

The Faculty of JOURNALISM and COMMUNICATION



म. स. विश्वविद्यालय गीत

अमे वडोदराना विद्यापीठना सपना सारवनारा
अमे ज्योत जलावी सृष्टि नवली सहसा सर्जनहारा.

अमे गगनकुसुम कर धरनारा

अमे मगन मगन थई फरनारा

अगन बाथ अमे भरनारा

अमे दैन्यतिमिरने हरनारा.

श्री सयाजी विद्यापीठना ज्ञानदीपने धरनारा

सत्यं शिवं सुन्दरम् नो मंत्र अनंतर भणनारा.



PROSPECTUS

FACULTY OF JOURNALISM AND COMMUNICATION

D.N. Hall Campus, Near Computer Centre
Pratapgunj, Vadodara – 390002
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MASTER OF JOURNALISM AND MASS COMMUNICATION Programme

“COMPREHENSIVE - CONTEMPORARY - INTERDISCIPLINARY”

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA (www.msubaroda.ac.in)
VADODARA

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ABOUT THE FACULTY...

The idea of having a Communication/Media Education institution had been mooted and the Senate approval procured in 1985, seven years after which the Faculty of Journalism and Communication (FJC) was set up in the M.S. University of Baroda vide Syndicate Resolution Number S.R.2 (4) dated 28. 08.1993.

It initially offered a one-year post-graduate Bachelor in Journalism and Communication Programme (BCJ), which five years later, in 1997, was replaced by a four-semester Masters in Communication Studies programme. The nomenclature of this course has been recently changed to Master of Journalism and Mass Communication (MJMC).

FJC offers a comprehensive curriculum which encapsulates a range of relevant subject areas and related practical work. Even during the first five years when FJC offered a one year post-graduate Bachelor's programme, all subjects germane to an understanding and practice of communication processes were taught. Folk and contemporary theatre which form part of the curriculum to help students grasp the tenets around Development issues, continue to be an integral part of the Master programme too.

For three academic years, from 1995-1997, as part of UGC's initiative to impart vocational education, Journalism and Mass Media Communication was offered as a subject at the undergraduate level to students of the Faculty of Science (Departments of Geology and Geography) to potentially train them to be Science Journalists. An equipment grant of rupees twenty-five lakhs was obtained through this project from which computers, cameras, etc. were bought and other such infrastructure was put in place to enable students to do practical work.

One of the key ongoing features of the programme is that during the proceeds of the course, students get ample opportunity for exposure and hands-on training in the field. For instance, students report on the beats and publish the newsletters through daily reportage of varied local events like industrial exhibitions, University Youth Festival, conferences, etc. Their print media lab journal "Itivritt" is also published each year. Similar work is done for Radio, Television, and new Media too, and many programmes and films have been produced and uploaded over the years. Such an interface helps student build their confidence and capability to be effective practicing

journalists in the future.

The Faculty has been a part of several regional, national, and international educational initiatives and has been part of remunerative and non-remunerative projects, the recent significant two being WASMO, Gandhinagar supported 'Water and Media' project, and NCW, Delhi supported 'Portrayal of Women on OTT platforms – 'A Study of Oho Gujarati' project.

The Placement record of the Faculty is very impressive. The Alumni of FJC, since the very first batch of the Bachelor programme, and students who have graduated from the Master programme, thereafter, are all well placed professionally. The Alumni of FJC work in the field in varying capacities at local, regional, national, and international levels.

They have been absorbed in media set-up's or work independently in various areas - VIZ. Print, Radio, Television, Advertisements, Corporate Communications, Public Relations, Research and Documentation, Government and Non-Government Organisations, Academics, Content Writing, Filmmaking, Photography, ETC.

The Faculty strives to help students cultivate a holistic perspective and understanding of communication processes by arranging seminars and workshops wherein media applications interface with subject areas such as Gender, Disability, or HIV-AIDS, Science and Technology, Environment, Distance Education, Food And Nutrition, Children's Issues, or any other.

Esteemed Visiting Faculty have been the backbone of teaching activity in the Faculty, and invited guest speakers and experts from mainstream media -- locally, and from within the state and India also help students to widen their information base and gain new and interesting insights in the field. Professors and professionals from overseas Universities and Media Houses are also occasionally invited for lectures and workshops from which students benefit substantially.

There exists a student club called "Bodhivriksha" through which current and former students of the Faculty network and try to be mutually helpful to each other. They also "get together" in groups on social networking sites and occasionally host media and other events. The new curriculum is an endeavour to bridge the old and new, the traditional with the newer and more contemporary teaching learning requirements to meet with current market demands. A renewed attempt to merge skills and perspectives in a health mix of theory and practical work.

ADMISSION INFORMATION

PROCESS OF ADMISSION

Eligibility:

A graduate under the 10+2+3 pattern in any discipline is eligible to apply for admission.

Entrance Test:

The admission to the MJMC Programme is through a written entrance test. The entrance test will evaluate the proficiency of the candidates in English language, as also awareness of current affairs /general knowledge in context of Communication and Media Studies. The general components of the written entrance test (total 100 marks) would comprise essay writing and short notes (60 marks) to evaluate level of awareness, depth of understanding and skills of expression; and different sets of objective questions (40 marks) to test command over spelling, vocabulary, and level/standard of information base.

Availability of seats

The **total** number of seats available in the MJMC programme is **30**.

