

Post Graduate : Syllabus of MA in Journalism and Mass Communication

FIRST SEMESTER		Total=16 Credits	Each paper = 4 Credits
Paper I JM-101	Principles of Mass Communication	(100 Marks) * Theory Exam = 80 Internal Assessment = 20	
Paper II JM-102	Print Media-I	(100 Marks) Theory Exam = 80 Internal Assessment = 20	
Paper III JM-103	Advertising and Public Relations-I	(100 Marks) Theory Exam = 80 Internal Assessment = 20	
Paper IV JM-104	Electronic Media-I	(100 Marks) Theory Exam = 80 Internal Assessment = 20	
SECOND SEMESTER		Total=16 Credits	Each paper = 4 Credits
Paper I JM-201	Development Communication	(100 Marks) Theory Exam = 80 Internal Assessment = 20	
Paper II JM-202	Media Laws and Ethics	(100 Marks) Theory Exam = 80 Internal Assessment = 20	
Paper III JM-203	Communication Research	(100 Marks) Practical Exam = 80 Internal Assessment = 20	
Paper IV JM-204	Electronic Media-II	(100 Marks) Practical Exam = 80 Internal Assessment = 20	
THIRD SEMESTER		Total=16 Credits	Each paper = 4 Credits
Paper I JM-301	International Communication	(100 Marks) Theory Exam = 80 Internal Assessment = 20	
Paper II JM-302	Media Management	(100 Marks) Theory Exam = 80 Internal Assessment = 20	
Paper III JM-303	Print Media-II	(100 Marks) Practical Exam = 80 Internal Assessment = 20	
Paper IV JM-304	Advertising and Public Relations-II	(100 Marks) Practical Exam = 80	

		Internal Assessment = 20
FOURTH SEMESTER		Total=16 Credits
		Each paper = 4 Credits
Paper I JM-401	New Media Studies	(100 Marks) Theory Exam = 80 Internal Assessment = 20
Paper II JM-402	Inter-cultural Communication Studies	(100 Marks) Theory Exam = 80 Internal Assessment = 20
Paper III JM-403	Specialization Paper	(100 Marks) Practical Exam = 80 Internal Assessment = 20
Paper IV JM-404	Internship	(100 Marks)

Detail Syllabus of MA in Journalism and Mass Communication programme of Tripura University

FIRST SEMESTER

Paper I: JM-101 Marks =100

PRINCIPLES OF MASS COMMUNICATION

Nature and process of human communication, functions of communication, verbal and nonverbal

Communication, intra-personal, inter-personal, small group, public and mass communication.

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener,

Newcomb, convergent and gate-keeping, communication and socialization.

Nature and process of mass communication, media of mass communication, characteristics

and typology of audiences.

Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media: public opinion and democracy. Media culture and its

production. Media organizations, media content, market – driven media content – effects, skyvasion, cultural integration and cultural pollution.

Issues of media monopoly – cross-media ownership;

Ownership patterns of mass media, ethical aspects of mass media,

freedom of speech and expression, right to information,

media and social responsibility, media accountability, infotainment and IEC.

Essential Reading:

- McQuail Denis. **Mass Communication Theory**, 4th ed., Sage Publication Ltd., London, 2000.
- Rogers M. Everett. **A History of Communication Study**, New York, Free Press, 1997.
- Littlejohn, W. Stephen. **Theories of Human Communication**, 3rd ed., Belmont, California, 1989.
- Severin J. Werner, James W. Tankard Jr., **Communication Theories – Origin, Methods, Uses**, 2nd ed., New York, Longman, 1988.
- Kincaid, D. Lawrence, **Communication Theory – Eastern and Western Perspectives**, Academic Press Inc., San Diego, 1987.
- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.)

Suggested Reading:

Communication Theories, Origin, Methods, Uses -	Werner Severin J and James W Tankard Jr., Longman Publications, 1988
Communication models for the study of Mass Communication -	Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
Theories of Mass Communication - Publications	Melvin L Defluer and Sandra J Ball, Longman Publications
Theories of Mass Communication -	Uma Narula
Mc Quali's Mass Communication Theory -	Denis Mc Quail, Sage Publications
Mass Communicaiton Theory -	Stanley J Baran & Dennis K Davis
Speech Communicaiton -	William D Brooks

Paper II: JM-102 Marks=100

PRINT MEDIA-I

Group:A

Language and society- development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India.

Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

Birth of the Indian language press – important personalities of Indian journalism. Journalism in Indian languages ,contribution of Raja Ram Mohun Roy, M K Gandhi and others, birth of the Indian news agencies.

The Indian press and freedom movement – social, political and economic issues before Independence and the Indian press; historical development of

Important newspapers and magazines in English; history of the language journalism of the region.

The press in India after Independence; social, political and economic issues and the role of the Indian press problems and prospects. Issues like backward class movement – Dalit movement – green revolution – agitation for and against reservation – nationalization – privatization – globalization – WTO – land reforms– social issues of the region – political events – other relevant issues

Group:B (Reporting and Editing)

News: definition, concept, elements, values, sources, lead writing, kinds, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions. Interviewing – kinds, purposes, technique.

Interpretative reporting – purposes, techniques. Investigative reporting – purposes, sources, styles, techniques. Columns – development, criticism, reviews, feature writing, news analysis, backgrounding.– Political reporting.– Legislative reporting.– Diplomatic reporting.– Scoops and exclusives and specialized reporting – science, sports, economic, development, commerce, gender, and allied areas reporting for magazines

Editing : Meaning, purposes, symbols, tools, lead, body, paragraphing.– proof reading, meaning, symbols, purposes. News desk, editorial department set-up, news flow, copy management and organization, Headlines – techniques, styles, purposes, kinds of headlines. Dummy page-make-up, layout, principles of photo editing, Magazine editing, layout, graphics.

