, M.V. Redmond, *Interpersonal Communication –Relating to others*, Pearson, 2020.
2. J. Pearson, P. Nelson, S. Titsworth, A. Hosek. *Human Communications*, McGraw-Hill Education, 2012.
3. D. Mcquail. *Mcquail's Mass Communication Theory (6th ed.)*, Om Books, 2006.
4. K. J. Kumar, *Mass Communication in India (4th ed.)*, Jaico Publishing House, 1994.

JMC1103: Basics of Photography [1 1 4 4]
UNIT-I: Types of Cameras: Film Camera; Digital Camera; DSLR Camera; Mirrorless Camera; Point and Shoot Camera; Bridge Camera; Smartphone Camera; Camera Setting. Camera Accessories: Tripod; Camera Flashlight; Filter; Light Meter; Croma. Smartphone Photography.
UNIT-II: Camera Exposure: Aperture; Shutter Speed; ISO; Image Sensor; White Balance; Camera Mode Dial. Optics: Camera Lenses: Focus; Focal Length; Depth of Field; Angle of View; Field of View. Lighting for Photography.
UNIT-III: Types of Photography: Sports Photography; Product Photography; Portrait Photography; Group Photography; Wedding Photography. Image Editing and Digital Output. Image File Formats: Pixel; Resolution; Raster Image Files; Vector Image Files.

UNIT-IV: Practical Work: Students are required to capture photographs on various themes as a part of practical assignment and submit for assessment.

References:
1. R.Hassan, *Digital Photography*, Book Enclave, 2018.
2. S. Kelby, *The Digital Photography Book: The step-by-step secrets for how to make your photos look like the pros'!*, Rocky Nook, 2020.
3. M. Pritchard, *A History of Photography in 50 Cameras*, Firefly Books, 2022.
4. T. Ang, *Advance Digital photography*, Dorling Kindersley limited, 2011.

JMC1104: Indian Polity and Governance [3 0 0 3]
UNIT I: Understanding Indian Constitution: Indian Constitution – Evolution, Basic Structure, Salient Features and Major Constitutional Amendments; Fundamental Rights and Duties; Directive Principles of State Policy
UNIT II: Union and State Legislature and Executive: Union Legislature – Structure, Powers and Role; Union Executive: President, Vice President, Prime Minister and Council of Ministers – Powers, Functions and Role; Centre-State Relations; Emergency Provision; State Legislature – Structure, Powers and Role; State Executive: Governor, Chief Minister and Council of Ministers – Powers, Functions and Role.
UNIT III: Judiciary and Electoral System: Supreme Court and High Court – Powers and Functions; Judicial Review; Judicial activism; Election Commission: Composition, Functions and Role; Chief Election Commissioner; Electoral reforms.
UNIT IV: Party System and Decentralisation of Power: Party System: National and Regional Parties; Coalition Politics; Local and Grassroots Politics; Panchayati Raj and Municipalities.

Suggested Readings:
Austin, Granville (1999) The Indian Constitution: Cornerstone of a Nation, Oxford, Oxford University Press.
Basu, D. D. (2012). Introduction to the Constitution of India, Educational Printed, New Delhi.
Chakrabarty, Bidyut, & Pandey, Rajendra Kumar (2008). Indian Government and Politics, Sage India, New Delhi.
Laxmikant, M. (2023). Indian Polity, McGraw Hill: New Delhi.
Pai, Sudha (ed.). Handbook of Politics in Indian States: Region, Parties, and Economic Reforms. New Delhi: Oxford University Press, 2013.

Ability Enhancement Course (AEC) – 1

LLC1110: Communicative English [2 0 0 2]
Communication: Definition, Process, Types, Flow, Modes, Barriers;
Grammar: Tenses and its usage, Voice, Reported Speech, Subject-Verb Agreement;
Reading Comprehension; Précis Writing; Essay Writing;
Formal Letter Writing; Email Etiquettes; Résumé & Curriculum Vitae; Statement of Purpose; Report Writing; Presentation Skills

References:
1. Collins English Usage. Harpers Collins, 2012.
2. Hobson, Archie Ed. The Oxford Dictionary of Difficult Words. Oxford, 2004.
3. Jones, Daniel. English Pronouncing Dictionary. ELBS, 2011.
4. Krishnaswamy, N. Modern English: A Book of Grammar Usage and Composition, Macmillan India, 2015.
5. Longman Dictionary of Contemporary English. Pearson, 2008.
6. M. M. Monippally. Business Communication: From Principles to Practice, 2017
7. Oxford Dictionary of English. Oxford UP, 2012.
8. Turton, N. D. and J.B. Heaton. Longman Dictionary of Common Errors. Pearson, 2004.
9. Wood, Julia. Communication in our lives, 2018.

Skill Enhancement Compulsory Course – 1

JMC1140: Computer Applications and Desktop Publishing [1 0 4 3]
UNIT I: Introduction to Computer and its Usage in Media Introduction to Information Technology Tools, Features, and Trends.

UNIT II: Computer Office Automation Tools: MS Word - Word processing basics; Text creation and manipulation, formatting the text, Table manipulation.

UNIT III: Spread Sheets: Elements of the electronic spared sheet, Manipulation of cells, Formulas, and function. PowerPoint - Creation of presentation, Presentation of Slides, Slide show. Internet, Web browsing software; Search engines, Understanding URLs Basics, Electronic Mail; Applications of ICT; E-governance. Introduction to Adobe Photoshop and InDesign.

References:

1. D.H. Sanders, *Computer Today*, Mc-Graw Hill, 1988.
2. Microsoft Web Publishing Step by Step, Active Education, 1981.
3. R. Khanna, *Basics of Computer Science*, New age international publishers, 2008.
4. M. Miller, *Absolute beginner's guide to Computer Basics(5th edition)*, QUE, 2009.

JMC1141: Design and Graphics for Media [1 0 4 3]

UNIT I: The world of Desktop Publishing, the land of operating systems, windows 10 environment, OS X environment, designing for client, elements of design, design principles, design stages.

UNIT II: Typography, Imagery, Colour, adjusting images in Photoshop, using layers, restoring and colouring, creating shapes, working with brushes, Precision with the pen tool, Integrating Photoshop and illustrator files for web use.

UNIT III: In-design fundamentals, Working with multipage documents, Digital publishing basics. Business publications.

References:

1. A.B. Wood, *The Graphic Designer's tool kit*, Cengage, 2013.
2. S.E.L. Lake., *Digital Desktop Publishing*, Thomson South-Western, 2008.

Value-Added Course – 1

CHY1003: Environmental Science [3 0 0 3]

UNIT I: **Introduction:** Multidisciplinary nature, scope and importance, sustainability and sustainable development. Ecosystems: Concept, structure and function, energy flow, food chain, food webs and ecological succession, examples. Natural Resources (Renewable and Non-renewable Resources): Land resources and land use change, Land degradation, soil erosion and desertification, deforestation. Water: Use and over-exploitation, floods, droughts, conflicts. Energy resources: Renewable and non- renewable energy sources, alternate energy sources, growing energy needs, case studies.

UNIT II: **Biodiversity and Conservation:** Levels, biogeographic zones, biodiversity patterns and hot spots, India as a mega-biodiversity nation; Endangered and endemic species, threats, conservation, biodiversity services.

UNIT III: **Environmental Pollution:** Type, causes, effects, and controls of Air, Water, Soil and Noise pollution, nuclear hazards and human health risks, fireworks, solid waste management, case studies.

UNIT IV: **Environmental Policies and Practices:** Climate change, global warming, ozone layer depletion, acid rain, environment laws, environmental protection acts, international agreements, nature reserves, tribal populations and rights, human wildlife conflicts in Indian context. Human Communities and the Environment: Human population growth, human health and welfare, resettlement and rehabilitation, case studies, disaster management, environmental ethics, environmental communication and public awareness, case studies. Field Work and visit.

References:

1. R. Rajagopalan, Environmental Studies: From Crisis to Cure, Oxford University Press, 2016.
2. A. K. De, Environmental Studies, New Age International Publishers, New Delhi, 2007.
3. E. Bharucha, Textbook of Environmental Studies for undergraduate courses, Universities Press, Hyderabad, 2013.
4. R. Carson, Silent Spring, Houghton Mifflin Harcourt, 2002.
5. M. Gadgil & R. Guha, This Fissured Land: An Ecological History of India, University of California Press, 1993.
6. M. J. Groom, K. Meffe Gary and C. R. Carroll, Principles of Conservation Biology, OUP, USA, 2005.

JMC1201: Reporting and Editing for Print Media [2 0 4 4]

UNIT I: Introduction to News: Meaning and Concept of News; Types and Structure of News; Elements of News; News Values. Reporting and Reporters: News Gathering Methods; News Sources; Principles of reporting.
UNIT II: Types of Reporting: Reporting Beats: Crime; Courts; Elections; Parliamentary Reporting; Civic; Rural; Cultural and Business reporting; Health, Science and Technology reporting; Environmental, Travel and Tourism, War and Development reporting; Disaster & Calamity Reporting; Pandemic Reporting; Qualities and responsibilities of Reporters; Emotional Regulation during reporting.
UNIT III: Editing and Editors: Meaning and Concept of Editing; Elements of Editing; Principles of Editing; Proof Reading and Symbols; Qualities and Responsibilities of Editors.
UNIT IV: Editorial Desk: Structure of editorial department; Hierarchy and Functions of the desk, Structure of edit page; Edits and middle; Special article; Column & letter to editor; Supplements; Structure and Functions of News Bureau.
References:
1. M. Mencher, *News Reporting and Writing*, New York, USA: Mac-Graw Hill, 2011.
2. C. Rich, *Writing and Reporting News: A Coaching Method*, Thomson Learning Inc., 2012.
3. The Media Foundation*. Beyond Those Headlines*, New Delhi, 1996.
4. T.S.J. George, *Editing: A hand Book for journalism*, Indian Institute of Mass Communication, New Delhi, 1999.
5. V.B. Aggarwal, *Essentials of Practical Journalism,* Delhi, India: Concept Publishing Company, 2006.

JMC1202: Fundamentals of Radio [2 0 4 4]

UNIT I: History and growth of Radio in India: Radio as a medium of mass communication; Public broadcasting - All India Radio (AIR) as an institution; Strength and weaknesses of the medium; Role of BBC radio in India.
UNIT II: Three Modes of transmission: AM, SW and FM, The radio revolution in India: Private Players Different types of radio stations, Concept of Community Radio and its importance, Role of Prasar Bharati Corporation. Radio News- Radio News defined, Main characteristics of Radio News as against news in other media, Technical Skills required for working in a Radio Station.
UNIT III: Anchoring and news reading skills: general awareness, presence of mind; clarity, pronunciation etc. interview for news gathering, Vox-pop. Voice Over- Diction, Modulation, Pause & Punch, Variation & Throw.
UNIT IV: Writing for Radio, Characteristics of spoken word, knowing your audience, developing your style, writing for different formats and messages, Qualities of a RJ.

Textbooks:
De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Book
Cignel, Hugh. Key Concepts in Radio studies. Sage Publications.
Hasan, Seema, Mass communication: Principles & Practices, CBS Publishers
Hyde, Stuart. Television and Radio Announcing. Kanishka Publishers.
Awasthi, G. C. Broadcasting in India. Allied Publications.

JMC1203: Fundamentals of Television Journalism [2 0 4 4]

UNIT I: Characteristics of TV as a Mass Medium, Brief History of the development of TV journalism- Globally & in India, Current and emerging Trends in Television Journalism, Broadcast standards-- NTSC, PAL, HDTV. Major Indian and international news channels, regional language Indian channels: their role, importance and impact.
UNIT II: Organizational structure of the news channel, Qualities of a journalist, developing sources of news gathering, Process of a report from the ideation to implementation, Essentials during reporting Live, Beat reporting in television.
UNIT-III: Working process involved during live bulletin and recorded programme, Role and contribution of each department and personnel, Various Technical Skills for TV Journalism. Visualising the story.
UNIT IV: Writing and reporting for TV news: PTC, Voice over, News package and other formats, Vox-pop. ENG equipment and Technology; DSNG Van, Production Control Room, Master Control Room, Earth Station, Up linking and Down linking, Role and effect of TV on society.

Textbooks:
1. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
2. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
3. Ralph Donald and Thomas Spann Fundamentals of Television Production Surjeet Publications, New Delhi.

JMC1204: Indian Economy and Policy [3 0 0 3]

UNIT I: Indian Economy: meaning and importance, Economy & Economics, Characteristics of Indian Economy, Different Sectors of Indian Economy.

UNIT II: Concept of Economic growth & Economic Development, Indicators of economic development. Important concepts in economics: GDP, GNP, NNP, Inflation and deflation. Rural Development, Rural Economy, Role of agriculture in Indian economy.

UNIT III: Challenges and opportunities for Indian Economy, Future of Indian Economy, Role of International Organizations: ASEAN, WTO, IMF & World Bank. Important Economic Summits: G20, APEC, OECD. NITI Ayog, NGOs and Indian Economy.