The following criteria for reserved seats would be observed as per Government of Gujarat rules:

Scheduled castes (SC): 7%,

Scheduled tribes (ST): 15%

Socially and Economically Backward Classes (SEBC): 27%

Economically Weaker Section (EWS) 10%

Application Forms and Entrance Procedure

Timeline: Applications are invited for admission in a particular academic year on the prescribed form available online on the Maharaja Sayajirao University of Baroda website or published link: admission.msubaroda.ac.in The Prospectus may be downloaded free; however, the registration fees* of Rs.700/- to be paid by debit card / credit card, or bank chalan. Opening date for the submission of the application form for this Faculty is announced on website (usually dates from April-June).

All details/ instructions are posted on official website of the University, periodically.

Faculty address: Faculty of Journalism and Communication,
D.N. Hall campus, Next to Computer Centre,
Pratapgunj, Vadodara 390002.
Contact number:7990683212

*as announced each year, ** liable to change.

Payment of Fees: Admitted students have to deposit Annual fees of an amount of Rs. 28,900/-** as per the University rules.

INSTRUCTIONS TO APPLICANTS

1. Attested copies of the following certificates should be scanned and submitted online with the application form:
i S.S.C (10th mark sheet) ii. H.S.C. (12th mark sheet) iii. All graduation mark sheets and certificates. If candidate has already pursued a Masters/any other degree/diploma-- those mark sheets and certificates too may be attached.
2. Applicants who have passed the qualifying examination from a University other than M.S. University of Baroda are mandatorily subject to PEC (Provisional Eligibility Certificate) and FEC (Final Eligibility Certificate) procedures and the student would him/herself be responsible to follow-up on it .
3. Candidates applying in reserved categories (SC/ST/SEBC) have to mandatorily attach certificate/s from competent authorities. SEBC candidates, in addition to caste certificate, need to procure and submit legitimate below creamy layer certificate of current year from competent authority of Government of Gujarat.
4. Candidates securing admission in the Faculty have to comply with all discipline and decorum norms. Eighty percent attendance in classes and practical work is compulsory failing which students are not allowed to appear for examinations.

Students taking admission in any programme in the Maharaja Sayajirao University of Baroda have to mandatorily undergo Thalassemia blood test before the commencement of the first semester examination. For any further information Faculty office may be contacted.

MJMC Programme Curriculum: Outline

Faculty of Journalism and Communication offers a two-year (four semesters) full time Master Programme in Communication Studies, leading to Master of Journalism and Mass Communication (MJMC) degree.

ACADEMIC CONTENT OF MJMC PROGRAMME

The two-year (four semesters) programme offered by the Faculty of Journalism and Communication comprises a comprehensive contemporary curriculum with a balance of Theory and Practical Work. The Faculty follows a recently introduced Credit system of evaluation. The MJMC programme, until now based on a total evaluation of 1400 marks (350 marks per semester) is now an 84 credits (21 credits per semester) programme.

The Core Papers which span across all four semesters and include various relevant topics including all the main media, orientation to contemporary society, media law/policy, etc. under each are:

Total number of credits: 48

- Communication and Society I-IV
- Communication Perspectives I-IV
- Communication Research I-IV
- Communication Skills Competencies I-IV

Language and Writing Skills, Communication Action Project/s, and Practical work would additionally comprise the academic/hands-on substance for Semester I and II.

Practical Work delineated at different points through all four semesters comprises the following:

Total number of credits: 36

- Print Media Lab Journal – *Itivritt*
- Feature Writing
- Interviews
- Reviews
- Understanding Editorial and other forms of Writing
- Reporting
- Writing and Production for Radio
- Writing and Production for Television
- Media Exposure through film viewing and discussion, exhibitions, viewing plays etc.
- Advertising
- Public Relations/Corporate Communication
- New Media Technologies-applications
- Contemporary Theatre/Folk Media
- Photojournalism/Photography/Visual Communication
- Media Law/Policies Term Paper
- Translation Workshop
- Seminar Presentations
- Field Trips
- Internship

Dissertation (Communication Research project), a **Special Project** (hands-on work/training) and an Internship in a media organisation in the fourth semester are also key components of the programme.

During the proceeds of the four semesters of the programme, **Visiting and Guest Faculty** comprising media practitioners, experts and scholars from the field are invited for lectures, practical work, interaction, and evaluation. The Faculty is supported by well-placed alumni who regularly mentor and contribute to the academic and career wellbeing of current students. Self-choice of topics for assignments, practical/field work, research, and internship in particular (subject) areas of interest help students to build a portfolio that implies specialisation.

Please Note: The curriculum of the theory papers offered has been revised and updated through Board of Studies meeting – procedures in the last three years.

The updated themes - topics are implemented and taught in the respective semesters since then.

Titles and Subject Codes: MJMC Programme (Academic Year 2012 onwards)

Theory Papers	Semester I	Semester II	Semester III	Semester IV
Communication and Society I to IV	Political Science (JMC2111)	Sociology (JMC2211)	Psychology (JMC2311)	Economics (JMC2411)
Communication Perspectives I to IV	Introduction to Communication (JMC2112)	Development Communication & Media Policy (JMC2212)	Advertising and Media Law (JMC2312)	Public Relations, Corporate Communications & Media Management (JMC2412)
Communication Research I to IV	Basics (JMC2113)	Research-Design & Approaches (JMC2213)	Data Analysis and Interpretation (JMC2313)	Advanced (JMC2413)
Communication Skills Competencies I to IV	Print Media (JMC2114)	Radio/Audio Media (JMC2214)	Television / Visual Media (JMC2314)	New Media (JMC2414)