Essential Reading

- 1 Hiller Kriegbaum : Facts in Perspective: the Editorial page and News Interpretation, NY Prentice-Hall, 1958
- 2 George L. Bird and F.E. Merwin : The Press and Society: NY Prentice-Hall, 1951
- 3 Curtis D. Macdougall : Interpretative Reporting: NY Prentice-Hall, 1977 7th ed.
- 4 Olin Minkle and John Henry : How to write columns. (1958)
- 5 Jeremy Tunstall : The Westminster lobby Correspondent

Additional Reading

- 1 Bennet, William W. : Creative News Photography
- 2 Burkett, David Warren : Writing Science News. Golf Publishing Co., Huston, 1973
- 3 Coppole Neale : Depth Reporting, Prentice Hall, New Jersey, 1964
- 4 Crawford, Nelson, Antrim, Rogers, Charles Elkins : Agricultural Journalism, F.S. Crofts & Co., New York 1981
- 5 Danilov, Victor J. : Public Affairs Reporting, MacMillan, New York, 1955
- 6 English, Earl & Hatch, Glarence L. : Scholastic Journalism, Iowa State University Press, Iowa, 1957
- 7 Heath, H.C. et al : Sports in Journalism. How to cover, write & Edit sports, Iowa State university Press, Iowa 1951.
- 8 Henry, John & Hinkle Olin : How to write Column, Greenwood Press, New York, 1969

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| 9 | Kobre, Sidney | : | Backgrounding the News, Greenwood Press, New York 1969 |
| 10 | Kobre, Sidney | : | The Press and Contemporary Affairs, Greenwood Press, New York 1969 |
| 11 | Krieghbaum, Hiller | : | Facts in Perspective: The Edit Page & News Interpretation |
| 12 | Macdougall, Curtis D. | : | Interpretative Reporting, MacMillan, New York, 1941 |
| 13 | Macdougall, Curtis D. | : | The Principles of Editorial Writing, W.W. Brown & Co., Dibuque, 1972 |
| 14 | Maloney, Robert J & Rubestein, Paul Max | : | Writing for the Media. Prentice-Hall, New Jersey. 1980 |
| 15 | Mambert, W.A. | : | Presenting Technical Ideas. John Wiley & Sons, New York 1970 |
| 16 | MacGurie, Delbert | : | Technical & Industrial Journalism, The Stackpole Co., Pennsylvania, 1956 |
| 17 | Mencher, Melvin | : | Basic News Writing, W.M.C. Brown & Co. New York, 1989 |
| 18 | Ward, William B. | : | Reporting Agriculture, Comstock Publishing Association, New York, 1952 |
| 19 | Williams, Paul N. | : | Reporting Agriculture, Prentice-Hall, New Jersey, 1978 |
| 20 | Wolseley, R.E. | : | The Changing Magazine, Hastings House, New York, 1973. |
| 21 | Woodward, Stanley | : | Sports Page, Simon & Schuster, New York, 1949 |
| 22 | Stuart Allen | : | Online News, McGraw Hill, 2006 |
| 23 | George T. Arnold, | : | Media writers handbook, McGraw Hill, 2008 |
| 24 | Micheal Ryan and James W Tankard | : | Writing for Print and Digital media with online learning Centre and Power Web, McGraw Hill, 2004 |
| 25 | Pablo J Baczkowski | : | Digitizing the News: Innovation in online newspapers, MIT Press, 2004. |
| 26 | Cheryl J. Gibbs, Tom Warhover | : | Getting the whole story: Reporting and Writing the News, Guilford Press, 2002. |
| 27 | Lucy King | : | Internet and the Mass media, Sage Publication, 2008. |
| 28 | Christopher Callahan | : | A Journalists Guide to the Internet: The net as a reporting tool, Ally & Bacon, 2002. |

Paper- III: JM: 103, Marks=100

ADVERTISING AND PUBLIC RELATIONS-I

Group : A (Advertising)

Evolution and growth of advertising – definitions of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising.

Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.)
 Client related issues and the process, business development, pitching for accounts – agencyclient interface: the parameters - creative and media briefing process, agency-media interface,

agency revenue earning and sources, agency audit.

Mass media laws concerning advertising – apex bodies in advertising (AAAI, ASCI etc.), ASCI and its code of conduct, case studies from ASCI

Essential Reading

- 1 David Ogilvy : Ogilvy of advertising. London Pan Books, London, Sidgwick & Jackson, 1988
- 2 David Ogilvy : The Unpublished David Ogilvy
- 3 David Ogilvy : Confessions of an Advertising Man. London, Longman, 1969
- 4 Subroto Sengupta : Cases in Advertising and Communication Marketing
- 5 Subroto Sengupta : Positioning (New Delhi, Tata-Mcgraw Hill 1990
- 6 Waston S. Dunn & Arnold Darbe : Advertising: Its Role in Modern Marketing, 1982, Chicago, Dryden Pr. 5th ed.