UNIT IV: Indian Economy Policy: meaning, & objectives, Economic reforms in India- Liberalization, Privatization, and globalization to integrate the Indian Economy with the world economy, Indian Economic Policies: Agriculture, Industry, Foreign Trade, Exchange Rate Management, EXIM Policy, Monetary Policy, Fiscal Policy. Recent Economic Developments.

References:
1. Srirangam Sri Ram, Manish Kumar and Rohit Deo Jha. (2020). Indian Economy: Principles, Policies and Progress. Pearson Education: Delhi
2. Mahajan, M. M. (2022). Indian Economy. Pearson: Delhi
3. Datt and Sundaram (2023). Indian Economy. New Delhi: S Chand Publisher.
4. Rakesh Mohan. (2018). India transformed: Twenty-five years of economic reforms. Brookings Institution Press: Washington, D.C.
5. Anwer, Ejaz. (2019). Agriculture and economic development in India. New Century Publications: Delhi.

Ability Enhancement Course – 2

LLC1217: Hindi Bhasha Evam Media [2 0 0 2]

व्याकरण खण्ड: शब्द शुद्धि, वाक्य शुद्धि, लोकोक्तियाँ, मुहावरे, संक्षेपण, पल्लवन एवं जनमाध्यमों में प्रचलित तकनीकी शब्दावली ।

जनमाध्यमों की भाषा: प्रिंट माध्यम एवं भाषा, इलेक्ट्रॉनिक माध्यम (श्रव्य एवं दृश्य) की भाषा, न्यू मीडिया की भाषा, मीडिया की भाषा का बदलता स्वरुप ।

हिन्दी पत्रकारिता में लेखन: हिंदी पत्रकारिता का संक्षिप्त इतिहास, समाचार लेखन, रिपोर्ट, फीचर, सम्पादकीय, साक्षात्कार, समीक्षा (फिल्म एवं पुस्तक), ब्लॉग लेखन, रेडिओ एवं टी. वी. समाचार, तथा पटकथा लेखन ।

References: (संदर्भ सूची)

1. साक्षात्कार: सिद्धांत और व्यवहार, रामशरण जोशी, ग्रन्थ शिल्पी, नई दिल्ली, 2001 ।
2. भारतीय इलेक्ट्रॉनिक मीडिया, डॉ देवव्रत सिंह, प्रभात प्रकाशन, नई दिल्ली 2007 ।
3. हिन्दी व्याकरण, अनुपम द्विवेदी , रितू पब्लिकेशन , जयपुर , 2014 ।
4. हिन्दी पत्रकारिता का इतिहास, जगदीश प्रसाद चतुर्वेदी, प्रभात प्रकाशन, दिल्ली, 2004 ।
5.समाचार अवधारणा और लेखन प्रक्रिया, सुभाष धुलिया, भारतीय जनसंचार संस्थान, नई दिल्ली, 2004 ।

Value-Added Course – 2 (VAC-2)

JMC1206: Science, Technology and Mass Media [2 0 0 2]

UNIT I: Introduction to Science, Technology and Mass Media: Philosophy of Science of technology: origin of logic, ontology, epistemology; Science and technology in media; Science shapes society; Society shapes the technology; Impact of new technology; Technological Determinism

UNIT II: The Structure of Scientific Revolutions in India: Representation of gender, caste, and class in science and technology; Cultural relations to the science and technology

UNIT III: Actor-Network Theory (ANT): Actor–network theory and the theoretical and methodological approach; ANT and mass media

UNIT IV: Science Communication: Basics of science communication; Public understanding of science; Public engagement with science and technology; Critical analysis of popular science communication in a variety of real-world settings.

References:

1. S.M. Stocklmayer and J.K. Gilbert, "New experiences and old knowledge: towards a model for the personal awareness of science and technology," International Journal of Science Education (2002).
2. Haraway, Donna 1988. "Situated Knowledges: The Science Question in Feminism and the Privilege of Partial Perspective", Feminist Studies 14: 575-609
3. Lal, Vinay 2003. The History of History: Politics and Scholarship in Modern India. New Delhi: Oxford University Press.
4. Losee, John. 2001. A Historical Introduction to the Philosophy of Science. Oxford University Press. Fourth Edition.
5. Popper, Karl 1959. The Logic of Scientific Discovery, New York.
6. Bijker, Wiebe E. et al. 1989. The Social Construction of Technological Systems. Cambridge, MA: MIT Press.
7. Koballa, Kemp, and Evans, "The spectrum of scientific literacy: An in-depth look at what it means to be scientifically literate."

Skill Enhancement Compulsory Course-2

JMC1250: Event Management [1 0 4 3]

UNIT-I: Introduction to Event Management: Meaning and importance; Basic principles of Event management; types of events; process of organising an event; Trends in event industry; opportunities and challenges.

UNIT-II: Role of Press in Promoting an Event: Role of Press in Promotion of an event (Press Conference; Pre and Post Press Release; Publicity Inputs; Organizing Fair and Exhibition: Objective, Role & importance of exhibitions, Advantage of exhibition over other devices, Importance of direct contact, choosing the right exhibition; Types of fairs.

UNIT-III: Budget Planning: Planning and Strategy for budgeting; Steps in the budgeting process; Cost Effectiveness;

References:

1. L.V. der WAGEN, *Event management*, Jaico Publishing House, 2011.
2. B. Glenn, *Events Management*, Cengage Learning Business Press, 2010.
3. B. Graham, *Event Design and Experience (Event management)*, Cengage Learning Business Press, 2010.
4. C. Bladan, *Events Management: An Introduction*, Cengage Learning Business Press, 2010.

JMC1251: Multi-Media Journalism [1 0 4 3]

Unit-I: Introduction to Multimedia: Basics of multimedia reporting; Importance of audio, photo and video production skills in the newsroom in contemporary times; Developing a portfolio – print and online; Legal and ethical issues and diversity in the media. Impact of new technology on language and medium; Recording and editing the story, link and hyperlink, Blogging, podcasting & multi-media storytelling.

UNIT-II: Photograph Photo on Screen: Rule of thirds; Focal point, Composition. Photography as a powerful tool to tell a story; Dynamic content and visual medium.

UNIT-III: Audio & Video Content: Audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting.

UNIT-IV: Multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive user's vs linear narratives, elements of an interactive writer.

References:

1. S. Saxena, *Web Journalism 2.0*, Tata McGraw Hill Publishing Company Ltd., *2012*.
2. M. Briggs, *Journalism 2.0: how to survive and thrive*, ebook by Creative Commons, 2007.
3. A. Godbole & A. Kahate, *Web Technologies*, New Delhi, India, Tata McGraw Hill, 2017.
4. A.B. Albarran & D.H. Goff, Understanding the web: Social, political and economic dimensions of the Internet, New Delhi, India, Surjeet Publications, 2000.

JMC2101: Radio Programme Production [2 0 4 4]

UNIT-I: The emergence of Radio: Early era of Radio in India and abroad; Milestone Moments in the development of Radio as a medium of communication.

UNIT-II: Radio Programmes and Programming: Short talks; Discussions; Features; Interviews; Commentaries; Special Audience Programs; Dramas; Jingles; Spots; Public Service Announcement (PSA); Voice Narration; Pronunciation; Diction, Voice Modulation, Phases of a Radio Program – Preproduction; Production and Postproduction; Program Evaluation; Roles and functions of Program Director, Music Director, Creative Director, News Director

UNIT-III: New Trends and Technology in Radio Production: The FM Revolution; Community Radio; Amateur Radio; Digital Audio Broadcasting; Internet Broadcasting Podcasting; Radio Crew.

UNIT-IV: Introduction to Audio Editing: File formats; audio formats; File Conversion; Basics of audio editing; Spectrum Analysis; Recording audio for post-production; Editing Clips

References:
1. R. McLeish, *Radio Production, 5th edition*, Oxford: Focal Press, 2005.
2. D.E. Reese, *Radio Production Work text: Studio and Equipment 5th edition*, Oxford: Focal Press, 2006.
3. A. Crisell, *Understanding Radio*, London: Routledge, 2004.
4. K.M. Shrivastava, *Radio and T.V. Journalism*, *Sterling Publishers*, New Delhi, 1989.

JMC2102: Basics of Advertising [3 0 2 4]

UNIT-I: Introduction to Advertising: Definition; Evolution of world and Indian advertising; Nature; Role; Types; Functions and Scope of Advertising; Media Strategy; Creative Strategy. Ethics in Advertising. Advertising and Marketing: Communication Mix, AIDA Model, Marketing Mix, Product life Cycle, Product Management & Brand Management; Advertising Agencies system.

UNIT-II: Market Segmentation: Target audience, Benefits of segmentation, Geographic area, Media & Purpose, Consumer behaviour: Decision Process, Attitudes, Buyer behaviour.

UNIT-III: Advertising Research and Strategy: The Consumer Behaviour; Campaign Planning and Creativity in Advertising; Advertising planning, Creative Execution Strategy; Media for Advertising; Case Studies.

UNIT-IV: Integrated Marketing Communication: Tools and Element of IMC; Legal Environment; International and Internet advertisement, laws and regulations, Future of Global Advertising; Latest Trends in Advertising.

References:
1. C.H. Sandage, V. Fryburger, & K. Rotzoll, *Advertising Theory and Practice*, *AAITBS Publishers*, 1996.
2. R. Stansfied, *Advertising Manager's Handbook (3rd edition)*. UBBSPD Publications, 1985.
3. S.R. Hall, The *Advertising Handbook: A Reference Annuakon Press TV, Radio and Outdoor Advertising*, sagwan Press, 2018.
4. K.C. Sethia & S.A. Chunawalla, *Foundations of Advertising*, Himalaya Publishing House, New Delhi, 2015.
5. J.J. Jethwaney & S. Jain, *Advertising Management*, Oxford University Press, New Delhi, 2006.

JMC2103: Understanding New Media [3 0 2 4]

UNIT-I: Introduction to New Media: What is new about new media? Characteristics of new media; Key Concepts and Theory of New Media; Convergence; Communication scope of new media.

UNIT-II: New media & Society: Information Society; Technological Determinism; Computer-Mediated Communication (CMC); Network Society; The Blog Revolution; User Generated Content (UGC); The New Media Economy.

UNIT-III: Virtual Culture and Digital Journalism: Digital Culture; Online Communities; Alternative Journalism; Activism and New Media; Digital Democracy; Virtual reality and identity crisis.

UNIT-IV: Power and Law: Digital Divide; Digital Democracy; E-governance; Digital Footprint – active & passive; Piracy; Copyright; Copy left and Open Source; Digital archives; New Media and Ethics; Security and privacy issues; Trolling and cyber bullying; Indian Cyber Law

References:
1. V. Rajaraman, *Fundamentals of Computers (2nd edition)*, Prentice-Hall of India (P) Ltd, New Delhi, 1998.
2. K. Barbaka & N. Medoff, *The World Wide Web – A mass communication perspective*, McGraw Hill Higher Education, New York, 1999.
3. P.C. Clemente, *The state of the net – the new frontier*, McGraw Hill, London, 1998.
4. E. Siapera, *Understanding New Media*, Sage Publications, 2017.
5. J. van Dijk, *The Network Society*. Sage Publications, 2006.

JMC2104: Introduction to Indian Society [3 0 0 3]

UNIT I: Understanding Indian Society: Meaning and Definition of Society; Approaches to the study of Indian society – Indological, Structural-Functional and Marxist; Characteristics of Indian Society; Overview of Culture and Traditions of India; Modernisation of Indian Traditions; Social Movements in India

UNIT II: Social Structure & Social Institutions: Social Structure – Concept and Definition, Agrarian society, Caste System, Tribal Communities, Social classes and Social Stratification, Gender; Social Institutions – Meaning and Functions, Marriage, Family, Kinship, and Religion.

UNIT III: Social Problems: Gender Inequality, Caste-based issues, Religious Fundamentalism, Illiteracy and Educational Issues, Health-related issues, Poverty, Migration, Unemployment, Population Explosion.

UNIT IV: Social Changes in Modern India: Concept and Meaning of Social Change; Development Planning in India; Rural Development and Agrarian Transformation; Urban Development; Decentralization of Power.

Suggested Readings:

Beteille, Andre (2002). Sociology: Essays on Approach and Method, OUP, New Delhi.

Dhanagare, D.N., (1999) Themes and Perspectives in Indian Sociology, Rawat Publications.

Jodhka. S.S. (ed.) (2013). Village Society Orient Black Swan, New Delhi.

Shah, A.M. (2010). The Structure of Indian Society: Then and Now, Routledge, New Delhi.

Deshpande, Satish (2003). Contemporary India: Sociological Perspectives, Penguin Books: New Delhi.

Rege, Sharmila (ed.) (2003), Sociology of Gender: The Challenge of Feminist Sociological Knowledge, Sage Publication, New Delhi.

Xaxa, Virginius (2008). State, Society, and Tribes: Issues in Post-colonial India, Person.