Practical Work	Semester I	Semester II	Semester III	Semester IV
Practicals	Practical - I (JMC2115)	Practical - II (JMC2215)	Practical - III (JMC2315)	Internship (JMC2415)
Language and Writing Skills	Language and Writing Skills - I (JID2102)	Language and Writing Skills - II (JID2202)	-	-
Communication Action Projects	Communication Action Project - I (JMC2116)	Communication Action Project - II (JMC2216)	Dissertation (JMC2316)	Dissertation (JMC2416) OR Project Work (JMC2417)

CREDITS break-up of Theory Papers and Practical Work: Details MJMC Programme (Academic year 2012 onwards)

A. THEORY: CORE PAPERS: Total number of credits: 48 (12 in each semester)					
Subjects	Sem I	Sem II	Sem III	Sem IV	Grand Total
Communication & Society	3	3	3	3	
Communication Perspectives	3	3	3	3	
Communication Research	3	3	3	3	
Communication Skills Competencies	3	3	3	3	
Theory Credits at the end of each Semester	12	12	12	12	48
B. PRACTICAL WORK: CORE PAPERS: Total number of credits: 15 (3 each for Practical I and II, and Dissertation IV, 6 for Dissertation III)					
Practical Details	Sem I	Sem II	Sem III	Sem IV	Grand Total
Practical I – Pertaining to Paper IV	3	--	--	--	
Practical II – Pertaining to Paper IV	--	3	--	--	
Dissertation Project – Pertaining to Paper III	--	--	6	--	
Dissertation Project – Pertaining to Paper III	--	--	--	3	
Total Practical Credits at the end of each Semester	3	3	6	3	15
C. FOUNDATION COURSES: Total number of credits: 8 (4 each in semester I and II)					
Foundation Course Details	Sem I	Sem II	Sem III	Sem IV	Grand Total
Language and Writing Skills - I	4	--	--	--	
Language and Writing Skills - II	--	4	--	--	
Total Foundation Course Credits at the end of each Semester	4	4	--	--	8
D. GENERIC ELECTIVE COURSES: Total number of credits: 4 (2 each in semester I and II)					
Generic Elective Course Details	Sem I	Sem II	Sem III	Sem IV	Grand Total
Action Project/s I – Pertaining to Papers I, II, III)	2	--	--	--	
Action Project/s II -- Pertaining to Papers I, II, III)	--	2	--	--	
Total Generic Elective Course Credits at the end of each Semester	2	2	--	--	4
E. ELECTIVE DISCIPLINE COURSES: Total number of credits: 9 (3 for Practical work in Semester III and 6 for Internship/ Field Work in semester IV)					
Elective Discipline Course Details	Sem I	Sem II	Sem III	Sem IV	Grand Total
Practical III – Pertaining to Paper IV	--	--	3	--	
Internship / Field Work -- Pertaining to Paper IV	--	--	--	6	
Total Elective Discipline Course Credits at the end of each Semester	--	--	3	6	9
Total Credits to be earned at the end of 4 semesters Masters Programme (MJMC)	21	21	21	21	84

Information on pages 7 & 8 may be provided by Faculty as ADDENDUM to mark sheets given by the University.



SEMESTER - I

SEM1-PAPER 1(CORE): Communication and Society - I

Political Science (JMC2111)

Objectives:

- To help the students understand the basic principles of Indian Political System.
- To appraise students about the fundamentals of Political Science in context of communication processes and Mass Media.

Content of the Course (1 credit for each unit)

Unit - 1: Meaning and Scope of Political Science

Political Science – Meaning, Elements and Nature of State – Colonialism and its Legacy to the Modern Indian Political System – Features of the Indian Constitution – Fundamental Rights – Political Ideologies.

Unit - 2: Political Communication

The basic principles of Political Communication – Media and Political Systems – Media and the Political Process – Media Debates on Secularism.

Unit - 3: Media and Politics in India

Democracy and Indian Media – Electoral process in India and Role of Media — Media and Indian Foreign Policy – Political Activism through New Media.

References:

1. Kapur, A.C. (2007). *Political Science*. New Delhi: S.Chand.
2. Avasthi, A.P. (2001). *Indian Government and Politics*. Agra: Laxshmi Narain Agarwal.
3. Gokhale, B.K. (2006). *Political Science*. Mumbai: Himalaya.
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5. Craig, G. (2007). *The Media, Politics and Public Life*. Sydney: Allen & Unwin.
6. Everette, D., & Merrill, J. (1996). *Media Debates: Issues in Mass Communication*. New Delhi: Longman.
7. Graber, D. (1990). *Media Power in Politics*. New Delhi: Macmillan India.
8. Heywood, A. (2002). *Politics*. London: Palgrave Macmillan.
9. Johri, J.C. (1998 & 1999). *Indian Government and Politics (Vol. II & II)*. New Delhi: Vishal.
10. Kashyap, S. (2008). *Our Constitution: An Introduction*. New Delhi: National Book Trust.
11. Khadpekar, N. R. (2009). *Media and Democracy*. Hyderabad: ICFAI University Press.
12. Louw, E. (2005). *The Media and Political Process*. London: Sage Publications.
13. Narang, A. (2004). *Indian Government and Politics*. New Delhi: Gitanjali Publication.
14. Schudson, M. (2008). *Why Democracies need an Unlovable Press*. Cambridge: Polity Press.
15. Zachariah, A. (1999). *Media Power: People, Politics and Public*. New Delhi: Kanishka.

SEM1-PAPER 2 (CORE): Communication Perspectives - I

Introduction to Communication (JMC2112)

Objectives:

- To acquaint students with the basic concepts of Communication.
- To introduce students to the fundamental theories and models of Communication.

Content of the Course (1 credit for each unit)

Unit-1: Understanding of the Concept of Communication

Elements, scope and significance of Communication – Sociological and Psychological aspects of Communication – Kinds of Communication: Intra-personal, Inter-personal, Group, and Mass communication – Nature of communication (Verbal and non-verbal) – ‘Noise’ in communication.