- 7 J.N. Hobsen : Select on Advertising Media. 5th ed., London, Business Books, 1968
- 8 Jack Haskins : Advertising Research & Testing.
International Correspondence School 1963
- 9 Dorothy Cohen : Advertising. NY, Wiley, 1972
- 10 Bailingner, Raymond : Layout. Reinhold Publishing Corporation, New York, 1956

- 11 Caples, John : Testes Advertising Methods, Harper & Bros., New York 1997.
- 12 Darbe, Arnold & Dunn, Waston S. : Advertising: its Role in Modern Marketing. McGraw Hill, New York, 1964.
- 13 Durban, Arnold : Advertising
- 14 Engel, Jack : Advertising. McGraw Hill, New York, 1980.
- 15 Frey, Albert Westley : Advertising. Ronald Press Co., New York, 1970.
- 16 Harrison, Tony (ed) : A handbook of Advertising Techniques. Kogan page, London, 1989
- 17 Hattwick Melvin S. : How to use Psychology for better Advertising. Prentice Hall, New Jersey, 1982.
- 18 Jefkins, Frank : Copywriting & its presentation. International Textbook Co., London, 1977.
- 19 Kanuk, Leslie Lazer & Schiffman; Leon. : Consume behaviour. Prentice Hall, New Jersey, 1982.
- 20 Kleinman, Philip : Advertising Inside Out. W.H. Allen, London, 1977.
- 21 Kirkpatrick, C.A. : Mass Communication in Marketing. Houghton-Mifflin, Boston 1959.
- 22 Nicoll David Shelley : Advertising MacDonald & Evans, Plymouth, 1978.
- 23 Norris, James S. : Advertising. Prentice Hall, New Jersey, 1984.
- 24 Warner, Daniel S. & Wright, John S. : Advertising. West Publishing Co., 1974.
- 26 Ajanta Chakravarty : Advertising, Rupa Co., 2003.
- 27 White Roderick : Advertising, McGraw Hall book company international Ltd, 2000.
- 28 Gupta OM : Advertising in India, Kalpaz publications, 2005.
- 29 Haig Matt : Brand failures, Kogan Page Ltd., 2003.
- 30 Parameswaran MG : Brand building advertising, Tata McGraw Hall Publisher, 2001.
- 31 Kapoor Jagdeep : Brand Naamkaran for Desi Khari English Marie segments, BPI

- (India) Pvt. Ltd., 2002
- 32 Tiwari Sayay : The (un) Common Sense of Advertising, Response Books, 2003.
- 33 Ghosal Subhas : The making of Advertising', Mac Millian India Ltd., 2002.
- 34 Valladares Juae A. : The Craft of Copywriting. Response Books, 2000.
- 35 Brierley Sean : The Advertising Handbook, Routedges, 2002.
- 36 John Philip Jones : The ultimate secrets of Advertising. Sage Publication Inc., 2002.

Additional Reading

- 1 Bajpai, Shailaja & Unikrishnan, Namita : The Impact of Television Advertising on children. SAGE, New Delhi, 1996.
- 2 Berelson, Bernard & Janowitz, Morris (Ed.) : Reader in Public Opinion & Communication. The Free Press, New York, 1996.
- 3 Berman, Ronald : Advertising & Social Change. SAGE, Newbury Park, 1981.
- 4 Burke, Kenneth : A grammar of motives. Prentice-hall Englewood Cliffs, 1946.
- 5 Burke, Kenneth : A Rhetoric of motive. Prentice-hall Englewood Cliffs, 1950.
- 6 Cannon, Tom : Advertising Research: Intertext-Books, London, 1973.
- 7 Cannon, Tom : Advertising: The Economic Implications. Intertext-Books, London, 1973.
- 8 Ewen, Stuart : Captains of Consciousness. McGraw Hill, New York, 1976.
- 9 Katz, Daniel et al (ed.) : Public Opinion & Propaganda. The Dryden Press, New York, 1962.
- 10 Maslow, Abraham : Motivation & Personality. Harper & Bros., New York, 1954.
- 11 McLuhan H. Marshall : The Mechanical Bridge. Routledge & Kegan Paul, London, 1951.
- 12 Oliver, Robert T. : Culture & Communication. Charles C. Thomas, Springfield, 1962.
- 13 Packard, Vance : The Hidden Persuaders. Longmans, London, 1961.
- 14 Porter, Lyman & Roberts, Karlene (ed.) : Communication in Advertising. Penguin, Middlesex, 1977.
- 15 Sargant, William : Battle for the Mind. Heinemann, London, 1957
- 16 Tolley, B. Stuart : Advertising & marketing Research. Nelson- Hall, Chicago, 1977.
- 17 Wademan, Victor : Risk-Free Advertising. John Wiley & Sons, New York, 1977.

Group: B (Public Relations)

Evolution and history of public relations – definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.).

Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).

Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.) - publics in PR, PR tools (interpersonal, mass media and selective media) – PR in industry (public sector, private sector and multinational) – PR in central and state governments and the functioning of various media units of the state and Union governments.

Writing for PR : internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.).

Writing for media (press release/backgrounder, press brief, rejoinders, etc).