Discipline Specific Elective – 1

JMC2140: Introduction to Corporate Communication [3 0 2 4]

UNIT-I: Understanding Corporate Communication: Definition, concept and importance. Functions of Corporate Communication, Historical Development of Corporate Communication and trends, Organising Corporate Communication Activities, Trinity in Corporate Communication.

UNIT-II: Corporate Communication Strategy: Defining Corporate Communication Strategy and its benefits, Steps of Corporate Communication Strategy, Campaign planning and management, Crisis Management, Crisis management techniques; Corporate Identity: Role, Types and Importance; Corporate Reputation Management: Meaning, Concept and importance, Key components of Corporate Reputation Management.

UNIT-III: Corporate Social Responsibility and Sustainability: CSR: concept, meaning and scope. Different types of Corporate Social Responsibilities, Characteristics of CSR, Major CSR Initiatives in India: Project and programme; Monitoring and evaluation of CSR Interventions. Reporting – CSR Documentation and report writing. Reporting framework, format and procedure; CSR and Sustainable Development Goals.

UNIT-IV: CSR, Governance and Ethics: CSR and Corporate Governance, CSR as Organizational Brand Building, Factors influencing CSR, Communication Audit and Community Surveys. Ethical and Legal Aspects of Corporate Communication, Professional Bodies in PR: PRSI, IPRA, Professional Code of Ethics.

References:

1. Jethwaney, Jaishri, Corporate Communication – Principles and Practice, Oxford University Press, 2010.
2. Craige, Carroll, Corporate Reputation and the New Media. Taylor and Francis, 2011.
3. Antony, Young, Brand Media Strategy. Palgrave Macmillan, 2010.
4. Fernandez, Joseph, Corporate Communications: A 21st Century Primer. Response Books, 2004.
5. John, Foorley and Fred, M. Garcia, Reputation Management, the Key to successful Public Relations and Corporate Communication. Routledge, 2007.
6. Majumdar, R.; Product Management in India; Pearson Education
7. Keller L Kevin; Strategic Brand Management; Pearson Education

JMC2141: Mobile Journalism [3 0 2 4]

UNIT I: Introduction to Mobile journalism: concept and meaning; Characteristics of MoJo; Functions and Prospects, MoJo's Impact on Traditional Journalism; The Shaping of Journalism for Mobile News Platforms; Skills required for mobile journalism.

UNIT II: Working with Mobile Phones: Importance of Video Literacy in MoJo, Hassenzahl's Model of User Experience, Technical Requisites for MoJo: Phone, features, Microphone, Camera Cradles, Lenses, Tripods, Lights and Gimbals, Editing Applications and Software; Multi-media enabled apps- live broadcasting and streaming through mobile devices; Tools for editing and posting videos on mobile platforms.

UNIT III: Storytelling Through Mobile Phones: The Mobile Journalist: Roles and Responsibilities, Basic Steps of Mobile Reporting, Storytelling through Mobiles: Content Creation; Writing Effective Stories: Story Focus, Character Focus, Story Event, Structural Focus, Actuality Focus, Production Focus.

UNIT IV: Mojo in the Age of Social Media: Changing Role of Audience: Gatekeepers, Content Producers, Consumers, Adapting to A 'Mobile' Audience: Evolving Business Models, Impact of Mobile Journalism on Society, Social Media and Mobile Journalism, Citizen Journalism in an Age of Mobile Media, Case Studies, Ethical Concerns and Laws.

References:
1. Burum, I., & Quinn, S., MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. CRC Press, 2015.
2. Adornato, A., Mobile and social media journalism: A practical guide. CQ Press, 2017.
3. Rheingold, H., Smart mobs: The next social revolution. Basic books, 2007.
4. Westlund, O., & Quinn, S., Mobile journalism and MoJos. In Oxford Research Encyclopaedia of Communication, 2018.
5. Charles, A., & Stewart, G. A., The end of journalism: news in the twenty-first century. Peter Lang, 2011.
6. Salzmann, A., Guribye, F., & Gynnild, A., Adopting a mojo mindset: Training newspaper reporters in mobile journalism. Journalism, 2021.

Ability Enhancement Course – 3 (AEC-3)

LLC2130: Multimedia Language Lab [0 1 2 2]
Module 1: Reading Comprehension for Journalism: Strategies for effective reading of journalistic texts, Analyzing news articles and feature stories, and Vocabulary-building exercises related to journalism.
Module 2: Writing Skills for Journalism: Principles of clear and concise writing in journalism, Writing news reports, feature articles, and opinion pieces, Grammar and style conventions in journalistic writing.
Module 3: Listening Comprehension in Journalism: Listening to and transcribing interviews, Understanding spoken news reports and podcasts, Practice exercises for improving listening skills.
Module 4: Speaking Skills for Journalism: Techniques for conducting interviews, Group Discussion, Public speaking skills for journalists, Voice modulation and pronunciation practice.

References:
1. J.K. Gangal. "A Practical Course in Effective English-Speaking Skills". 2012. Prentice Hall India Learning Private Limited.
2. Jonathan Kern "Sound Reporting: The NPR Guide to Audio Journalism and Production" 2008, University of Chicago Press.
3. Jessica Abel "Out on the Wire: The Storytelling Secrets of the New Masters of Radio" 2015, Broadway Books.
4. Dale Carnegie "The Art of Public Speaking". 2005, Pocketbooks.

Summer Internship – 1

JMC2170: Summer Internship – I (Social Responsibility and Engagement) [0 0 0 2]
Students will undergo an internship for a minimum period of 4-6 weeks immediately after the completion of Semester II. The internship will be practice-based in the area of social responsibilities and community engagement to prepare socially responsible media professionals, scholars, and academicians. During this training, students will be exposed to social responsibility activities and services using media knowledge and technologies for the betterment of local communities and rural society. On completion of the social responsibility activities, a project report must be submitted, and a presentation and viva voce will be conducted in Semester III as Course No. JMC2170.

SEMESTER-IV

JMC2201: Media Issues and Trends [3 1 0 4]

UNIT-I: Media and Social Issues: Media and Gender Issues, Media and Children, Media and Religion, Media and Social Responsibility.

UNIT-II: Media and Politics: Reporting Parliaments; Assembly; Propaganda; Emergence of Regional Media; Media ownership patterns

UNIT-III: Media and Legal Aspects: Media Freedom, Media Activism, Legal Reporting. Media and Business: Corporatization of Media; Investments in Media; Self-censorship

UNIT-IV: **Media and Current Issues**: prominent regional, national and international issues

References:

1. E. Devereux, *Media Studies: Key Issues and Debates*, SAGE, 2007.
2. S. Oates, *Introduction to Media and Politics*, SAGE, 2008.
3. V. Kohli, *The Indian Media Business*, SAGE Publishing India, 2013.

JMC2202: Television Program Production [2 0 4 4]

UNIT-I: Television Production Overview: Production element; Television studio environment; Analog and Digital television system; EFP and ENG procedures.

UNIT-II: Camera Language and Camera Operation: Characteristics and Functions of TV camera, Studio Lighting Techniques: Types of Lights; Techniques of Television lighting.

UNIT-III: Process of Television Production: Production management, Logistics and Liaison, Equipment care and connections. Pre-Production: Preparation of Shooting, Production: Single camera Shooting, Multi-Camera Shooting

UNIT-IV: **Post-production**: Online/offline Editing, Sound effects, Titling, Reporting Skills, Research and Editing, Use of graphics and special effects, The Construction of Real Life, Presenting Reality, News/Debates/ Opinions, Breaking News, Interviews, The Soap, Constructing Reality in Reality Shows, Consuming Television, News packaging and Television News production.

References:

1. H. Zettl, *Television Production Handbook*, Thomson and Wadsworth, 2006.
2. V. Belavadi, *Video Production*, Oxford University Press, 2013.
3. S. Hullfish, *Art of the Cut: Conversations with Film and TV Editor*, Routledge, 2017.
4. D. Harman & L. Ben, *The Digital Filmmaking Handbook*, Foreing Films Publishing, 2013.

JMC2203: Basics of Public Relations [3 0 2 4]

UNIT I: Understanding PR: Meaning, Definitions, nature and Importance of PR, Objectives and Functions of Public Relations, Emergence and Development of Public Relations; Different types of PR, Public Relations Vs Advertising, Publicity, and propaganda; Qualities of Public Relations Officer (PRO) Contributions of Pioneering PR Scholars Ivy Lee and Edward Bernays, Emerging Trends in PR.

UNIT II: Theories & Models of PR: PR Theories: Excellence Theory, Situational Theory; Media Effect Theories: Framing Theory, Agenda Setting Theory; Four Models of Public Relations: Press Agentry/Publicity Model, Public Information Model, Two-Way Asymmetrical Model, Two-Way Symmetrical Model.

UNIT III: PR Tools and Techniques: Major Tools of PR: Press Releases, Newsletter, Social media: Posting contents, videos & engage with audiences, influencer Partnerships, Blogs; Podcasts, Events, Sponsorships, Survey Opinion Poll & Feedback; Community Engagement, CSR; Media Relations Techniques: Organizing Press Conference, Press Meet, Press Briefing.

UNIT IV: PR Process and Practice: PR Process: Research, Planning, Implementation & Evaluation. PR in the Government and private sector developing a PR campaign plan, PR Strategies in area of Media Relations, Crisis Communications, Event Management & Reputation Management; PR Agencies: Structure and roles.

References:

1. Cutlip, Scott M. and Allen H. Center, Effective Public Relation. Prentice-Hall, New Jersey, 2003.
2. E. Bernays, Crystallizing Public Opinion, Ig Publishing, 2011.
3. Sachdeva, Iqbal S., Public Relations – Principles and Practices, OUP, 2009
4. F.P. Seitel, Practice of Public Relations, Pearson, 2016.
5. G.M. Broom & D. Dozier, Using Research in Public Relations, Prentice-Hall, New Jersey, 2005.
6. H. Oxley, The Principle of Public Relation, Kogan Page, London, 2006.
7. S. Black, Practical Public Relation, Universal Book Stall, New Delhi, 1998.

Ability Enhancement Course – 4 (AEC-4)

JMC2204: Public Speaking [1 0 2 2]

UNIT-I: Fundamentals of Public Speaking: introduction and meaning; the art of speaking publicly; objectives and benefits; active listening, building confidence, public speech; types and occasions; informative versus persuasive speeches; organisation of speeches.

UNIT-II: Etiquettes & Skills: mannerism; body language; importance of pronunciation & pauses; storytelling; clarity & brevity in speeches; use of humour; managing pressure & anxiety; dealing with cultural differences; practicing public speaking; Confident communication.

UNIT-III: Ethics in Public Speaking: understanding ethical public speaking; Exaggeration and distortion; plagiarism; using generative AI ethically.

Suggested Readings:

Cheryl Hamilton. (2012). Essentials of Public Speaking. Wadsworth, Cengage Learning.
Jeff Davidson. 2003. The Complete Guide to Public Speaking. John Wiley & Sons, Inc.
Robert Barrass. 2006. Speaking for Yourself: A Guide for Students. Routledge.
David Zarefsky. (2017). Public Speaking: Strategies for Success. Pearson.

Value-Added Course – 3 (VAC-3)

JMC2205: Indian Culture and Cinema [2 0 0 2]

UNIT I: Understanding Indian Culture: Overview of Indian culture: diversity, languages, religions, and traditions; Major cultural influences: Vedic heritage, Mughal era, colonialism, and modern influences; Cultural festivals, art forms, music, and dance traditions.

UNIT II: Indian Cinema: An Overview; Early pioneers and the birth of Indian cinema; Cinema and other arts: Painting and Literature, Ras Theory; Impact of world cinema.

UNIT III:Cinema and Society: Representation of gender, caste, and class in films; Mainstream Bollywood: masala films, romance, action, and comedy, melodrama; Song and dance sequences in Indian cinema; Parallel Cinema movement.

Suggested Readings:
1. "The Indian Cinema Book" edited by M.K. Raghavendra
2. "Indian Film" by Erik Barnouw
3. "Indian Cinema: The Bollywood Saga" by Dinesh Raheja and Jitendra Kothari
4. "The Cinemas of India" edited by Yves Thoraval
5. "Bollywood: A History" by Mihir Bose

Discipline-Specific Elective – 2

JMC2240: Intercultural Communication [3 0 2 4]

UNIT-I: Intercultural Communication: Meaning and Concept of culture; Diversity of Culture; Plurality in culture; principles of intercultural communication; Need; dance and music as instruments of inter-cultural communication.

UNIT-II: Unity in Diversity: Meaning and Concept; Genesis and Importance; Media as vehicles of Intercultural Communication; Multiculturalism.

UNIT-III: Cultural Patterns and Communication Taxonomies: Cultural Identity and Cultural Bias; Verbal Intercultural Communication and Non-Verbal Intercultural Communication; UN efforts in the promotion of intercultural communication; Intercultural Ethics.

UNIT-IV: Cross-Cultural Communication: Concept, Genesis and Process, methods. Barriers in cross cultural communication, Imperialism and Colonisation, Intercultural Competence in Interpersonal Relationships: Episodes, Contexts, and Intercultural Interactions; Potential for Intercultural Competence.