Semiotics in communication – Meaning of semiotics – Nature of ‘meaning’ in media – Use of semiotics in understanding messages – Denotation and Connotation in media – Models in semiotics (Pierce Ogden, Richards Saussure).

Unit-2: Communication Theories

The socio-psycho-cultural theories nomenclature.

Theories of mass media effects: Selective exposure, perception and retention – Agenda setting theory – Media gate keeping – Social learning theory – Knowledge-gap hypothesis – Uses and gratification theory – Cultivation theory – Social cognitive theory – Media frames theory – Social identity theory – Dependency theory – Minimal effects theory – Media richness theory – Mass culture theory – Marxist and Neo-Marxist approaches – Desensitization – Media Determinism – Normative theories of media - the integrated model of Mass Media effects theories - Asian theories of communication (Sadharanikaran, Sahridayikaran) - Comparison between western and Asian thought on communication theorisation.

Unit-3: Communication Models

Definition, scope and purpose of models – Types of Communication Models: Aristotle Model of Communication – Lasswell’s Model – Shannon and Weaver Mathematical Model – Bolton and Cleaver Model – Newcomb’s ABX Model – Wilbur Schramm’s Model – Osgood-Schramm’s Model – Katz and Lazarfeld’s Two Step Flow of Communication Model – Gerbner’s Model of Communication – Westley and MacLean’s Model – Riley and Riley Model of Communication – David Berlo’s Model of Communication – Jakobson’s Model – Dance’s Helical Model – The Hypodermic Needle Model of Flow – Roger’s Diffusion of Innovations Process.

References:

1. Fiske, J. (1990). *Introduction to Communication Studies* (2nd Ed.). Routledge publications.
2. Agee, W. K.; Ault, P. H. & Emery, E. (1988). *Introduction to Mass Communications* (9th Ed.). New York: Harper & Row.
3. McQuail, D. (2010). *McQuail’s Mass Communication Theory* (6th Ed.). Sage Publications.
4. Perry, D. K. (2002). *Theory and Research in Mass Communication: Context and Consequences* (2nd Ed.). New Jersey: Lawrence Erlbaum Associates Publishers.
5. McQuail, D. & Windahl, S. (1993). *Communication Models for the study of Mass Communication*. London: Longman Publishers.
6. DeFleur, M.L. & Ball-Rokeach, S. (1989). *Theories of Mass Communication*. London: Longman Publishers.
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8. Nöth, W. (1995). *Handbook of Semiotics*. USA: Indiana University Press.
9. Baran, S. J. & Davis, D.K. (2012). *Mass Communication Theory: Foundations, Ferment, and Future* (6th Ed.). USA: Wadsworth-Cengage Learning.
10. DeFleur, M.L. (2009). *Mass Communication Theories: Explaining Origins, Processes, and Effects*. Allyn & Bacon publishers.
11. Bryant, J. & Zillmann, D. (2008). *Media Effects: Advances in Theory and Research* (2nd Ed.). Routledge publishers.
12. Bryant, J. & Thompson, S. (2002). *Fundamentals of Media Effects*. McGraw-Hill Publishers.
13. Perse, E.M. (2001). *Media Effects and Society*. Psychology Press.
14. Nabi, R. L. & Oliver, M.B. (2009). *The SAGE Handbook of Media Process and Effects*. SAGE Publications.
15. Potter, J. W. (2012). *Media Effects*. SAGE Publications.

SEM1-PAPER 3 (CORE): Communication Research - I

Basics (JMC2113)

OBJECTIVES:

- To appraise students about the fundamentals of social science research.
- To help students understand the basic principles and characteristics of Communication Research.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit 1: Meaning and Nature of Research

What is Research and Why Research? – Nature and Types of Knowledge – Different Types of Research – Qualities of a Researcher.

Unit II: Communication Research

The Research Process – Characteristics and development of Communication Research – Significance and Scope of Communication Research.

Unit III: Ethics in Research

Major areas of Communication Research – Research Ethics.

REFERENCES:

1. Bertrand, I., & Hughes, P. (2005). *Media Research Methods: Audiences, Institutions, Texts*. New York: Palgrave Macmillan.
2. Blaxter, L., Hughes, C., & Tight, M. (2002). *How To Research*. United Kingdom: Open University Press.
3. Kothari, C.R. (1985). *Research Methodology: Methods & Techniques*. New Delhi: New Age International Publishers.
4. Deacon, D., & Pickering, M. (1999). *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*. New York: Oxford University Press.
5. Dominick, W. (2006). *Mass Media Research: Processes, Approaches and Applications*. New Delhi: CENGAGE Learning.
6. Ferman, G., & Levin, J. (1975). *Social Science Research: A Handbook for Students*. Cambridge: Schenkman Publishing Company.
7. Folkerts, J., & Lacy, S. (2004). *The Media in Your Life: An Introduction to Mass Communication*. New Delhi: Pearson Education.
8. Gregory, I. (2003). *Ethics in Research*. London: Continuum.
9. Jensen, K. B. (2002). *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. London: Routledge.
10. Judith.M.Buddenbaum, & Novak, K. (2005). *Applied Communication Research*. New Delhi: Surjeet Publications.
11. Mark, I. (2006). *Research ethics for social scientists: between ethical conduct and regulatory compliance*. New Delhi: Sage Publications.
12. Mertens, D. (2009). *The handbook of social research ethics*. New Delhi: Sage Publications .
13. Murthy, D. (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka Publishers.
14. Treadwell, D. (2011). *Introducing Communication Research: Paths of Enquiry*. New Delhi: Sage Publications .
15. Wimmer, R., & Dominick, J. (2003). *Mass Media Research: An Introduction*. United States of America: Wadsworth/Thomson Learning.