Essential Reading

- 1 Scott M. Cutlip & A.H. Genter : Effective Public Relations. 3rd ed.
Englishwood Cliffs, Prentice-hall , 1964.
- 2 Fraser P. Seital : The Practice of Public Relations. 2nd ed., Columbus Bell & Howell Co. 1984.
- 3 S.K. Roy : Corporate Image of India. New Delhi, Sh. Ram Center, 1974.
- 4 Krishnachander Lehiri : Publicity: Art and Literature with special reference to India.
- 5 John Lee : Diplomatic. Persuaders, N.Y. Wiley, 1968.
- 6 Rajendra : Lok Sampark (Haryana Hindi Granth Academy, Chandigarh)
- 7 Dilgir, H.S. : Lok Sampark-Sanchar Atay Sandhan (Kala Darpan Prakashan Chandigarh)
- 8 Mehta, D.S. : Handbook of Public Relations in India (Allied Publishers, New Delhi.).
- 9 Black, Marwin & Harlow, Rex : Practical Public Relations. Harper & Bros.; New York, 1952.
- 10 Black, Sam : Practical Public Relations Pitman, London, 1978.
- 11 Black, Sam : Role of Public Relations in Management. Pitman, London, 1972.
- 12 Bowman, Pat & Ellis, Nigel (ed.) : Handbook of Public Relations. George Harrap & Co., Ltd, London, 1985
- 13 CanField, Bertrand & Moore, H. Frazier : Public Relations. Richard D. Irwin, Illionis, 1985.
- 14 Center, Allen H. & Cutlip, Scott M. : Effective Public Relations, Prentice Hall, New Jersey. 1978.
- 15 Cunard, Peter & Capper Allen (ed) : Public Relations Casebook, Logan Paul, London, 1990
- 16 Haywood, Roger : All about PR. McGraw Hill, Singapore, 1987.
- 17 Jethwarey, Jaishri N. et. Al. : Public Relations. Sterling Publishers, New Delhi, 1994.
- 18 Lasly, Philip (ed.) : Public Relations Handbook. Prentice Hall, New Jersey. 1979.
- 19 Pavlik, John V. : Public Relations, SAGE Beverly Hills, 1987.
- 20 Sahai, Baldeo : Public Relations. Standing conference of Public Enterprises, New Delhi, 1985.
- 21 Simon Raymond : Public Relations. Grid Inc., Ohio, 1977.
- 22 Pavlik, John V. : Public Relations, What Research Tells us. Sage, New Delhi, 1987.
- 23 Scitel, Fraier p. : The practice of Public Relations, Merill, Ohio, 1984
- 24 Prabhakar, Naval & Basu, Narendra : Public Relations: Principles & Functions. Common Wealth, New Delhi, 2007.
- 25 Prabhakar, Naval & Basu, Narendra : Public Relations: Nature & Scope. Common Wealth, New Delhi, 2007.
- 26 Ridgway, Judith : Handling the Media & Public Relations. Infintiy Books, New Delhi, 2005.
- 27 Oxley, Harold : The principles of Public Relations, Kogan page, London, 1987
- 28 Levy, Stuart M. : Public Relations and integrated communications, Lotus Press, New Delhi, 2006.

- 29 Balan, K.R. : Lectures on applied Public Relations. Educational Publishers, New Delhi, 1990.
- 30 Dubey V.K. : Public Relations management. Common Wealth, New Delhi, 1997.
- 31 Newsom D, Turk, JV and Kurckeberg D. : This is PR: The Realities of Public Relations. Wadsworth, Singapore, 2000.
- 32 Caywood, Clark L. : The Handbook strategic Public Relations and integrated communications. Tata McGraw hill, New York, 2004.
- 33 Zettl, Herbert : Television Production handbook. Wadsworth, CA, 2003.

Additional Reading

- 1 Agarwala-Rogers, Rekha & Rogers, Everett M. : Communication in Organisations. The Free Press, Toronto, 1976.
- 2 Berelson, Bernard & Janowitz, Morris (Ed.) : Reader in Public Opinion & Communication. The Free Press, New York, 1966.
- 3 Brembeck Winston & Howell, William : Persuasion, Prentice Hall, New Jersey. 1976.
- 4 Broom, Glen & Dozier, David : Using Research in Public Relations. Prentice Hall, New Jersey. 1990.
- 5 Burke, Kenneth : A grammar of motives. Prentice-hall Englewood Cliffs, 1946.
- 6 Burke, Kenneth : A Rhetoric of motive. Prentice-hall Englewood Cliffs, 1950.
- 7 Cantrill Hadley : Cauging Public Opinion. Princeton University Press, Princeton, 1947.
- 8 Dance, Frank E.X. & Larson, Carl E. : Speech. Holt, Rinehart & Winston, New York, 1972

Paper -IV: JM-104 Matks=100

ELECTRONIC MEDIA –I

Evolution and growth of electronic media : radio, television and internet. Characteristics of radio, television and Internet as medium of communication – spoken, visual and multiple versions of information through links. Principles and techniques of audio-visual communication – thinking audio and pictures, grammar of sound, visuals and web production.

Radio:Development of radio as a medium of mass communication – technology innovations; historyof radio in India – radio as an instrument of propoganda during the World War II. Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.

Television:Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.

Films:Early efforts – film as a mass medium; historical development of Indian films – silent era –talkies – Indian cinema after Independence; parallel cinema – commercial Cinema;documentaries – issues and problems of Indian cinema.

Folk media: Traditional media in India – regional diversity – content – form – character – utility – evaluation-- future.

Suggested Readings :

1. N.C. Pant Modern Journalism, Principle & Practice
Kanishka Publishers, Distributors, N.D.-02, 2004
2. Uma Joshi Textbook of Mass Communication & Media
Anmol Publications[P] Ltd., N.D-02, 1999
3. R.K. Ravindaran Handbook of Radio, Television & Broadcast
Journalism, Anmol Publication, Delhi, 1999
4. Shymali Bhattacharjee Mass Media Kanishka Publishers, New Delhi-02
2005.
5. Keval J. Kumar Mass Communication in India, Jaico Publishing
House, 121, Mahatma Gandhi Road, Mumbai-01.
6. Paul Chantler, Peter Stewart Basic Radio Journalism, Focal Press 2003
7. Stuart We. Hyde Television & Radio Announcing, Kanishka
Publishers, New Delhi, 1998
8. Janet Trewin Presenting on TV and Radio, Focal Press,
9. Jan K. Hakemulder Radio and TV Journalism, Anmol
Publications, New Delhi, 1998
10. R.K. Ravindran Handbook of Radio, TV and Broadcast
Journalism, Anmol Publications, New Delhi.
11. O.P. Sharma Practical Photography, Hind Pocket Books 2001
12. Michael Langford Basic Photography, Focal Press, 2003
13. James A. Folts, Ronald P. Lovell: Handbook of Photography,
Fred C. Zwahlen, Jr. Delmal Thomsan learning,2002
14. Lee Frost Photography, Hodder Headline, 1993.
15. Ralph Donalds, Thomas Spann Fundamentals of TV Production,
Surjeet Publications, New Delhi
16. Lynne S. Gross, Larry W. Ward Electronic moviemaking,
Wadsworth Publishing
17. Neill Hicks Screen writing, Michael Wiese Productions
18. Herbert Zettl TV Production Handbook, Thomas-
Wadsworth, Publishing