References:
1. R. Panikkar, *Myth, Faith and Hermeneutics: Cross-Cultural Studies*. Paulist Press, 1980.
2. D.M. Datta & S.C. Chatterjee, An Introduction to Indian Philosophy. Calcutta, India: Rupa Publishers, 2012.
3. S. Radhakrishnan, *Eastern Religion and Western Thought*, Oxford University Press, 1997.

4. Raj, Anthony Savari. Techniculture (Monograph), A Special Issue in the Caribbean Journal of Philosophy (CJP, online), The University of the West Indies, July. Vol. 13, No. 1, 2022.

JMC2241: Digital Media and Society [3 0 2 4]

UNIT-I: Digital Media: nature, context and history; new media versus digital media; digital media tools; instrumentalism and technological determinism; prosumers; digital communities; the online/interactive spectacle
UNIT-II: The Digital Society: definitions, importance, features; use of digital tools for being social; mediatization; media logic; network society and networked publics; online identity; hyper-personal interaction.
UNIT-III: Digital Media and Power Structure: digital media ownership structure; the rise of digital platforms; relationship between media and power structure; digital media and the shaping of society; mediated democracy; government and exercise of power through digital media.
UNIT-IV: Future of Digital Media: digital media and social change; society online – benefits and opportunities; digital citizenship and online engagement; democratic citizenship; online civic engagement and political participation; digital inequalities; the struggle for universal access; digital activism; mobile culture; digital fascism.

Suggested Readings:
1. Simon Lindgren. (2017). Digital Media & Society. Sage Publications.
2. Andrew White. (2014). Digital Media and Society: Transforming Economics, Politics and Social Practices. Palgrave Macmillan.
3. Christian Fuchs. (2022). Digital Fascism: Media, Communication and Society. Routledge.
4. Leah A. Lievrouw & Brian D. Loader. (2021). Routledge Handbook of Digital Media and Communication.
5. Jeremiah Morelock & Felipe Ziotti Narita. (2021). The Society of the Selfie. University of Westminster Press.

Skill Enhancement Compulsory Course – 3

JMC2250: Documentary Production [1 0 4 3]
UNIT-I: Documentary Theory: Understanding the Documentary; Different genres and present scenario of documentary; The performative/fictive in Documentary: Using reconstruction; Ethics and Representation.
UNIT-II: People and Techniques: The Documentary Crew; Equipment; Scripting; Sound for Documentary.
UNIT-III: Pre-Production Stage: Researching the Documentary; Modes of Research: Library, Archives, location, life stories, ethnography; writing a concept: telling a story; Script Writing, Treatment; Writing a proposal and budgeting.
UNIT-IV: Video Documentary Production: The Documentary Camera; Shooting styles; Production details and logistics; Editing styles Indicative. Shooting and screening of documentary
References:
1. Badley, W.Hugh. The Techniques of Documentary Film Production, London, Focal Press
2. Ellis, Jack EC, A New History of Documentary Film.
3. Barnow Erik and Krishnaswamy Documentary
4. Mehrotra, Rajiv, The Open Frame Reader: Unreeling the documentary Film Ed. by PSBT.
5. Rabiger, Michal, Directing the Documentary.

JMC2251: Film Production [1 0 4 3]
UNIT-I: Cinema language: Principles of visual grammar; Shot and picture composition.
UNIT-II: Video System: Basics of camera language. Film and Video system; Lenses and lens system; Mounting equipment; Camera operation using smart phone.
UNIT-III: Lighting and Sound: Lighting instruments; Types; Studio and outdoor lighting; Techniques of television lighting; Microphones types; Features and Operations.
UNIT-IV: Video production: Pre-Production; Production and Post-Production. Final Video Project: Create a Short Film; Advertisement/Promotional Film.

References:
1) B. Long, *The Digital Filmmaking Handbook*, Cengage Learning, 2006.
2. A. Mackendrick, *On Filmmaking*, Faber & Faber; 2006.
3. M. Hughes, *Digital Filmmaking for Beginners: A Practical Guide to Video Production*; McGraw-Hill Education, 2012.

JMC3101: Media Laws, Values and Ethics [3 1 0 4]

UNIT-I: Basics of Indian Constitution: Introduction; Features; fundamental rights; Reasonable restrictions; Directive Principles of state policy; Media Freedom.

UNIT-II: Media Laws: Press and registration of books Act, 1867; Vernacular Press Act of 1878; Official secrets Act of 1923; Cinematography Act 1953; Cable Television Act; First Press Commission and Second Press Commission; Working journalist Act; Law on Defamation, Contempt of courts, Prasar Bharti Act; Right to information Act.

UNIT-III: Cyber Media and New Media Laws: Cyber Crime regulated by cyber laws or Internet laws; Digital Personal Data Protection Act 2023; IT (Amendment) Act 2018; Media Values - Concept and Meaning of values.

UNIT-IV: Media Ethics: Meaning and Concept; Ethical challenges; Codes of Media Ethics, Regulatory Bodies: PCI, TRAI, CBFC, NBSA, BCCC, ASCI, ICANN.

References:

1. V. Barua, *Press & Media Law Manual*, New Delhi: Universal Law Publishing, 2004.
2. N. Kamath, *Law Relating to Computers, Internet and Ecommerce*, New Delhi: Universal Law Publishing, 2003.
3. K.S. Venkateshwaran, *Mass Media Laws and Regulations in India*, New Delhi: Bahri Sons India Research Press, 2000.
4. P.K. Ravindranath, *Press Laws and Ethics of Journalism*, New Delhi: Author Press, 2004.
5. D.D. Basu, *Constitutional Law of India*, Lexis Nexis, Nagpur, 2008.
6. M. Neelamalar, *Media Law and Ethics*, PHI Learning, 2018.
7. P.G. Thakurta, Media Ethics, OUP India, 2011.

JMC3102: Development Communication [3 1 0 4]

UNIT-I: Development Communication: definition and concept; importance; Global Parameters of Development and India; Global and Regional Initiatives – Millennium Development Goals; Sustainable Development Goals; Ecology and sustainable development, public health, family welfare; Communication and Social Change; Media and Social Marketing.

UNIT-II: Strategic Approaches to Development Communication: Development Support Communication-RTI, Social Audits, Grass-root activism, Whistle-blowers, NGOs, other agencies, Wood's Triangle, Multi-Media Campaigns, radio, cyber-media, KAP Gap, Diffusion of Innovation; Magic Multiplier; Empathy.

UNIT-III: Paradigms of Development Communication: Linear Models - Rostow's Demographic transition, transmission, Non-Linear - World System Theory, Marxist Theory, Dependency Paradigm – centre-periphery, unequal development, development under development, Alternative Paradigms –participatory, think local/act global think global/act local.

UNIT-IV: Development Communication- Praxis: Designing the Message for Print, Community Radio and Development, TV and Rural Outreach, Digital Media and Development Communication.

References:

1. T.L. McPhail. *Development communication: Reframing the role of media*, UK: Wiley Blackwell, 2009.
2. U. Narula, & W.B. Pearce, *Development as Communication: A Perspective on India*, Southern Illinois Press, 1986.
3. S.R. Melkote, & L.H. Steeves, *Communication for Development in the Third World*, Sage Publications, 2001.

JMC3103: Film Studies and Appreciation [2 0 4 4]

UNIT-I: Basics of Film Language - I: Film Form and Style, Elements of a film- shot, scene, sequence, lighting, composition, cinematography, screenplay, mis-e-scene, editing, montage.

UNIT-II: Basics of Film Language - II: Sound and Cinema, the use of colour as a stylistic element, Cinema as a narrative: Linear vs non-linear storytelling; story, plot, character, film genres. Concepts of film appreciation – meaning and techniques.

UNIT-II: Film History and Major Film Movements: Evolution of Cinema, Classical Hollywood Cinema, German Expressionism, Film Noir, Italian Neorealism, French New-Wave, History of Indian cinema: Silent era, Talkies, Cinema and the Studio Era, Parallel Films/Indian New-Wave, Cinema after globalization.

UNIT-III: Reading Films: Select Readings of any few films from the list of filmmakers: World Cinema: DW Griffith, Renoir, Goddard, Kurosawa, Eisentein, Mohsen Makhmalbaf, Vittorio De Sica, Agnes Varda; Indian Cinema: Shantaram, Guru Dutt, Raj Kapoor, Bimal Roy, Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, Adoor Gopalkrishnan, Anurag Kashyap, Vishal Bhardwaj, Mira Nair, Deepa Mehta.

References:

1. R. Allen & D. Gomery, *Film history: theory and practice*, Tata McGraw-Hill Education, 1985.
2. A. Rajyadhyaksh, *Encyclopedia of Indian Cinema*, Routledge, London, 1999.
3. K.M. Gokulsing & W. Dissanayake, *Indian Popular Cinema: A Narrative of Cultural Change*, Trentham Books, 1998.

Discipline Specific Elective – 3

JMC3140: Advertising Copywriting and Creative Strategies [3 0 2 4]

UNIT I- Media Planning: Meaning and importance, Function of media planning in advertising, Role of media planner, Challenges in media planning, Media planning process.

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 Access.

UNIT III- Media Buying: TV: Advantages and disadvantages of television, Buying television space/airtime, Radio, Advantages and disadvantages of radio, Buying radio slot, Magazines, Strengths and weaknesses of magazines, Types of magazines, Buying magazine space, Newspapers: Strengths and Weaknesses. Types of newspapers, Buying newspaper space, Buying media space for other medium like Internet, Billboards, Yellow pages, Direct response and direct mail, Types of out-of-home advertising, Newer Media Options.

UNIT IV- Criteria for media selection: Reach, Frequency, GRPs, Cost efficiency, Cost per Thousand, Cost per rating, Circulation, Communications mix, Media buying and negotiation.

References:

1. Menon, Arpita; Media Planning and Buying - Principles and Practice in The Indian Context; McGraw Hill Education (India) Private Limited.
2. Geskey, Ronald D.; Media Planning and Buying in the 21st Century Workbook; Ingram International Inc. 3. Katz, Helen E.; The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research and Buying; Lawrence Erlbaum Associates Publishers.
3. Katz, Helen; The Media Handbook: A Complete Guide to Advertising Media Selection ; Routledge. 5. Menon; Media Planning And Buying; McGraw Hill Education. 6. Geskey, Roland D.; Media Planning & Buying in the 21st Century; Create Space Independent Publishing Platform.

JMC3141: Writing and Reporting for Digital Media [3 0 2 4]

Unit-1: Introduction: Characteristics and types of online media writing; Syntax of online writing; Brainstorming and planning stories; Inverted pyramid in new media; Hypertext and Hyper Media; Content writing; Rise of SEOs, Writing for social media and chat Apps; Language of social media networks.

Unit-2: Writing for digital media: New styles for writing -visual language, micro-content, narrative journalism; Sources of News and gathering information for New Media; Feature Writing, collaborative stories; Digital Storytelling: Elements & Structure, writing a digital story; Use of images and videos; Editing and rewriting; Pitching and publishing stories.

Unit-3: Data Journalism: Definition, concept of pyramid and use in current scenario; Importance; understanding and finding data sources; Process: from data to story; Data analysis: understanding data patterns; Writing a data story, Data visualization and its importance.

UNIT 4: AI & Digital Media: Introduction to AI; Generative AI; Publishing and writing with the help of AI, AI-empowered information verification; AI and Journalism; AI automation/augmentation of production, distribution, and consumption of news. AI and Ethics in writing and reporting.

Textbooks:

1. Burum, Ivo & Quinn, Stephen, MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad; Routledge
2. Hill Steve & Bradshaw Paul, 2018, Mobile Journalism, Producing news for social and interactive media, Taylor & Francis Publication.

3. Gray, Jonathan, et al; The Data Journalism Handbook: How Journalists Can Use Data to Improve the News; Shroff/O'Reilly.

Suggested Readings:

1. Briggs, Mark. Journalism 2.0., J Lab and Knight Citizen News Network.
2. Andrew, Dewdney & Peter, Ride. The New Media Handbook, Routledge
3. Feldman, Tony. An Introduction to Digital Media, Routledge.
4. Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre for Digital Journalism
5. Miller, Carolyn Handler, Digital Storytelling: A creator's guide to interactive entertainment; Routledge
6. Rogers, Simon, Facts are Sacred; Faber
7. Feigenbaum, Anna & Alamalhodaei, Aria, The Data Storytelling Workbook; Routledge
8. Vo, Lam Thuy, Mining Social Media: Finding Stories in Internet Data, No Starch Press
9. Nguyen, An, News, Numbers and Public Opinion in a Data-Driven World, Bloomsbury Academic
10. Al Jazeera Media Training and Development Centre, Mobile Journalism

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Discipline Specific Elective – 4

JMC3240: Media, Gender and Human Rights [3 0 2 4]

UNIT-I: Media and the Social world: Media impact on individual and society; Media and Democracy; Cultural Change Rural-Urban Divide in India; Grass-roots media.