SEM1-PAPER 4 (CORE): Communication Skill Competencies - I

Print Media (JMC2114)

OBJECTIVES:

- To help students understand the varied aspects and dimensions of Print media
- To help students acquire and enhance their writing and production skills in Print media

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit - 1: Understanding of Print Media

Difference between news/journalistic writing and other forms of literary writing – Understanding National, Regional, Local, Magazine and Tabloid News publications – Newspaper organizational hierarchy – Understanding the differences between reporting and editing / subbing – Introducing various beats.

Function / Role of Journalism in modern society –An overview on the concepts of political systems and institutions, governance and public administration, social tensions, key national and regional challenges, secularism, pluralism, fundamentalism, business and economy.

Qualities of a Journalist – Basic required abilities – Responsibilities – Team work perspectives – Criticism and Challenges – Ethics – Understanding on the concepts of sensationalism, paid news and yellow journalism – A brief understanding on the milestones of Indian Print Journalism - Vernacular/Gujarati Press.

Unit - 2: News Sourcing and Reporting

News Sourcing – Generating news idea – Identifying news sources from systems / institutions – background research – Reading research reports/budgets – Building personal data bank – Google alerts / press releases/ events/ government documents. Use of RTI Act – Importance of attribution, quotes, putting on record, veracity of statement – Credibility of news report and factual veracity – Interviewing (Purposes and techniques).

Types of reporting – Purposes and techniques – Investigative and interpretative reporting (Snooping, hacking, sting operations); Ethics of investigative journalism – Political reporting (Importance in Indian context, Issues and pitfalls) – Conflict Reporting (Introducing issues of human rights / duties, minorities, FRA etc.; justice, equality, fraternity; Communal / Caste / Class / Terror attacks; The Identity Issue; Sensitivities and Responsibilities; Perceptions, beliefs Vs truth; Pro victim stand; Representing the voice of minorities) – Reporting Development and Deprivation (Issues in Indian context like dalits / tribals / minorities / the poor / women and children; Mainstreaming the neglected; Journalism, Activism and NGOs, its synergies, differences and pitfalls; Concept of colonization; Case studies).

Unit - 3: Writing, Editing and Production

News report writing – Feature writing – Lead and body – Suggestive headlines – Strap – Stylesheets – Importance of Design elements (boxes, statistics, graphics, photos, cartoons, illustrations etc.).

Editing – Meaning and purpose – General principles and functions – Techniques – Editing news reports / raw copies – Wire / Agency copies – Leads/ intro, headlines – Proof reading – Culling out boxes.

Production – Dummy page makeup and layout using QuarkXPress software.

REFERENCES:

1. Ahuja, B.N. (1988). *History of Indian Press – Growth of Newspapers in India*. New Delhi: Surjeet Publications.
2. Motilal, B. (1987). *Role of Press in the Freedom Movement*. New Delhi: Reliance.
3. Rao, C. M. (1974). *The Press in India*. New Delhi: National Book Trust.
4. Verma, A. K. (1993). *Advanced Journalism*. D.K. Publishers
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6. Fox, W. (2001). *Writing the News – A Guide for Print Journalists*. Iowa State University Press
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9. Sharma, D. (2005). *Modern Journalism Reporting and Writing*. New Delhi: Deep and Deep Publications Pvt. Ltd.
10. Gaines, W. C. (2007). *Investigative Journalism – Proven Strategies for Reporting the Story*. USA: CQ Press.
11. Rao, M. (2009). *Feature Writing*. New Delhi: PHI Learning Pvt. Ltd.
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13. Agarwal, S.K. (1990). *Investigative Journalism in India*. D.K. Publishers.
14. Agarwal, V.B. (2006). *Essentials of Practical Journalism*. Concept Publishing Company.
15. Thomas, S.S. (1993). *A QuarkXPress Handbook*. Delmar Cengage Learning.



SEMESTER - II

SEM2-PAPER 1(CORE): Communication and Society - II

Sociology (JMC2211)

Objectives:

- To help students understand the basic principles of Indian society,
- To appraise students about the fundamentals of Sociology in context of media.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit - 1: The Making of Indian Society

The Making of Indian Society – Diversity and Unity – Family and Kinship – The Marriage System – The Caste system – Gender – Rural Urban Contexts – Social Change.

Unit - 2: Communication, Media and Culture

An Overview of Communication – Media and the Social World – Media's place in society – Mass media and socialization (Film; Television; Music; Newspapers).

Media in a global age – The digital revolution – The internet and the World Wide Web – New Media and social change in India.

Media and Social Life in India – Popular Culture – Role of Media in Development: The Indian experience.

Unit - 3: Theorizing the Media in Social Context

Theorizing the Media – Functionalism – Conflict theories – Symbolic Interactionism – Postmodern theory. Audiences and Media representations – Audience studies – Representing class, gender, ethnicity and disability.