19. Thomas D Burrows, Lynne S. Gross: Video Production, MC Graw Hill

SECOND SEMESTER

Paper -I: JM-201 Marks =100

DEVELOPMENT COMMUNICATION

Development: meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Development communication: meaning – concept – definition – philosophy – process - theories – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels.

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture.

Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.

Developmental and rural extension agencies : governmental, semi-government, nongovernmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes.

Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Essential Reading:

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| Wilbur Schramm | : Mass media and National Development Stanford, Stanford Univ. Press, 1964 |
| Schramm and Lerner | : Communication and change in the developing countries. Honolulu, East West Center Press, 1967 |

- Daniel Lerner : The Passing of Traditional society Glencoe, Free Press, 1958
- Eliegel et al : Agricultural Innovation of Indian Villages.
- B.S. Thakur & Binod C. Agarwal : Media Utilization for Development of Women and Children, Concept Publishers, Delhi-1989
- S.R. Mehta (ed.) : Communication in Social Development. Rawat Publications. Jaipur, 1992
- Additional Reading**
- E.M. Rogers : Diffusion of Innovations (3rd Ed: 1983); (4th Ed: 1995), New York: Free Press
- Wilbur Schramm, Donal F. Roberts (Ed.) : The process and effects of Mass Communication; University Illinois Press, USA (1997)
- P.C. Joshi : Communication & National Development, Anamika Publishers & Distributors (p) Ltd, (2002).
- K. Sadanandan Nair, Shirley A. White : Perspectives on Development Communication. SAGE Publication (1993).

Paper -II: JM-202 marks=100

COMMUNICATION RESEARCH

Definition – elements of research – scientific approach – research and communication theories
 – role – function – scope and importance of communication research – basic and applied research.

Research design components – experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies –corelational designs.
 Methods of communication research – census method, survey method, observation method
 – clinical studies – case studies – content analysis.

Tools of data collection: sources, media source books, questionnaire and schedules, people’s meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Media research – evaluation, feedback – feed forward – media habits – public opinion surveys
 – pre-election studies and exit polls.

Report writing – data analysis techniques – coding and tabulation – non-statistical methods
 – descriptive – historical – statistical analysis – parametric and non-parametric – uni-variate

–bi-variate – multi-variate – tests of significance – levels of measurement – central tendency
 – tests of reliability and validity – SPSS and other statistical packages.

Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass media research.

Essential reading

	Title	Author/Editor	Publisher	Editi on
1	Why Study the Media.	Siverstone, Roger.	Sage Publications, N.D	1999
2	Research Methods in Mass Communication.	Stempel, G.H and Westley, B.R	Prentice Hall Inc.N.Y	1989
3	Media and Communication Research Methods.	Berger, Asa A.	Sage Publications, N.D	2000
4	Mass Media Research Methods.	Wimmer, R. and Dominick, J.	Roger Wordsworth Publishers, London	1987
5	Qualitative Communication Research Methods.	Lindlof, Thomas R.	Sage Publications, N.D	1994
6	Research in Mass Media.	Sharma, S.R	Radha Publications. N.D	1996
7	Content Analysis.	Krippendorff, Klaus	Sage Publications. N.D	1980
8	Audience Analysis	McQuail, Denis	Sage Publications. N.D	1997
9	Media Research Methods.	Gunter, Barry	Sage Publications. N.D	1999
10	Doing Media Research.	Priest, Sussana H.	Sage Publications. N.D	1996
11	Anthropological Methods for Communication Research.	Agrawal, Binod. C	Concept Publishers, N.D	1984
12	Research Methodologies and Statistical Techniques.	Gupta, Santosh. P	Deep and Deep Publishers, N.D.	1993
13	Statistical Analysis for Social Scientists.	Yadava, K.N.S and Yadava, Surender S.	Manak Publishers, N.D.	1995
14	Doing Internet Research.	Jones, Steven G.	Sage Publications. N.D	1999
15	Qualitative Media Analysis.	Altheide, David L.	Sage Publications, N.D	1996
16	Marketing in the New Era.	Panwar, J.S	Sage Publications. N.D	1997
17	Methods and Issues in Social Research.	Black, James A. and Champion, Dean J.	John Wiley and Sons Inc.	1976
19	A Research Primer for the Social and Behavioral Sciences.	Grosorf, M.C. and Sardy, H.	Academic Press Inc.	1985
20	Understanding Research Methods.	Adams, G.R and Schvaneveldt, J.D	Longman Inc.	1985
21	Res.Methodology.	Kothari, G.R.	Wiley Eastern Ltd.	1998
22	Methods of Social Survey and Research.	Bajpai, S.R.	Kitab Ghar. N.D	1985
23	Foundations in Behavioral Research.	Kerlinger, Fred .N.	Holt, Rhinehart and Winston.	1973