UNIT-II: Conceptual Frameworks in Gender studies: History of Media and Gender debates in India (Case studies; Theoretical concerns of Media and Gender. Media and Masculinity Media: Power and Contestation; Feminist Theory; Challenging gender Stereotyping. Gender and Family in India, Family as a gendered institution.

UNIT-III: Gender and Media: gender representation; analysing gender context in media texts; objectification; -infotainment and women's representation in the news; media reporting on sexual violence.

UNIT-IV: Media and Human Rights: Theoretical Perspectives; Critique; Introduction to Human rights; Universal Declaration of Human Rights; Human Rights and Media (Case Studies); Representation of Human Rights issues and violations in media.

References:

1. S. Ninan, *Headlines from the heartland: Reinventing the Hindi public sphere*, SAGE Publications Pvt. Limited, 2007.
2. J. Curran, *Rethinking mass communication: Cultural studies and communications*. London: Arnold, 1996.
3. D. McQuail, *Mass communication theory: An introduction*, Sage Publications, 1994.
4. A.A. Berger, *Media and society: A critical perspective*, Rowman& Littlefield, 2003.
5. J. Street, *Mass media, politics and democracy,* Palgrave Macmillan, 2011.

JMC3241: Social Media Marketing [3 0 2 4]

UNIT- I: Social Media: Introduction; building a successful Social Media Strategy, Goal setting, Strategy and implementation, Measure and Improvement.

UNIT-II: Digital Marketing: Listening to the Market, Digital Marketing Trends, Branding on the Net, Branding your Website, Trends in Digital Advertising. The Strategic Use of Internet Marketing in IMC The Diversity of the Internet Marketing Voice The Strategic Use of Social Media in IMC Case Study 14: Gatorade Dunk The Diversity of the Social Media Voice, How can Internet Marketing be Consumer Focused? Incentives and Deterrents of Internet Marketing and Social Media The Strategy behind Internet Marketing

UNIT-IV: The Design of Internet Marketing: Designing for a New Medium; Strategy behind Social Media; Incentives and Deterrents of Mobile Media Marketing; The Strategy behind Mobile Media Marketing; The Look of Mobile Media Marketing Designing for the Newest Digital Medium Learning Social media marketing creatives on Canva and Adobe.

References:

1. S. Gupta, *Digital Marketing*, McGraw Hill Education, 2017.
2. D. Chaffey & F. Ellis-Chadwick, *Digital Marketing: Strategy, Implementation & Practice*, Pearson Education, 2012.
3. D. Ryan, *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page, 2008.

JMC3170: Summer Internship-II (Industry Internship) [0 0 0 4]

The students will undergo an internship training of 6-8 weeks just after completion of Semester II. The internship training will be practice-based in different domains of media industry like Print, TV, Radio, New Media, Photography, Advertising, Public Relations, Event Management, etc. On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester V as Course No. JMC3170.

JMC3201: Media and Cultural Studies [3 1 0 4]

UNIT-I: Cultural Studies: introduction and purpose; meaning and place of culture; characteristics; ethnocentrism; high culture, popular culture, folk culture; diversity and plurality; multiculturalism; hegemonic culture & sub-culture

UNIT-II: Identity & Class: identity and difference; the politics of identity – language, gender, caste, religion; hybrid identities; intersectionality; orientalism; concept of subaltern studies

UNIT-III: Media and Culture: culture industry - media as agents of culture; media, culture and power relations; cyberculture; algorithmic culture; media imperialism; public sphere

UNIT IV: The Global Media Culture: globalization and cultural politics; cultural imperialism; modernity and postmodernity; colonialism and postcolonialism; patterns of consumption and global youth culture

Suggested readings:

Toby Miller (Editor). (2011). A Companion to Cultural Studies. Blackwell Publishers Ltd.

Chris Barker. (2002). Making Sense of Cultural Studies. Sage Publications.

Meenakshi Gigi Durham & Douglas M. Kellner (editors.). (2006). Media and Cultural Studies. Blackwell Publishing Ltd.

David Oswell. (2006). Culture and Society: An Introduction to Cultural Studies. Sage Publications.

Paulo Nuno Vicente & Inês Amaral. (2020). Cyberculture. In: The SAGE International Encyclopaedia of Mass Media and Society (Editor: Debra L. Merskin). Sage Publications.

Ted Striphas. (2015). Algorithmic culture. European Journal of Cultural Studies. Available on: https://www.dawsoncollege.qc.ca/ai/wp-content/uploads/sites/180/10-Ted-Striphas_Algorithmic-Culture.pdf

JMC3202: Reporting and Anchoring for Television [2 0 4 4]

UNIT-I: Introduction to Reporting: Principles of Reporting; Functions, Responsibilities and Qualities of a Reporter. Ethics of TV reporting

UNIT-II: Principles of writing for TV: writing for visuals; elements; News gathering methods; Writing style for Television; writing for promos, breaking news, tickers; principles of script writing for different programs.

UNIT-III: Basics of Anchoring: Voice and its function, Pitch/tone/intonation/inflection/ fluency; Rhythm of speech; Breathing; Resonance; Body language.

UNIT-IV: Voice Over: VO for TV commercials/ corporate videos and others; Studio autocue reading and recording the voice. Field Reporting: EFP ENG; Peace to camera; Meaning and use of Vox-Pop; Techniques of Interview; Target audience and research in Public Speaking.

References:
1. H. Zettl, *Television Production Handbook*, Wadsworth Cengage Learning, 2011.
2. R.C. Allen, A. Hill, & L. Ouellette, *The Television Studies Reader*, Routledge, 2003.
3. N. Reardon & T. Flynn, *On camera: How to report, anchor & interview*, Focal Press, 2014.

JMC3203: Media Research [3 0 2 4]

UNIT I. Research: Definition, Meaning, objectives, elements & Importance of research. Types of Research: Basic Research vs. Applied; Descriptive vs. Analytical; Quantitative vs. Qualitative; Conceptual vs. Empirical. Approaches: Quantitative, Quantitative and Mixed; Research and Scientific Method.

UNIT II. Literature Review: Meaning, purpose & importance. Literature review process and steps, different types of literature review. Research problems: Finding research gaps, identifying research problems, questions, formulating hypotheses. Research Design: Meaning, importance & its different types, characteriscs of a good research design.

UNIT III: Research Methods: Types & significance, Data Collection: Types of data- Primary and secondary, Resarch Methods/ Techniques of data collection- Survey, Interview, Experiment, Observation, Archives. Processing and analysis

of data. Data Analysis: Basics of quantitative analysis; Parametric and Non-parametric test; Qualitative analysis-Content analysis.

UNIT IV: Report Writing: Parts of research report, Writing of research report/ project reports/ dissertation/ thesis, Ethical perspectives of media research.

References:

Ina Bertrand. (2004). Media Research Methods: Audiences, Institutions, Texts

Barrie Gunter. (1999). Media research methods.

Ram Ahuja. (2001). Research Methods.

Discipline Specific Elective-5

JMC3142: Visual Communication [3 0 2 4]

UNIT I: images in media culture, Image as text.

UNIT II: Introduction to Semiotics: Semiology; Branches of Semiotics; Meaning & types of Signs. Meaning Making Process: Levels of meanings: Denotation and Connotation; Levels of Audience Readings- Preferred, Negotiated and Oppositional.

UNIT III: Impact of visuals: Photography: its impact and importance, Encoding-decoding, Visual communication and branding, Advertising and visual communication, Impact of cinema, Social media images.

UNIT IV: Politics of Visuals: Visuals and mediated reality, Meaning of gaze; gaze and power; Visual literacy, Study of select visual texts: Advertisements, photographs, films, caricatures.

References:
1. K. Parry & G. Aiello, *Visual communication: Understanding images in media culture*, Sage Publications, 2019.
2. N. Mirzoeff, *The Visual Culture Reader (3rd edition),* London: Routledge, 2012.
3. J. Seppaenen, *The Power of the Gaze: An Introduction to Visual Literacy (New Literacies and Digital Epistemologies)*, NY: Peter Lang Publishing, 2006.
4. C. Jenks, *Visual culture*, Routledge, 2006.
5. R. Howells & J. Negreiros, *Visual culture (3rd edition)*. Polity, 2018.
6. J.A. Walker & S. Chaplin, *Visual culture: An introduction,* Manchester University, 1997.

JMC3143: Podcasting [3 0 2 4]

UNIT I: Podcasting: Concept, origin, growth, popularity, characteristics. Popular podcasters, individuals and organisations.

UNIT II: Writing for podcasting, Interactivity in podcasting. Audio podcasting, audio-visual podcasting. Production techniques-both audio and audio-visual.

UNIT III: Platforms for podcasting. Paid and Free platforms. OTT for podcasting. Smartphones as a tool for podcasting.

UNIT IV: Creating own brand through podcasting. Archival values, creation of audio books, chit-chats, interviews in podcasting, Radio and Podcasting, TV & Podcasting. Monetizing podcasting.

Textbooks:
1. P for Podcast: Learn A to P of Podcasting by Bhargavi Swami, Published by the Write Order.
2. **So you want to start a Podcast by Kristen Meinzer.**

Discipline Specific Elective-6

JMC3242: Political Communication [3 0 2 4]

UNIT-I: **Political Communication:** The Beginning; Meaning of Political Communication; Elements; Methods of Political Communication; Functions of Political Communication; Effects of Political Communication; Political Actors and Politics – Individuals, Collectives and Institutions

UNIT-II: **Modern Political Communication:** Traditional versus Modern political communication; Commercialization of Politics; Style and Presentation; Image Politics; Rhetoric in Politics; Humor & Politics

UNIT-III: **Mediated Political Engagement:** Concept, phases of mediatization; Delivering political messages through media; Politics and TV News; Political Advertising; Public Relations Democracy; New Media and Political Discourse; Spiral of Silence; Agenda Setting; Media Framing of Politics; Pseudo Political Events; Interaction with political representatives and political institutions.

UNIT-IV: **Media and Elections:** Political Parties and Election Campaigns; Use of Social Media Platforms for Campaigning; Political Language and Persuasion; Election Coverage; Opinion and exit polls; Election commission

guidelines and rules; Selective Exposure; News Bias; Political Propaganda – Propaganda Theory and Manufacturing Consent; Relevant National and International Case Studies

Suggested Readings:
1. Brian McNair. (2011). An Introduction to Political Communication. Publisher: Routledge.
2. Darren G. Lilleker. (2006). Key Concepts in Political Communication (SAGE Key Concepts series). Publisher: SAGE Publications Ltd.
3. Jesper Strömbäck & Frank Esser. (2014). Mediatization of Politics: Understanding the Transformation of Western Democracies. Publisher: Palgrave Macmillan.
4. Yatindra Singh Sisodia & Pratip Chattopadhyay (Editors). (2022). Political Communication in Contemporary India: Locating Democracy and Governance. Routledge.
5. Robert M. Entman. (1993), Framing: Toward Clarification of a Fractured Paradigm. https://doi.org/10.1111/j.1460-2466.1993.tb01304.x
6. Edward Herman & Noam Chomsky: A Propaganda Model. https://chomsky.info/consent01/
7. Steven Foster. (2010). Political Communication. Edinburgh University Press
8. Stray, Jonathan. 2016. "How much influence does the media really have over elections? Digging into the data" Niemen Lab (1/11/16). http://www.niemanlab.org/2016/01/how-much-influence-does-the-media-really-have-over-elections-digging-into-the-data/

JMC3243: Data Journalism [3 0 2 4]

UNIT I - Introduction to Data Journalism: Data Journalism: Definition & Concept of pyramid; Uses & importance of data in journalism; Data Journalism in different perspectives-Computer Assisted Reporting (CAR) & Precision Journalism; Data journalism in the newsroom.

UNIT II - Data surveillance: the dark side of the internet, Wiki Leaks & the Gorilla war on data secrecy; Data Laws; Data Privacy; Data Protection Laws; Legal Aspects of Data Journalism.

UNIT III - Understanding Data: Finding data to support stories & data sources; From data to stories: Process; Getting data from the web: Scrapping, Compiling and cleaning; Turning numbers into stories: Examples; Strategic searching - tips and tricks; Google power searching; Newsroom math and statistics.

UNIT IV - Data with spreadsheets and visualization: Sorting and filtering data in Excel; Making variables with functions; Summarizing data with pivot tables; Correct bad formatting; Invalid values and duplicates; Introduction to scraping on MS Excel; Advanced cleaning techniques; Purpose & principles of data visualization; Ethics of data visualization; Choosing the best graphic forms; Infographics.