REFERENCES:

1. Dube, S.C. (1992). *Indian Society* (2nd Ed). New Delhi: National Book Trust.
2. Ahuja, R. (1999). *Indian Social System*. New Delhi: Rawat Publications.
3. Oommen, T.K. (2005). *Crisis and Contention in Indian Society*. New Delhi: Sage publications.
4. Srinivas, M.N. (2002). *Collected Essays*. New Delhi: Oxford University Press.
5. Geetha, V. (2002). *Gender*. Kolkatta: Stree Publications.
6. Kumar, R. (1993). *The History of Doing: An Illustrated Account of Movements for Women's Rights and Feminism in India 1800-1990*. New Delhi: Kali & London: Verso
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SEM2-PAPER 2 (CORE): Communication Perspectives - II

Development Communication and Media Policy (JMC2212)

OBJECTIVES:

- To introduce students to International Communication Flow and get them acquainted with the concepts of Development Communication.
- To introduce students to concepts and delineations of national media policies and their implications.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit-1: International Communication Flow

Global communication and information flow – New World Information Order- New World Economic Order – McBride Commission Report – Intercultural and cross cultural communication – Role of UNESCO, ITU, WARC, IPDC, NAMEDIA, SAARC, AMIC etc., in international and interregional media cooperation – Historical significance of NWICO and its relevance to present times.

Unit-2: Development Communication

Understanding of Development Communication – Parameters that define Development Communication – Understanding the differences between change, progress, growth and development – The traditional concept – The trends – The paradigm shift – Moving towards sustainable development – Models of persuasive change – Nair and White Model of Development Communication.

Unit – 3: Media Policy

National Media Policy – An Overview – Various attempts made by Indian Government in framing rules and regulations: Chanda Committee – 1964, SITE – 1975, Verghese Committee – 1977, Joshi Committee – 1983, The Prasar Bharati (Broadcasting Corporation of India) Act, 1990, Vardhan Committee – 1991, National Telecom Policy – 1994, Paswan Committee -1995, The Cable TV Network Act 1995, Sengupta Committee – 1996, The Broadcast Bill – 1997, The Telecom Regulatory Authority of India Act, 1997, New Telecom Policy Declaration – 1999, Communications Convergence Bill -2000, The Cable Television Networks (Regulation) Amendment Act, 2002, The Broadcasting Services Regulations Bill – 2006, 2007, Broadcast Code, Code of Ethics and Broadcasting standards by NBA (News Broadcasters' Association), The Cable Television Networks (Regulation) Amendment Act, 2011 - Cable TV Digitalization, DTH guidelines, ASCI (Advertising Standards Council of India) Code.

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SEM2-PAPER 3 (CORE): Communication Research Research-Design and Approaches (JMC2213)

OBJECTIVES:

- To acquaint students with concepts of Theory, Method and Approaches to Social Science Research
- To prepare students to undertake Conceptual Framework and Review of Literature.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit -1: Theory in Research

The Role of Theory in Social Science Research – Review of Related Literature – How to formulate Research Problem, Rationale and Research Objectives/Questions – Concepts of Method and Methodology.

Unit-2: The Basics of Research Design

The Basics of Research Design – Research Methods in Social Sciences (Survey, Interviews, Focus Group Discussions, Case study) —Tools of Data Collection in Social Sciences (Survey questionnaire, Interview schedule) – Qualitative and Quantitative Approaches to Research/ Multi-strategy research.

Unit-3: Research Approaches

Different Research Approaches (Positivism – Hermeneutics – Critical Theory – Feminism) – Sampling and its Types – Field Research (Ethnography and Participatory Research).

REFERENCES:

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3. Barbour, R. (2008). *Introducing Qualitative Research: A student Guide to the Craft of doing Qualitative Research*. New Delhi: Sage Publications.
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SEM2-PAPER 4 (CORE): Communication Skills Competencies -II Radio/Audio Media (JMC2214)

OBJECTIVES:

- To enable students understand the varied aspects and dimensions of Radio / audio medium.
- To enable students acquire and enhance their writing and production skills in Radio / audio medium.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit -1: Introduction to Radio as a Mass-Medium

Ancestry of Radio – Characteristics / Features of Radio – Advantages and Limitations of the medium.

Broadcasting basic concepts – Understanding the concepts of transmission, radio waves, and transmission systems (MW, SW, AM, and FM etc.) – Understanding the concept and importance of various types of radio broadcasting stations and their organizational set-up (Public radio broadcasting, Community radio broadcasting, Campus radio broadcasting, Private radio broadcasting).

Radio scenario in India – Its advent, growth and future – Radio as a tool of development.

Unit-2: Radio Programme Content

Understanding the key Elements of Radio Sound Design – Spoken words, Sound effects, Music and Silence.

Radio Formats – Announcements, Radio Talk, Interviews, Discussions, Documentaries / Features, Drama,

Running commentaries, Magazine programmes, News bulletins, Music and other Technology based formats etc.

– Understanding the nature and treatment of various radio programme formats – Art of writing for different formats and key principles.

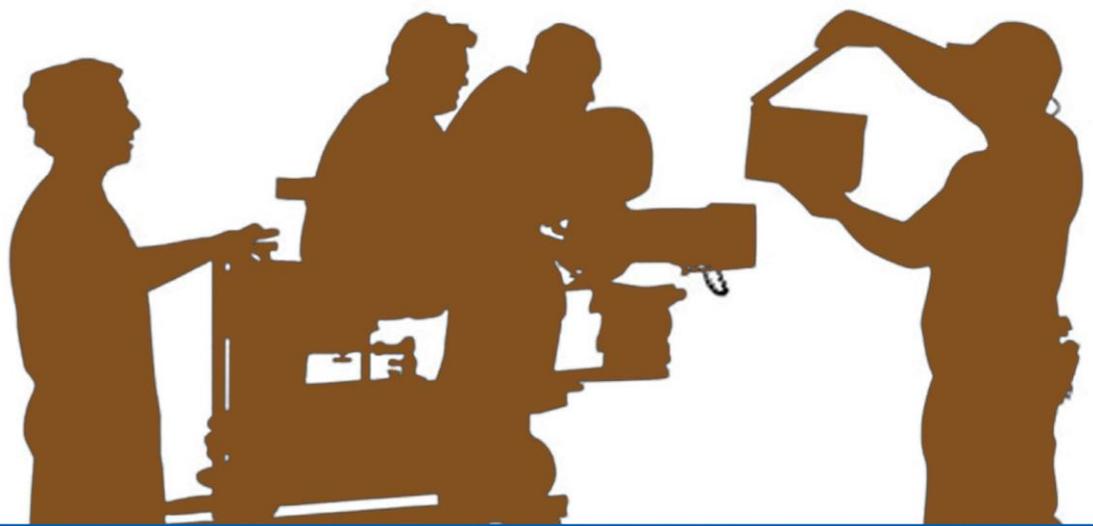
Unit-3: Radio Programme Planning and Production