25	Beyond Method.	Morgan, Gareth ed	Sage Publications. N.D	1983
26	Advertising and Marketing Research.	Tolley, Stuart	Nelson Hall Chicago.	1977
27	Public Relations and Survey Research.	Robinson, Edward J.	Appelton Century Crofts	1969
28	Broadcasting Research Methods.	Dominick, J. and Fletcher, James E.	Allyn and Bacon Inc.	1985
29	Basic Statistics for Social Sciences.	Champion, Dean J.	Chandler Publishers.	1970
30	Social Statistics.	Blalock, Hubert M.	McGraw Hill.	1960
31	Social Statistics without Tears.	Johnson, Allan G.	McGraw Hill.	1977

Additional Reading

1	Journals: Journalism & Mass Communication Quarterly, Media Asia, Communication Yearbook			
2	Television and Social Change in Rural India.	Johnson, Kink	Sage N.D	2000
3	Audio-visual Media and Cultural Change in India.	Brosius, Christiane ed	Sage N.D	1999
4	Cybersociety 2.0	Jones, Steven G.	Sage. N.D	1998
5	Tune in, Log on.	Baym ,Nancy K.ed	Sage. N.D	2000
6	Mediamorphosis.	Fiddler, Roger	Sage. N.D	1997
7	Soundbite Culture.	Slayden, David	Sage. N.D	1999
8	The Network Society.	Dijk, Jan Van	Sage. N.D	1999
9	Why Viewers Watch.	Fowles, Job	Sage. N.D	1992
10	The Narrative Study of Lives.	Lieblich, Amia	Sage. N.D	1997
11	On Media Violence.	Potter, James	Sage. N.D	1999
12	Agenda Setting.	Dearing, J. and Rogers, Everett	Sage. N.D	1996
13	The Cinemas of India: 1806-2000.	Thoraval, Yves	MacMillan. N.Y	2000
15	Social Effects of Mass Media in India.	Rao, Bhaskara N. and Raghavan, G.N.S	Gyan Publishing House. N.D	1996

Paper- III:JM-203 Marks=100

MEDIA LAWS AND ETHICS

Media Law: Constitution of India: fundamental rights – freedom of speech and expression and their limits – directive principles of state policy, provisions of declaring emergency and their effects on media – provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

Specified press laws: history of press laws in India – Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act,

1923, vis-à-vis right to information – Press and Registration of Books Act, 1867.

Working

Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent

Act – information technology, convergence legislations including cyber laws and Cable

Television Act; and media and public interest litigation.

Ethics : Media’s ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with

ownership of media – role of press and/or media councils and press ombudsmen in the world.

Press Council of India and its broad guidelines for the press – codes suggested for the press by Press Council and Press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations.

Accountability and independence of media.

Suggested Readings :

1. Barua, Vidisha : Press & media Law manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi 2002
2. Ravindranath, P.K. : Press Laws and Ethics of Journalism, Author Press, New Delhi 2004
3. Ravindrana, R.K. : Press in the Indian Constitution
4. K.S. Venkateshwaran : Mass Media Laws and Regulations in India, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay 1993
5. P K Bandhyopadhyay and Kuldip Singh Arora A Practitioners' Guide to Journalistic Ethics, Published by MediaWatch Group, Distributed by D.K. Publishers Distributors (P) Ltd. New Delhi 1998
6. Dr. Ambrish Saxena : Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi 2004

Paper- IV:JM-204 Marks=100

ELECTRONIC MEDIA –II

Group A:Radio Production Techniques:

Radio programme production process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature production; radio documentary production; studio chain; live studio broadcast with multiple sources – news production.

Using sound bytes and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programmes - formats of radio programmes – studio interviews – studio discussions – phone-in programmes – O.B. production of sporting and mega events.
Writing for radio: Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter’s copy – compiling radio news programmes; writing intro to bytes – writing headlines, teasers and promos.

Radio reporting : Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary.
Voice training - effective use of voice – enunciation, flow, pronunciation, modulation; on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

Group :B Television Production Techniques:

Visual communication – communicating with still pictures and video – shooting with TV camera – camera mounting. Colour balance, basic shots and camera movement.

Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries. Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up.

Video editing techniques – cut , mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production – role of functionaries - planning studio programmes – cue’s and commands – formats of

TV programmes – studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production – corporate video production
Writing for television: Writing to still, writing for video, reference visuals to words.

TV news writing; marking copy in production language.
Writing for television programmes – research, visualization and production script.

Television reporting: visualising news/ENG – research, investigation – interview techniques;
piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting - human interest stories

Television news editing: planning, production and compilation of news programmes - writing
lead-in/intro to news packages – headlines writing, teasers and promos.

Television anchoring: voice broadcast skills – Communciation , flow, modulation - facing a camera
– eye contact - use of teleprompter; live studio and field interviews - moderating TV studio discussions; anchoring chat shows and cross-fire.

Suggested Readings :