Textbooks:
1. Gray, Jonathan, et al; The Data Journalism Handbook: How Journalists Can Use Data to Improve the News; Shroff/O'Reilly.
2. Learning to See Data: How to Interpret the Visual Language of Charts, Ben Jone
3. Data Journalism in the Global South, Bruce Mutsvairo, SabaBebawi and Eddy Borges-Rey

Suggested readings:
1. Cairo, Alberto; How Charts Lie: Getting Smarter about Visual Information; W. W. Norton & Company.
2. Rogers, Simon, Facts are Sacred; Faber
3. Learning to See Data: How to Interpret the Visual Language of Charts, Ben Jone
4. Feigenbaum, Anna & Alamalhodaei, Aria, The Data Storytelling Workbook; Routledge
5. Vo, Lam Thuy, Mining Social Media: Finding Stories in Internet Data, No Starch Press
6. Nguyen, An, News, Numbers and Public Opinion in a Data-Driven World, Bloomsbury Academic

Honours (Seventh Semester)

JMC4101: Media and Society [3 1 0 4]
UNIT I: Characteristics of Indian Society: Indian Society in Pre-Vedic and Vedic Period; Systems of Social stratification (rural/urban; Class/caste differentiations); Brief Study of Socio-Political Systems; Overview of culture and traditions in India.

UNIT II. Colonial Period and Media: Early period of Indian Freedom Struggle and emergence of Media; Gandhi Era in Freedom Struggle and Role of Press; Reformist Movement and Media; Electronic Media and Films in Colonial Period.

UNIT III. Post-Colonial Period and Media: Constitutional Provisions and Media; Issues of Cultural Identity; Emergence of Electronic Media and Issues of National Integration and Media.

UNIT IV. Post-Contemporary Socio-Economic Issues: Inequality vs Differences; Role of media in countering the issues of gender, caste, regionalism, and communalism; Nation and National Integrity.

References:

1. D.D. Kosambi, *The Culture and Civilization of Ancient India in Historical Outline*, Vikas Publishing House Pvt Ltd, Delhi, 2001.
2. D. Gupta, *Social Stratification*, Oxford University Press, Delhi, 1993.
3. M.N. Srinivas, *Caste: Its Twentieth Century Avataar*, Penguin Books, 1996.

JMC4102: Media Management and Entrepreneurship [3 1 0 4]

UNIT I. Media Management: Concept, origin and growth of Media Management; Fundamentals of management; Need for media management; Principles of media management; Challenges for media managers.

UNIT II. Media Entrepreneurship: Issues & Challenges; Media industry as manufacturers- Manufacturing Consent; news and content management; Changing Ownership patterns. Entrepreneurship: Enterprise - Conceptual issues,

UNIT III. Entrepreneurship vs. Management; Opportunity scouting and idea generation; Disruptive innovation. Media Economics, Strategic Management and Marketing: Understanding Media Economics; Political economy of media; Issue and concerns of media economics.

UNIT IV. Strategic Management; Market forces; Social Media Management; Content Strategy. Case Studies: Visionary Leadership- Media Entrepreneurs; Qualities and Functions of media managers; Indian and International Media Giants.

References:

1. G. Doyle. *Understanding Media Economics*, Sage, 2013.
2. E. Noam, *Media and Digital Management*, Palgrave Macmillan, 2018.
3. A. Albarran, *Management of Electronic and Digital Media (5th edition)*, CENGAGE Learning Publishing, 2012.
4. R.R. Chole & P.S. Kapse & P.R. Deshmukh. *Entrepreneurship Development and Communication Skills*, Scientific Publisher, 2012.
5. V.K. Khandekar, *Indian Media Business*, Sage, 2003.
6. A. Vizjak & M. Ringlstetter, *Media Management: Leveraging content for Profitable Growth*, 2003.

Minor Specialisation – A

JMC4190: Online Reputation Management [3 0 2 4]

UNIT-I: Concept of Online Reputation Management (ORM), Origin and growth of ORM, Damage of image and correction of image. Need of ORM.

UNIT-II: Online reputation management of different organizations, firms, and corporate houses. Online Reputation Management of Political parties, ORM of celebrities, Politicians.

UNIT-III: Techniques of ORM, Use of online platforms for ORM, Content Creation, Dissemination and Monitoring for ORM. Quora.com, Facebook, Instagram, X (formerly twitter) and YouTube for ORM. Visibility, Promotion and Campaigning.

UNIT-IV: Different firms engaged in ORM, International and National bodies providing ORM services. ORM Vs. Reality-Critical thinking.

Textbooks:

1. Reputation Management: The Key to Successful Public Relations and Corporate Communication by John Doorley and Helio Fred Garcia, Routledge.
2. Crisis, Issues and Reputation Management: A Handbook for PR and Communications Professionals (PR In Practice) By Andrew Griffin ISBN- 978-0749469924 Kogan Page.
3. The Pursuit of Reputation: Unlocking the Power of Public Relations by Amith Prabhu and Sujit Patil ISBN- 978-9357768399 Westland Business.

JMC4191: Digital Humanities [3 0 2 4]

UNIT -I: Understanding Digital Humanities: Digital Humanities – Meaning and Concept; History and Present State of Digital Humanities; Features, Importance, Challenges and Future of Digital Humanities; Humanities in the Age of Digital Computing; Art and Digital Humanities; Usages of Digitization; Data Collection, Big Data, Meta Data, Social Media Data, Data Curation; Theories and Debates in Digital Humanities; Digital Humanities in India.

UNIT-II: Digital Archives, Law, and Ethics: Building Digital Archives – Scopes, Merits and Demerits and Challenges; Introduction to Open Networks, Digital Commons, and New Legalities, Ethics in Digital Environments (Copyright, Digital Rights, Open Access, and Digital Knowledge Spaces).

UNIT III: Tools and Methodologies in Digital Humanities: Digital Exhibits; Digital Mapping; Text Analysis and Information Visualization, and Conceptualization; Techniques for Extracting and Analysing Digital Data; Using the Microsoft Toolbar and Networking Tools (Google Drive); Network Analysis; Geospatial Digital Humanities (Geographical Information System); 3D-Modelling, Animation and Publishing Tools.

UNIT -IV: Digital Economy and Markets: The Digital Economy: Definition and Characteristics; Network Infrastructures; Economics of Platforms; Digital markets; Digitization and Innovation

Suggested Readings:

Berry, D. M. (2012). Understanding Digital Humanities, Palgrave Macmillan London.

Burdick, Annie et.al., (2012). Digital Humanities, Cambridge: The MIT Press.

Glod, M. K. & Klein, L. F. (2023). Debates in the Digital Humanities 2023.

JMC4192: Media Planning and Buying [3 0 2 4]

UNIT I- Media Planning: Meaning and importance, Function of media planning in advertising, Role of media planner, Challenges in media planning, Media planning process.

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 Access.

UNIT III- Media Buying: TV: Advantages and disadvantages of television, Buying television space/airtime, Radio, Advantages and disadvantages of radio, Buying radio slot, Magazines, Strengths and weaknesses of magazines, Types of magazines, Buying magazine space, Newspapers: Strengths and Weaknesses. Types of newspapers, Buying newspaper space, Buying media space for other medium like Internet, Billboards, Yellow pages, Direct response and direct mail, Types of out-of-home advertising, Newer Media Options.

UNIT IV- Criteria for media selection: Reach, Frequency, GRPs, Cost efficiency, Cost per Thousand, Cost per rating, Circulation, Communications mix, Media buying and negotiation.

References:

1. Menon, Arpita; Media Planning and Buying - Principles and Practice in The Indian Context; McGraw Hill Education (India) Private Limited.

2. Geskey, Ronald D.; Media Planning and Buying in the 21st Century Workbook; Ingram International Inc.

3. Katz, Helen E.; The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research and Buying; Lawrence Erlbaum Associates Publishers.

4. Katz, Helen; The Media Handbook: A Complete Guide to Advertising Media Selection; Routledge.

5. Menon; Media Planning and Buying; McGraw Hill Education.

6. Geskey, Roland D.; Media Planning & Buying in the 21st Century; Create Space Independent Publishing Platform.

JMC4193: Transmedia Storytelling [3 0 2 4]

UNIT-I: Definition and evolution of transmedia storytelling, Key concepts and terminology, Historical context, and examples. Universality of storytelling, elements of a story – characters, plot, conflict, setting, narratives, time. Mechanics of Storytelling: Characterisation, introducing plots, building, and resolving conflict. Storytelling and its use in news.

UNIT II: Types of Stories: Personal Stories, Corporate Stories, Success Stories. Exploration of transmedia storytelling in journalism, Investigative reporting across multiple platforms, Audience interaction and feedback mechanisms.

UNIT III: Ideation and concept development, creating cohesive story worlds, Prototyping and user testing. Copywriting: Conceptualising a story context for the product, Choosing the story-idea, weaving product with the story. Designing the same story for different platforms of media.

UNIT IV: Audio-Visual Storytelling. Using the camera to tell a story, using sound and light to tell stories. Finding and telling stories with Data.

TEXT-BOOKS:

The Revolution in Transmedia Storytelling Through Place: Pervasive, Ambient and Situated by Donna Hancox, Routledge

Phillips, A. (2012). A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms. McGraw-Hill Education.

Media Project – 1

Out of the options mentioned below, students are required to choose one as per their interest:

JMC4160: Radio Project [0 0 0 6]
Students are required to work under the guidance of a project mentor and prepare a comprehensive project on topic related to Radio.

JMC4161: New Media Project [0 0 0 6]
Students are required to work under the guidance of a project mentor and prepare a comprehensive project on topic related to new media.

Honours (Eighth Semester)

JMC4201: Fake News and Fact Checking [2 0 4 4]
UNIT I: Fake news and its types, Satire and Parody, False Connection, Misleading content, False context. Imposter Content, Manipulative Content, Fabricated Content, Platforms used for misleading people. Misinformation, Disinformation, and its impact.
UNIT II: Identification of Misinformation, Identification of Disinformation, Media Information Literacy (MIL), Debunking fake news - Observation, Critical thinking; AI & Deepfake.
UNIT III: Search smart keywords, credibility of source. Verification of photos, Use of Google reverse image, Yandex search, Baidu search.
UNIT IV: Verifying videos using keywords, Use Frame by frame analysis, Visuals Cues.

Textbooks:
1. JOURNALISM, 'FAKE NEWS'& DISINFORMATION (2018), Handbook for Journalism Education and Training, Open Access, UNESCO
2. The Chicago Guide to Fact-Checking, Brooke Borel,
3. Fake News: Understanding Media and Misinformation in the Digital Age. Edited by Melissa HYPERLINK "https://mitpress.mit.edu/contributors/melissa-zimdars "Zimdars and Kembrew McLeod, The MIT Press, UK
REFERENCE BOOKS
1. Journalism through RTI (2017), Shyamlal Yadav, Sage Publication
2. Writing for the Media (2015), Usha Raman, Oxford University Press
3. Fact-Checking Journalism and Political Argumentation (2019), Briks, Jen, Palgrave Macmillan

JMC4202: Global Media and Politics [3 1 0 4]

Unit -I: Media and Global Communication: The Advent of Popular Media – A Brief Overview; Evolution of Global News Dissemination: Origin and Development of technology – Advent of Satellites, Emergence of Internet as a Global Medium; Domination of Transnational news agencies; The Changing Geography of Global Media Production.

UNIT II: Media, Propaganda and Global Conflict: Propaganda in the Inter-war Years: Nazi Propaganda; Media during the Cold War, Vietnam War, Gulf War: CNN's satellite transmission; Disintegration of USSR; embedded Journalism; Media Coverage of 9/11 Attack.

UNIT III: Global North-South Divide and Communication Debates: The Great North-South Divide; Global Media's Coverage of Third World Countries; Global News and Information Flow – Barriers to the Flow of News and Information; Demand for NWICO; MacBride Commission and Its Recommendations; Role of UN & UNESCO in Bridging the Gap Between North and South; Democratization of communication.

UNIT IV: Globalisation, Culture & Global Market: Discourses of Globalisation: Barrier-Free Economy, Multinationals, Technological Developments, Global Village, Information Society, Digital Divide; Cultural Politics: Cultural Imperialism, Media Hegemony and Global Cultures. Media Conglomerates and Monopolies: Ted Turner/Rupert Murdoch; Entertainment: Local Adaptations of Global Programmes (KBC/Big Boss/Others); Hollywood's Foray into Indian film industry.

Suggested Readings:
1. Artz, Lee (Ed.) (2023). Global Media Dialogues: Industry, Politics, and Culture. Routledge.
2. Stiglitz, J. E. (2012). Globalisation and Its Discontents, Penguin India.
3. Choudhary, Kameswar (ed.) (2007). Globalisation, Governance Reforms and Development in India, Sage, New Delhi.
4. Herman, E. S., & McChesney, R. M. (1997). Global Media: The New Missionaries of Corporate Capitalism, Continuum International Publishing Group.
5. Ritzer, George & Dean, Paul (2021). Globalisation: A Basic Text, Wiley-Blackwell
6. Thussu, D. K. (2003). International Communication: Continuity and Change, Oxford University Press.