Understanding the Pre-requisites of the programme – Target planning – Common stages of pre-production (Defining the scope, Selection of Formats, Content Planning) – Production planning (Knowing the studio layout and Production crew).

Basic equipments for Audio Recording and Reproduction – Microphones, its Importance, types – Rehearsal and recording – Planning outdoor broadcasts – Assessment of Planning – Editing theory and practice – Layering and Treatment of the Sound elements – Voice culture and training.

REFERENCES:

1. Kumar, A. (2011). *Radio Journalism in New Age*. Anmol Publications Pvt. Ltd.
2. Adams, M.H. & Massey, K.K. (1994). *Introduction to Radio – Programming and Production*. McGraw-Hill.
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14. Alten, S.R. (2013). *Audio In Media*. Cengage Learning.
15. Winer, E. (2012). *The Audio Expert: Everything You Need to Know About Audio*. Focal Press.



SEMESTER - III

SEM3-PAPER 1(CORE): Communication and Society - III

Psychology (JMC2311)

OBJECTIVES:

- To appraise students about the fundamentals of psychology in the context of Communication.
- To enable students understand the applications of Psychology in Media Consumerism phenomena.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit 1: Consumer Behavior

What is behaviour? – Models of behaviour – Communication and persuasive communication – Definition and scope of consumer behavior – Customer value, satisfaction and retention – Market segmentation, bases of segmentation – Consumer perception, dynamics of perception and customer imagery – Consumer attitude formation and change, strategies of attitude change – Personality and consumer behavior – Brand personality and self & self-image – Consumer motivation, dynamics of motivation – Types and systems of needs.

Unit 2: Media Psychology

Introduction to Media Psychology – Research methods in media psychology – Representations of social groups in media – Developmental issues in media psychology – Young children and media use – Adolescence and media use – Audience participation in (i) news (ii) sports (iii) reality shows (iv) soaps – The future of media psychology – Use of the internet.

Unit 3: Advertising and Selling: Enhancing Psychological Impact

Organizing for advertising and promotion in film – Advertising agencies – AIDA (Attention - Interest - Desire - Action) principle of advertising – Importance of creativity in advertising – Advertising appeals and their mass impact on consumers minds – Scope and role of sales promotion, coordinating sales promotion and advertising – Scope of personal selling, advantages and disadvantages of personal selling, combining personal selling with other promotional tools.

REFERENCES:

1. Schiffman, L.G. & Kanuk, L.L. (2005). *Consumer behavior* (8th Ed.). New Delhi: Prentice-Hall of India Private Limited.
2. Batra, S.K. & Kazmi, S.H.H. (2008). *Consumer Behavior: Text & Cases*. (2nd Ed). New Delhi: Excel Books.
3. Sharma, A. K. (2006). *Consumer Behaviour*. New Delhi: Global Vision Publishing House.
4. Belch, G.E.; Belch, M.A., & Purani, K. (2010). *Advertising and Promotion: As Integrated Marketing Communication Perspective* (7th Ed.). New Delhi: Tata McGra Hill education Pvt. Ltd.
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10. Livingstone, S. (2007). *Making Sense of Television: The Psychology of Audience Interpretation*. Routledge.
11. Livingstone, S. (2002). *Young People and New Media: Childhood and the Changing Media Environment*. SAGE Publications.
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14. Mooij, M. (2010). *Global Marketing and Advertising: Understanding Cultural Paradoxes*. 3rd Ed. SAGE Publications.
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SEM3-PAPER 2 (CORE): Communication Perspectives -III

Advertising and Media Law (JMC2312)

OBJECTIVES:

- To acquaint students with the concepts and principles of Advertising and introduce them to Advertising production processes.
- To introduce students to Media Law in Indian context and their implications.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit - 1: Introduction to Advertising

Meaning, definition, classification and functions – History of Advertising – Role of Advertising in Marketing processes – Economic, social, cultural, psychological and ethical aspects of advertising – Concepts in Advertising (Product life cycle, Unique Selling Proposition, Brand position, Publicity, Propaganda etc).

Business of Advertising – Structure and Functions of Advertising Agency – Advertising professional bodies (AAAI, ISA, ASCI, INS etc) – Types of Advertising (Consumer advertising, Industrial advertising, Classified advertising, Retail advertising, Financial advertising, PR advertising, Political advertising, Image advertising, Lifestyle advertising, Internet advertising, Public service advertising, Rural marketing etc).

Unit - 2: Creative Strategy, Campaign Planning and Advertising Research

Understanding different media for advertising, advantages and disadvantages – Creating advertisements for different media (print, radio, television, new media, outdoor, transit etc.) – Visualisation, copy writing and layout – Art work and production.

Campaign planning and stages – Types of appeals – Principles of campaign planning – Media mix – Media planning – Media scheduling – Allocation of advertising budget – Strategies like AIDA; DAGMAR approach, Information Process Model etc.