1. N.C. Pant Modern Journalism, Principle & Practice
Kanishka Publishers, Distributors, N.D.-02, 2004
2. Uma Joshi Textbook of Mass Communication & Media
Anmol Publications[P] Ltd., N.D-02, 1999
3. R.K. Ravindaran Handbook of Radio, Television & Broadcast
Journalism, Anmol Publication, Delhi, 1999
4. Shymali Bhattacharjee Mass Media Kanishka Publishers, New Delhi-02
2005
5. Keval J. Kumar Mass Communication in India, Jaico Publishing
House, 121, Mahatma Gandhi Road, Mumbai-01,
6. Paul Chantler, Peter Stewart Basic Radio Journalism, Focal Press 2003
7. Stuart We. Hyde Television & Radio Announcing, Kanishka
Publishers, New Delhi, 1998
8. Janet Trewin Presenting on TV and Radio, Focal Press,
9. Jan K. Hakemulder Radio and TV Journalism, Anmol
Publications, New Delhi, 1998
10. R.K. Ravindran Handbook of Radio, TV and Broadcast
Journalism, Anmol Publications, New Delhi.
11. O.P. Sharma Practical Photography, Hind Pocket Books 2001
12. Michael Langford Basic Photography, Focal Press, 2003
13. James A. Folts, Ronald P. Lovell: Handbook of Photography,
Fred C. Zwahlen, Jr. Delmal Thomsan learning, 2002
14. Lee Frost Photography, Hodder Headline, 1993.
15. Ralph Donalds, Thomas Spann Fundamentals of TV Production,
Surjeet Publications, New Delhi
16. Lynne S. Gross, Larry W. Ward Electronic moviemaking,
Wadsworth Publishing
17. Neill Hicks Screen writing, Michael Wiese Productions
18. Herbert Zettl TV Production Handbook, Thomas-
Wadsworth, learning
19. Thomas D Burrows, Lynne S. Gross: Video Production, MC Graw Hill

THIRD SEMESTER

Paper-I: JM-301 Marks=100

INTERNATIONAL COMMUNICATION

Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – international, regional and internal disparities.

Communication as a human right – UNO’s Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Impact of new communication technology on news flow – satellite communication – its historical background – status – progress – effects – information super highways – international telecommunication and regulatory organizations - UNESCO’s efforts in removal imbalance in news flow – debate on new international Information and Economic Order – MacBride Commission’s report – non-aligned news agencies news pool – its working, success, failure.

Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information - prompted cultural imperialism – criticisms; violence against media persons; – effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; International Media Institutions and professional organizations; code of conduct.

Essential Reading:

- 1 Colin Cherry : World Communication: Threat or Promise. London, Wiley Interscience, 1971
- 2 Heinz-Dietrich Fisher & John C. Merill : International and Intercultural communication. Hastings House Publishers, NY, 1970
- 3 D.R. Mankekar : Whose Freedom: Whose Order? Delhi Clarion Books, 1981
- 4 UNESCO Publications : Getting the message across: An inquiry into success and failures of cross-cultural communication in the contemporary world.
- 5 Cess J. Hamelink : The Corporate village: The role of transnational corporation in International Communication.
- 6 UNESCO Publications : Many voices, one world.
- 7 William B. Gudykunst & Bella Mody (Ed.) : Handbook of International and Intercultural communication. 2nd edition (2002) Publication.

Further Reading:

- 1 Bella Mody (ed) : International and Development communication; SAGE Publication (2003).
- 2 Edward S. Herman & Robert W. McChesncy : The global Media, Maadhyam Books, New Delhi, (Indian edition) (1980)
- 3 Edward Herman & Noam Chomsky : Manufacturing Consent; Vintage Publication (1994)
- 4 Wilbur Schramm, Donal F. Roberts (Ed.) : The process and effects of Mass Communication; University Illinois Press, USA (1997)
- 5 Arvind Singhal & Everett M. Rogers : India's Information Revolution, Sage Publications,(1989)
- 6 P.C. Joshi : Communication & National Development, Anamika Publishers & Distributors (p) Ltd, (2002).
- 7 Shirley a. White with K. Sadanandan Nair : Participatory communication, SAGE Publication (1994).
- 8 Jan Servaes, Thomas L. Jacobson Shirley A White : Participatory communication for social change, SAGE Publication (1996).

Paper –II: JM-302 Marks=100

MEDIA MANAGEMENT

Principles of media management and their significance – media as an industry and profession.

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

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

Editorial – Response system. Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing,

tax, labour laws and PR for building and sustaining business and audience.

Planning and execution of programme production – production terms, control practices and

procedures. Administration and programme management in media – scheduling, transmitting,

record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)

– reach – promotion – market survey techniques - human research development for media.

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

Suggested Readings :

- | | |
|---|--|
| 1. Hargie O, Dickson D, TourishDenis
Palgrave Macmillan, India, 2005 | Communication skills for effective management, |
| 2. Dr. Sakthivel Murughan, M. | Management Principles &
Practices, New Age International
Publishers, New Delhi, 2005 |
| 3. Redmond, J, Trager R | Media Organisation
Management, Biztantra, New
Delhi 2004 |
| 4. Bruce E Skinner, Vladimir Rukavina | Event Sponsorship, Publisher Wiley 2002,
ISBN 0471126012 |
| 5. Anton Shene, Bryn Parry | Successful Event Management
Thomson Learning ISBN 1844800768, 2004 |
| 6. Judy Alley | Event Planning, John Wiley and Sons
ISBN 0471644129, 2000 |

Paper –III: JM -303 marks=100

PRINT MEDIA- II

Reporting : This segment will mainly consist of practicals in various areas of reporting enumerated in the first semester.

At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court legislative and other allied areas of reporting, will also be evaluated by internal/external faculty.

Editing: Similarly, not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out practice journals, mini/lab newspapers and magazines and do page make-up and lay-out exercises.

Assignments will also be given and assessed in news selection, subbing, editorial and article writing.

Paper –IV JM-304 marks=100

ADVERTISING AND PUBLIC RELATIONS-II

Group A: Advanced Advertising.

Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.).

Consumer in economic theories, models of consumer behaviour

Brand management: definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality - corporate brand.

Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns.

Process of motivation and theories of motivation. Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces.

Media characteristics—defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

Advertising research: scope and objectives – research as a decision making tool. Market research and advertising research – types of research: target marketing research, positioning research – pre-test research, post test research, audience research, methods of analyzing research (psychographic/life style research, psycho-physiological research)

Group B: Corporate Communication (CC)

Strategic public relations/CC and management: defining strategy and its relevance in public relations and corporate communication; campaign planning, management and execution - role of PR/CC in crisis communication and disaster management.