Minor Specialisation – A

JMC4290: Corporate Social Responsibility [3 0 2 4]

UNIT I- Introduction to CSR and its framework: Defining CSR. Aim and Objectives, Components of CSR, Key drivers, History and Evolution of CSR, CSR policies and Governance, Laws and Regulations. Competencies of CSR Professionals. Theories of CSR- (A.B Carroll, Wood, and stakeholders Theories. The triple bottom line approach. Stakeholder engagement)

UNIT II- Social Responsibility in Business: Stakeholder Theory and its Application: Understanding stakeholder theory, significance in business, engagement strategies to address diverse interests and concerns, Case studies, CSR role on internal environment, CSR role on External environment, Environment and Sustainability

UNIT III- Corporate Governance: Corporate Governance Introduction, Historical Background Factors behind the origin of Corporate Governance Important issues and Need of Corporate Governance, Corporate Governance in India, Global issues in corporate Governance.

UNIT IV- Implementing and Assessing CSR Strategies: CSR as Strategic business tool for sustainable development Review of successful corporate initiatives and challenges of CSR Case Studies of major CSR activities by any two industrial units in India.

References:
1. Corporate Social Responsibility: Strategy, Communication, Governance" by Andreas Rasche, Mette Morsing, and Jeremy Moon
2. Business Ethics and Corporate Social Responsibility" by Paul Griseri and Nina Seppala.
3. Corporate Social Responsibility: Definition, Core Issues, and Recent Developments" by Michael Hopkins.
4. The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social, and Environmental Success—and How You Can Too" by Andrew W. Savitz and Karl Weber.

Minor Specialisation – B

JMC4291: Digital Media Marketing [3 0 2 4]
UNIT I: Introduction to Digital Marketing: Overview of Digital Marketing, Definition and significance of digital marketing. Digital Marketing Channels, Website marketing, Marketing Influencer, Digital Marketing Strategies, Setting digital marketing objectives, Target audience identification and segmentation, Developing a digital marketing plan.

UNIT II: Website Optimization and Search Engine Marketing: Website Optimization, Principles of effective website design, Conversion rate optimization (CRO), On-page and off-page SEO techniques, Keyword research and optimization, Link building strategies, Search Engine Marketing (SEM), Google Ads (formerly AdWords), Bing Ads and other search engine advertising platforms, Google Analytics and Data Analysis, Key metrics and reports for measuring website performance.

UNIT III: Social media and Content Marketing: Social Media Marketing (SMM), Social media platforms and their demographics, Developing a social media strategy, Content creation and curation, Social media advertising, Content Marketing, Content strategy development, Types of content (e.g., blog posts, videos, infographics), Content distribution and promotion. Influencer Marketing: Identifying and engaging influencers, Collaborating with influencers to reach target audiences, Measurement and evaluation of influencer campaign, Email Marketing.

UNIT IV: Digital Marketing Analytics and Future Trends: Digital Marketing Analytics, Metrics and KPIs for measuring digital marketing performance, A/B testing and experimentation. Ethical practices in digital marketing, Emerging Trends in Digital Marketing, Artificial Intelligence (AI) and machine learning in digital marketing, Voice search and smart speaker marketing, Virtual and augmented reality (VR/AR) experiences.

Textbook:
1. Dr Seema Gupta. (2022) Digital Marketing. McGraw Hill.

Minor Specialisation – A

JMC4292: Integrated Marketing Communication [3 0 2 4]

UNIT I: Introduction to Integrated Marketing Communication: Definition and importance of IMC Evolution of IMC in the marketing landscape; The role of research in IMC; Target audience identification and segmentation; Setting IMC objectives; IMC Tools and Channels; Traditional advertising (TV, radio, print); Digital marketing (social media, email, websites); Public relations; Sales promotion; Direct marketing.

UNIT II: Consumer Behaviour and Brand Management: Understanding Consumer Behaviour; Factors influencing consumer behaviour, Consumer decision-making process, Brand Management and Brand Equity, Brand positioning and differentiation, Building and managing brand equity through IMC, Brand Communication Strategies, Brand messaging and storytelling, Measuring Brand Performance.

UNIT 3: IMC Planning and Implementation: Strategic IMC Planning; Developing an IMC plan, Budgeting and resource allocation, Creative Development in IMC, Elements of effective advertising, Creative Copywriting and visual communication, Media Planning and Buying, Campaign Execution and Management, Implementation of IMC campaigns.

UNIT 4: IMC Evaluation and Future Trends: Measuring IMC Effectiveness, Evaluating IMC campaign performance, ROI analysis and attribution modelling, Ethical and Legal Issues in IMC, Ethical considerations in advertising and marketing communications, IMC Future Trends in Integrated Marketing Communication, Emerging technologies and their impact on IMC Predictions for the future of IMC.

References:
1. Duncan, T., & Moriarty, S. (2018). IMC: Using Advertising and Promotion to Build Brands. McGraw-Hill Education.
2. Pickton, D. W., & Broderick, A. J. (2005). Integrated Marketing Communications. Pearson Education.

Textbook:
1. Belch, G. E., & Belch, M. A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education.

Minor Specialisation – B

JMC4293: AI and Digital Media [3 0 2 4]
UNIT I - Artificial Intelligence (AI): Meaning and objectives, Historical background, importance and uses of AI, Key components of AI, Different types of AI, Key Challenges of AI, Future of Artificial Intelligence.

UNIT II - Tools of AI, Applications of AI in media and communication context: AI and multimedia production, AI and publishing and writing, AI-empowered information verification and fact-checking, Algorithmic advertising and targeted marketing. AI and Journalism. AI automation/augmentation of production, distribution, and consumption of news Journalism. AI and Society, AI, Ethics and professionalism, Privacy protection & Regulations.

UNIT III- Digital Media- Definition, and Characteristics, Analogue vs Digital Technology, World wide web, browsers and search engines, DNS, Internet Protocol, Media Convergence, Digital Divide. Types of Digital Media: E- newspapers, e-magazines, web radio, TV newscast on the web, IPTV, VOIP- Internet Telephony or Internet Calling, Video conferencing, podcast, webcast, OTT platforms, different audio, and video formats.

UNIT IV- Latest Technologies in Digital Media: Augmented Reality, Virtual Reality, Mixed Reality, AR Glasses, Google AR, VR sets, MR sets, 360-degree videos, Immersive Journalism, Content Management system (CMS), Call to Action (CTA), Crowd sourcing and aggregation. Cloud computing, Cross media- content production, enabled script writing.

Suggested Readings:

1. Chaturvedi B. K., New Media Technology and Communication, Global Vision Publishing House
2. Wilson P. Jr. Dizard. Old Media New Media: Mass Communications in the Information Age, Allyn & Bacon
3. Richard. C & Cristina, M. (1996) New Media, New Policies: Media and Communications Strategy for The Future
4. Vince J. A. Digital Convergence: The Information Revolution, University of Bournemouth UK: Springer-Verlag
5. Stovall, J. G., Web Journalism: Practice and Promise of a New Medium, Pearson

Media Project – 2

Out of the options mentioned below, students will have the option of

JMC4270: Television Project [0 0 0 6]
Students are required to work under the guidance of a project mentor and prepare a comprehensive project on topic related to television.

JMC4271: Film Project [0 0 0 6]
Students are required to work under the guidance of a project mentor and prepare a comprehensive project on topic related to film.

JMC4272: Print Project [0 0 0 6]
Students are required to work under the guidance of a project mentor and prepare a comprehensive project on topic related to print media.

Honours with Research (Seventh Semester)

JMC4101: Media and Society [3 1 0 4]
UNIT I: Characteristics of Indian Society: Indian Society in Pre-Vedic and Vedic Period; Systems of Social stratification (rural/urban; Class/caste differentiations); Brief Study of Socio-Political Systems; Overview of culture and traditions in India.
UNIT II. Colonial Period and Media: Early period of Indian Freedom Struggle and emergence of Media; Gandhi Era in Freedom Struggle and Role of Press; Reformist Movement and Media; Electronic Media and Films in Colonial Period.
UNIT III. Post-Colonial Period and Media: Constitutional Provisions and Media; Issues of Cultural Identity; Emergence of Electronic Media and Issues of National Integration and Media.
UNIT IV. Post-Contemporary Socio-Economic Issues: Inequality vs Differences; Role of media in countering the issues of gender, caste, regionalism and communalism; Nation and National Integrity.

References:
1. D.D. Kosambi, *The Culture and Civilization of Ancient India in Historical Outline*, Vikas Publishing House Pvt Ltd, Delhi, 2001.
2. D. Gupta, *Social Stratification*, Oxford University Press, Delhi, 1993.
3. M.N. Srinivas, *Caste: Its Twentieth Century Avataar*, Penguin Books, 1996.

JMC4103: Advanced Research Methodology [2 1 2 4]
UNIT I. Discourses on Academic Research: Research and its Importance and Scope; Epistemic validity of truth and its conditions; Types of Research; Qualitative, Quantitative and Hybrid approaches of Research.

UNIT II. Components of Research: Identifying Research Problem; Research Questions; Research Objectives; Hypothesis; Variable and its types; Systematic Literature Review; Data- Types and Methods of Data Collection; Quantitative Data Analysis- Central Tendencies, Correlation, Regression, Parametric and Non-Parametric Tests; Qualitative Data Analysis- Content Analysis, Rhetoric Analysis, Discourse Analysis.

UNIT III. Domains of Media Research: Advance Research in Areas of Television, Radio, Print Media, Advertising, Public Relations, Intercultural Communication, Development Communication; New Media (Digital Media & Social Media), Primitive and Folk media.

UNIT IV. Computer and Digital Tools for Research: Search engines; Research papers extracting tools; Literature and reference management tools; Research papers summarizer tools; Data analysis programs and software; Data plotting tools; Research paper formatting tools; Grammar correction tools; Plagiarism and similarity check tools.

Reference Books:
1. Berger, A. A. (2018). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage Publications.
2. Wimmer, R. D., & Dominick, J. R. (2011). Mass media research: An introduction. Boston: Wadsworth.

Minor Specialisation – A

JMC4190: Online Reputation Management [3 0 2 4]
UNIT-I: Concept of Online Reputation Management (ORM), Origin and growth of ORM, Damage of image and correction of image. Need of ORM.

UNIT-II: Online reputation management of different organizations, firms, and corporate houses. Online Reputation Management of Political parties, ORM of celebrities, Politicians.

UNIT-III: Techniques of ORM, Use of online platforms for ORM, Content Creation, Dissemination and Monitoring for ORM. Quora.com, Facebook, Instagram, X (formerly twitter) and YouTube for ORM. Visibility, Promotion and Campaigning.

UNIT-IV: Different firms engaged in ORM, International and National bodies providing ORM services. ORM Vs. Reality-Critical thinking.

Textbooks:
1. Reputation Management: The Key to Successful Public Relations and Corporate Communication by John Doorley and Helio Fred Garcia, Routledge.
2. Crisis, Issues and Reputation Management: A Handbook for PR and Communications Professionals (PR In Practice) By Andrew Griffin, Kogan Page.
3. The Pursuit of Reputation: Unlocking the Power of Public Relations by Amith Prabhu and Sujit Patil,Westland Business.

Minor Specialisation – B

JMC4191: Digital Humanities [3 0 2 4]
UNIT -I: Understanding Digital Humanities: Digital Humanities – Meaning and Concept; History and Present State of Digital Humanities; Features, Importance, Challenges and Future of Digital Humanities; Humanities in the Age of Digital Computing; Art and Digital Humanities; Usages of Digitization; Data Collection, Big Data, Meta Data, Social Media Data, Data Curation; Theories and Debates in Digital Humanities; Digital Humanities in India.

UNIT-II: Digital Archives, Law, and Ethics: Building Digital Archives – Scopes, Merits and Demerits and Challenges; Introduction to Open Networks, Digital Commons, and New Legalities, Ethics in Digital Environments (Copyright, Digital Rights, Open Access, and Digital Knowledge Spaces).

UNIT III: Tools and Methodologies in Digital Humanities: Digital Exhibits; Digital Mapping; Text Analysis and Information Visualization, and Conceptualization; Techniques for Extracting and Analysing Digital Data; Using the Microsoft Toolbar and Networking Tools (Google Drive); Network Analysis; Geospatial Digital Humanities (Geographical Information System); 3D-Modelling, Animation and Publishing Tools.

UNIT -IV: Digital Economy and Markets: The Digital Economy: Definition and Characteristics; Network Infrastructures; Economics of Platforms; Digital markets; Digitization and Innovation

Suggested Readings:

Berry, D. M. (2012). Understanding Digital Humanities, Palgrave Macmillan London.

Burdick, Annie et.al., (2012). Digital Humanities, Cambridge: The MIT Press.

Glod, M. K. & Klein, L. F. (2023). \Debates in the Digital Humanities 2023, University of

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Minor Specialisation – A

JMC4192: Media Planning & Buying [3 0 2 4]

UNIT I- Media Planning: Meaning and importance, Function of media planning in advertising, Role of media planner, Challenges in media planning, Media planning process.

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 Access.

UNIT III- Media Buying: TV: Advantages and disadvantages of television, Buying television space/airtime, Radio, Advantages and disadvantages of radio, Buying radio slot, Magazines, Strengths and weaknesses of magazines, Types of magazines, Buying magazine space, Newspapers: Strengths and Weaknesses. Types of newspapers, Buying newspaper space, Buying media space for other medium like Internet, Billboards, Yellow pages, Direct response and direct mail, Types of out-of-home advertising, Newer Media Options.

UNIT IV- Criteria for media selection: Reach, Frequency, GRPs, Cost efficiency, Cost per Thousand, Cost per rating, Circulation, Communications mix, Media buying and negotiation.

References:

1. Menon, Arpita; Media Planning and Buying - Principles and Practice in The Indian Context; McGraw Hill Education (India) Private Limited.
2. Geskey, Ronald D.; Media Planning and Buying in the 21st Century Workbook; Ingram International Inc.
3. Katz, Helen E.; The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research and Buying; Lawrence Erlbaum Associates Publishers.
4. Katz, Helen; The Media Handbook: A Complete Guide to Advertising Media Selection; Routledge.
5. Menon; Media Planning and Buying; McGraw Hill Education.
6. Geskey, Roland D.; Media Planning & Buying in the 21st Century; Create Space Independent Publishing Platform.

Minor Specialisation – B

JMC4193: Transmedia Storytelling [3 0 2 4]

UNIT-I: Definition and evolution of transmedia storytelling, Key concepts and terminology, Historical context, and examples. Universality of storytelling, elements of a story – characters, plot, conflict, setting, narratives, time. Mechanics of Storytelling: Characterisation, introducing plots, building, and resolving conflict. Storytelling and its use in news.

UNIT-II: Types of Stories: Personal Stories, Corporate Stories, Success Stories. Exploration of transmedia storytelling in journalism, Investigative reporting across multiple platforms, Audience interaction and feedback mechanisms.

UNIT-III: Ideation and concept development, creating cohesive story worlds, Prototyping and user testing. Copywriting: Conceptualising a story context for the product, Choosing the story-idea, weaving product with the story. Designing the same story for different platforms of media.

UNIT-IV: Audio-Visual Storytelling. Using the camera to tell a story, using sound and light to tell stories. Finding and telling stories with Data.

TEXTBOOKS:
The Revolution in Transmedia Storytelling Through Place: Pervasive, Ambient and Situated by Donna Hancox, Routledge
Phillips, A. (2012). A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms. McGraw-Hill Education.

JMC4104: Dissertation (Research Plan & Presentation) [0 0 0 6]
Every student will be assigned a research plan and presentation under the supervision of a faculty member to learn about defining research problem, identifying research questions and objectives, outline methodology, manage resources, assess feasibility, and provide a structured approach to ensure a systematic and focused investigation. A research plan must be submitted at the end of the 7th semester, and the presentation, viva voce, and evaluation will be carried out in the same semester.

Honours with Research (Eighth Semester)

JMC4201: Fake News and Fact Checking [2 0 4 4]
UNIT-I: Fake news and its types, Satire and Parody, False Connection, Misleading content, False context. Imposter Content, Manipulative Content, Fabricated Content, Platforms used for misleading people. Misinformation, Disinformation, and its impact; AI & Deepfake.
UNIT-II: Identification of Misinformation, Identification of Disinformation, Media Information Literacy (MIL), Debunk fake news - Observation, Critical thinking.
UNIT-III: Search smart keywords, credibility of source. Verification of photos, Use of Google reverse image, Yandex search, Baidu search.
UNIT-IV: Verifying videos using keywords, Use Frame by frame analysis, Visuals Cues.

Textbooks:
1. Journalism, 'Fake News'& Disinformation (2018), Handbook for Journalism Education and Training, Open Access, UNESCO.
2. The Chicago Guide to Fact-Checking, Brooke Borel.
3. Fake News: Understanding Media and Misinformation in the Digital Age. Edited by Melissa, The MIT Press, UK.

Reference Books:
1. Journalism through RTI (2017), Shyamlal Yadav, Sage Publication.
2. Writing for the Media (2015), Usha Raman, Oxford University Press.
3. Fact-Checking Journalism and Political Argumentation (2019), Briks, Jen, Palgrave Macmillan.

JMC4203: Global Media and Development [3 1 0 4]

UNIT -I: Emergence of Global Media: Global Media – Concept and Historical Perspective; Emergence of Global Media Organisation; Origin and Development of technology – Advent of Satellites, Emergence of internet as a Global Medium; Domination of Transnational news agencies.
UNIT-II: Media and Super-Power Conflict: Propaganda in the Inter-war Years: Nazi Propaganda; Media during the Cold War, Disintegration of USSR; Communication Debates: NWICO, UNESCO and MacBride Commission and Its Recommendations; Media Coverage of Third World Countries in Western News Organisations.
UNIT -III: Global North-South Divide and Development Debates: Development: Definition, Concept and Dynamics of Development; Models and Theories of Development; Unequal Development and Third World Concerns: The Great North-South Divide; Role of UN Agencies in the Process of Development: UNDP, WHO, FAO, UNEP, UNESCO, IMF, World Bank and UNIDO; Current Status of Global North-South Countries in Development Rankings; Globalisation and Development; Science and Technology for Development; Sustainable Development Goals.
UNIT-IV: Development Issues in India: Gender, Caste, Environment, Displacement, Corruption, Health, Poverty, Illiteracy, Land Acquisition; Challenges before Agriculture and Rural Areas; Issues of Urban India.

Suggested Readings:

Artz, Lee (Ed.) (2023). Global Media Dialogues: Industry, Politics, and Culture. Routledge.

Stiglitz, J. E. (2012). Globalisation and Its Discontents, Penguin India.

Herman, E. S., & McChesney, R. M. (1997). Global Media: The New Missionaries of Corporate Capitalism, Continuum International Publishing Group.

Ritzer, George & Dean, Paul (2021). Globalisation: A Basic Text, Wiley-Blackwell

Sainath, P. (2002) . Everybody Loves a Good Drought, Stories from India's Poorest Districts,

Minor Specialisation – A

JMC4290: Corporate Social Responsibility [3 0 2 4]

UNIT I- Introduction to CSR and its framework: Defining CSR. Aim and Objectives, Components of CSR, Key drivers, History and Evolution of CSR, CSR policies and Governance, Laws and Regulations. Competencies of CSR Professionals. Theories of CSR- (A.B Carroll, Wood, and stakeholders Theories. The triple bottom line approach. Stakeholder engagement).

UNIT II- Social Responsibility in Business: Stakeholder Theory and its Application: Understanding stakeholder theory, significance in business, engagement strategies to address diverse interests and concerns, Case studies, CSR role on internal environment, CSR role on External environment, Environment and Sustainability.

UNIT III- Corporate Governance: Corporate Governance Introduction, Historical Background Factors behind the origin of Corporate Governance Important issues and Need of Corporate Governance, Corporate Governance in India, Global issues in corporate Governance.

UNIT IV- Implementing and Assessing CSR Strategies: CSR as Strategic business tool for sustainable development Review of successful corporate initiatives and challenges of CSR Case Studies of major CSR activities by any two industrial units in India.

References:
1. Corporate Social Responsibility: Strategy, Communication, Governance" by Andreas Rasche, Mette Morsing, and Jeremy Moon.
2. Business Ethics and Corporate Social Responsibility" by Paul Griseri and Nina Seppala.
3. Corporate Social Responsibility: Definition, Core Issues, and Recent Developments" by Michael Hopkins.
4. The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social, and Environmental Success—and How You Can Too" by Andrew W. Savitz and Karl Weber.

Minor Specialisation – B

JMC4291: Digital Media Marketing [3 0 2 4]

UNIT I: Introduction to Digital Marketing: Overview of Digital Marketing, Definition and significance of digital marketing. Digital Marketing Channels, Website marketing, Marketing Influencer, Digital Marketing Strategies, Setting digital marketing objectives, Target audience identification and segmentation, Developing a digital marketing plan.

UNIT II: Website Optimization and Search Engine Marketing: Website Optimization, Principles of effective website design, Conversion rate optimization (CRO), On-page and off-page SEO techniques, Keyword research and optimization, Link building strategies, Search Engine Marketing (SEM), Google Ads (formerly AdWords), Bing Ads and other search engine advertising platforms, Google Analytics and Data Analysis, Key metrics and reports for measuring website performance.

UNIT III: Social media and Content Marketing: Social Media Marketing (SMM), Social media platforms and their demographics, Developing a social media strategy, Content creation and curation, Social media advertising, Content Marketing, Content strategy development, Types of content (e.g., blog posts, videos, infographics), Content distribution and promotion. Influencer Marketing: Identifying and engaging influencers, collaborating with influencers to reach target audiences, Measurement and evaluation of influencer campaign, Email Marketing.

UNIT IV: Digital Marketing Analytics and Future Trends: Digital Marketing Analytics, Metrics and KPIs for measuring digital marketing performance, A/B testing and experimentation. Ethical practices in digital marketing, Emerging Trends in Digital Marketing, Artificial Intelligence (AI) and machine learning in digital marketing, Voice search and smart speaker marketing, Virtual and augmented reality (VR/AR) experiences.

Textbook:
1. Dr Seema Gupta (2022) Digital Marketing- McGraw Hill.

Minor Specialisation – A

JMC4292: Integrated Marketing Communication [3 0 2 4]

UNIT I: Introduction to Integrated Marketing Communication: Definition and importance of IMC Evolution of IMC in the marketing landscape The role of research in IMC Target audience identification and segmentation Setting IMC objectives IMC Tools and Channels Traditional advertising (TV, radio, print) Digital marketing (social media, email, websites) Public relations Sales promotion Direct marketing.

UNIT II: Consumer Behavior and Brand Management: Understanding Consumer Behavior, Factors influencing consumer behavior, Consumer decision-making process, Brand Management and Brand Equity, Brand positioning and differentiation, Building and managing brand equity through IMC, Brand Communication Strategies, Brand messaging and storytelling, Measuring Brand Performance.

UNIT III: IMC Planning and Implementation: Strategic IMC Planning; Developing an IMC plan, Budgeting and resource allocation, Creative Development in IMC, Elements of effective advertising, Creative Copywriting and visual communication, Media Planning and Buying, Campaign Execution and Management, Implementation of IMC campaigns.

UNIT IV: IMC Evaluation and Future Trends: Measuring IMC Effectiveness, Evaluating IMC campaign performance, ROI analysis and attribution modelling, Ethical and Legal Issues in IMC, Ethical considerations in advertising and marketing communications, IMC Future Trends in Integrated Marketing Communication, Emerging technologies and their impact on IMC Predictions for the future of IMC.

References:
1. Duncan, T., & Moriarty, S. (2018). IMC: Using Advertising and Promotion to Build Brands. McGraw-Hill Education.
2. Pickton, D. W., & Broderick, A. J. (2005). Integrated Marketing Communications. Pearson Education

Textbook:
1. Belch, G. E., & Belch, M. A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education.

Minor Specialisation – B

JMC4293: AI & Digital Media [3 0 2 4]

UNIT I - Artificial Intelligence (AI): Meaning and objectives, Historical background, importance and uses of AI, Key components of AI, Different types of AI, Key Challenges of AI, Future of Artificial Intelligence.

UNIT II - Tools of AI, Applications of AI in media and communication context: AI and multimedia production, AI and publishing and writing, AI-empowered information verification and fact-checking, Algorithmic advertising and targeted marketing. AI and Journalism. AI automation/augmentation of production, distribution, and consumption of news Journalism. AI and Society, AI, Ethics and professionalism, Privacy protection & Regulations.

UNIT III- Digital Media- Definition, and Characteristics, Analogue vs Digital Technology, World wide web, browsers and search engines, DNS, Internet Protocol, Media Convergence, Digital Divide. Types of Digital Media: E- newspapers, e-magazines, web radio, TV newscast on the web, IPTV, VOIP- Internet Telephony or Internet Calling, Video conferencing, podcast, webcast, OTT platforms, different audio, and video formats.

UNIT IV- Latest Technologies in Digital Media: Augmented Reality, Virtual Reality, Mixed Reality, AR Glasses, Google AR, VR sets, MR sets, 360-degree videos, Immersive Journalism, Content Management system (CMS), Call to Action (CTA), Crowd sourcing and aggregation. Cloud computing, Cross media- content production, enabled script writing.

Suggested Readings:

1. Chaturvedi B. K., New Media Technology and Communication, Global Vision Publishing House
2. Wilson P. Jr. Dizard. Old Media New Media: Mass Communications in the Information Age, Allyn & Bacon
3. Richard. C & Cristina, M. (1996) New Media, New Policies: Media and Communications Strategy for The Future
4. Vince J. A. Digital Convergence: The Information Revolution, University of Bournemouth UK: Springer-Verlag
5. Stovall, J. G., Web Journalism: Practice and Promise of a New Medium, Pearson

JMC4204: Dissertation (Final Submission) [0 0 0 6]

Every student will be assigned a research project under the supervision of a faculty member based on the approved research plan in the last semester. This will help students learn research skills, processes, methods, and techniques, develop their logical skills, and contribute to future research in the field of media and communication. A dissertation must be submitted at the end of the eighth semester, and the presentation, viva voce, and evaluation will be carried out in the same semester.