Defining stakeholders and media selection – study of symmetrical and asymmetrical models in handling crises.

Building a distinct corporate identity: concepts, variables and process – making of house styles (logo, lettering and process)

Media relations: organizing press conferences, facility visits, press briefs – proactive and reactive media relations – ethical aspects in media relations – role of technology in PR/CC.

FOURTH SEMESTER

Paper -I: JM-401 Marks=100

NEW MEDIA STUDIES

Communication Technology (CT): concept and scope

CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot - Pagers, Cellular Telephone.

Cyber Journalism: On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT.

Cyber space and Internet :Cyberspace-Meaning and definition, Digital media and communication, ICT, Characteristics : Interactivity hypertextuality, multi-mediality,Information society, New world information order

E-governance: Internet- History, www and web casting, Internet took kits-server, ISP, networking, browsers,Video conferencing, The dotcom mania, types of websites

News for Web: Traditional vs cyber journalism-difference in news consumption, presentation and uses, Cyber journalism formats : Home pages, news groups, bulletin boards,portals, blogs, e-zines, Story telling formats : Print plus, clickable interaction slideshows, audio stories,live charts, quizzes and surveys, animated stories and other interactive web casts

Writing news for web : What and how, story structure, writing style, do's and don'ts
Editing for web : Meaning, strategy, the role of editor,

Web Designing: Principles, designing elements, use of text images, colour, multimedia and interactivity, Web designers tool kit : HTML, web editors, image editor and multimedia tools

Web publishing : Requirements, steps and plan

Cyberspace, laws and ethics: Impact of internet on traditional news gathering, storing and retrieval, processing and production, presenting and distribution and access Ethics in journalism : Credibility and authenticity, copyright, balance, accuracy, Cyber crimes : Types and dimension, Cyber laws, difficulty and enforcing them.

PRACTICALS

Preparation of Webpages, editing and design. Blogs journalism Networking with special interest groups; Designing home pages; Creating electronic newspapers; Creating Internet Advertisement, Creating E Newsletters, and, Establishing and analysing hits and eyeballs.

Suggested Readings :

- | | |
|------------------------------------|--|
| 1. Author Adobe Adobe Pagemaker | Publisher Techmedia |
| 2. Adobe Photoshop | Publisher Techmedia |
| 3. Coburn, Foster D. | Corel Draw |
| 4. A. Jaiswal, Wiley Dreamtech | Fundamentals of computer Information technology today |
| 5. D.P. Mukherjee
Hall of India | Fundamentals of computer graphics and multimedia, Prentice |
| 6. V. Rajaraman | Fundamentals of Computer, Prentice Hall of India |
| 7. 1. Ronal Dewolk | Introduction to Online Journalism
Allyn & Bacon, 2001 ISBN 0205286895 |
| 8. John Vernon Pavlik | New Media Technology
Allyn & Bacon, 1997 ISBN 020527093X |
| 9. Michael M. Mirabito, Barbara . | Cyber Journalism, Focal Press, 2000, 4th edition ISBN
0240804295 |

Paper II: JM-402 Marks=100

INTER CULTURAL COMMUNICATION STUDIES

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

Inter-cultural communication – definition – process – philosophical and functional dimensions

– cultural symbols in verbal and non-verbal communication.

Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

Communication as a concept in western and eastern cultures (Dwaitha – Adwaitha –

Vishishtadwaitha – Chinese (DaoTsu and Confucius – Shinto Buddhism) and also Sufism.

Language and grammar as a medium of cultural communication – Panini/Patanjali – Prabhakara
– Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter-cultural communication.

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

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

Suggested Readings:

- | | |
|------------------------|---|
| 1. Sean Mc Bride | Many voices one world, UNESCO
Publication,1986 |
| 2. Kaarle Nordenstreng | Politics of News |
| 3. Cees Hamelink | Trends in World Communication |

Additional Readings

1. Kretch and Krechfield- Individual and society
2. Bettinghous- Persuasive Communication
3. Edgar and Rahim- Communication Policies in Developing countries
4. Schramm- Mass media and National Development
5. Cheng- Media policies and National Development- Characteristics of sixteen countries
6. Srinivas M. – Communication for Development in Third world countries.
7. Mankekar- Media and the Third World
8. Boyd Baret- The International News Agencies.
9. UNESCO Report- Many Voices , One world.
10. Fredrick William- The Communication evolution.

Paper III: JM-403 Marks=100

SPECIALIZATION Paper

The Students can specialize on any one of the following Topics:

1. . Radio Production;
2. Advertising Management;
3. Film Studies;
4. Communication Research;
5. Developmental Journalism;
6. Television Production;
7. Corporate Communication;
8. Web Journalism;
9. Photography;

Project/Dissertation

Every student will have to do a dissertation/project report in any one of the above area of Mass Communication as stated above under the guidance of regular/guest faculty.

The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice so as to be treated as SPECIALIZATION opted by the student. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

Paper IV: JM-404 Marks=100

INTERNSHIP

Each student will have to undergo a four-week long internship programme or attachment in any of the media organizations such as newspapers, magazines, radio, television, agencies of advertising and public relations/corporate communication, or any other media organization of repute identified by the students and faculty jointly/individually wherein facilities for internship are easily available locally or regionally.

A Report of Internship will have to be submitted confidentially to the HOD from the organization. The Internship Report shall comprise of the filled in assessment card signed and stamped by the organization where the candidate has undergone internship. This would be followed a seminar presentation and submission of a report of the work done during the internship period.

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