Fundamental marketing research skills – Market research – Product research – Copy research – Consumer research – Motivational research – Techniques of pre-testing and post-testing.

Unit - 3: Media Laws

An overview and brief history – Constitutional Provisions and amendments for Freedom of Media in India. Major Laws in India – Law of Defamation – Contempt of Court Act – Gagging Act – Indian Press Act – Vernacular Press Act – Official Secrets Act – Press and Registration of Books Act – Working Journalist Act– Copyright Act — Drugs and Magic Remedies Act – Right to Information Act – The Prasar Bharati (Broadcasting Corporation of India) Act, 1990 – The Telecom Regulatory Authority of India Act, 1997 – The Cable TV Network Act 1995 – The Cable Television Networks (Regulation) Amendment Act, 2002, 2011 – Cable TV Digitalization, DTH guidelines.

REFERENCES:

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9. Zinkan, G. (2011). *Advertising Research: The Internet, Consumer Behavior, and Strategy*. USA: Marketing Classics Press.
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12. Neelamalar, N. (2010). *Media Law And Ethics*. New Delhi: PHI Learning Private Ltd.
13. Manna, B. (2006). *Mass Media and Related Laws in India*. Academic Publishers.
14. Price, M. E. & Verhulst, S. G. (2001). *Broadcasting Reform in India: Media Law from a Global Perspective*. UK: Oxford University Press.
15. Thakurta, P.G. (2008). *Media Ethics: Truth, Fairness, and Objectivity*. UK: Oxford University Press.

SEM3-PAPER 3 (CORE): Communication Research -III

Data Analysis and Interpretation (JMC2313)

OBJECTIVES:

- To acquaint students with Qualitative and Quantitative Data Analysis techniques.
- To guide students through their dissertation work.

CONTENTS OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit -1: Qualitative Data Analysis

Documents as sources of data in qualitative research – Documentation, coding and categorization of qualitative data – Analyzing qualitative data – Content Analysis – Qualitative and Quantitative – Narrative analysis – Discourse analysis – Conversation analysis.

Unit - 2: Interpreting Qualitative Data

Secondary data analysis - Interpretation of Qualitative Data – Grounded Theory – Triangulation – Analytic Induction.

Unit - 3: Quantitative Data Analysis

Quantitative Data Analysis – Validity and Reliability of Quantitative Data – Statistical methods of Data Analysis (Mean, Median, Mode) – Types of Measurement scales (Nominal, ordinal, interval, ratio).

REFERENCES:

1. Bazeley, P., & Jackson, K. (2007). *Qualitative Data Analysis with NVivo*. New Delhi: Sage Publications.
2. Marshall, C. & Rossman, G. (2011). *Designing Qualitative Research*. New Delhi: Sage Publications.
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8. Richards, L. (2009). *Handling Qualitative Data: A Practical Guide*. New Delhi: Sage Publications.
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15. *Publication Manual of the American Psychological Association*, Sixth Edition. (July 2009). Washington, DC: American Psychological Association.

SEM3-PAPER 4 (CORE): Communication Skill Competencies - III Television/Visual Media (JMC2314)

OBJECTIVES:

- To enable students understand the varied aspects and dimensions of the visual media
- To enable students acquire and enhance their writing and production skills in Television / visual media

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit - 1: Photo Journalism

Brief history of photography and photo journalism – Definition, nature, scope and function of photo journalism – Press photography and photo journalists.

News pictures and types – sources of photographs – Photo agency pictures – Stock picture library – Photo desks – Photo editing – Legal and ethical aspects of photography – The picture story – Photo features – Writing captions and outlines – Illustrations.

Techniques of photography – Types of Cameras – Lens – Use of specialized software – Standards of picture presentation – retouching, packing, copying and other techniques.

Unit- 2: Introduction to Television as a Mass-Medium

Significant milestones in the history of Television (Invention, growth and contemporary scenario) –Television as a tool of development – Strategic educational and social role of Television.

Nature of the medium – Elements of visual treatment – Principles of capturing an image (usage of camera, shot sizes, camera movements, angles) – Significance and principles of editing – Different transitions used in editing.

Content Treatment for Television – Understanding the nature and treatment of various kinds of Television programme formats (Fiction like Infotainment programmes, sitcoms, serials; Non-Fiction like News, documentaries, current affairs programmes, talk shows, reality shows etc.) – Research and scripting – Storyboard preparation.

Unit - 3: Television Production and Techniques

Personnel involved in Television production (Roles and responsibilities) – Understanding studio layout, floor management, working of a console, outdoor and indoor production – Understanding equipment, elements of lighting and sound, and their significance in television production – Types of lighting (Indoor /outdoor) – Recording sound for television – Editing with software Adobe Premiere.

REFERENCES:

1. Rahmel, D. (2012). *Nuts and Bolts Filmmaking: Practical Techniques for the guerilla Filmmaker*. CRC Press
2. Hampe, B. (2007). *Making Documentary Films and Videos: A practical guide to planning, Filming and Editing Documentaries*. Henry Holt and Company
3. Brown, B. (2013). *Cinematography Theory and Practice: Image Making for Cinematographers and Directions*. Elsevier Inc.
4. Videomaker (2013). *The Videomaker Guide to Video Production*. Elsevier/Focal Pres
5. Akers, W. M. (2011). *Your Screenplay Sucks! 100 Ways to Make It Great*. Michael Wiese Productions.
6. Zettl, H. (2012). *Television Production Handbook*. USA:Wadsworth CENGAGE Learning.
7. Owens, J. & Millerson, G. (2012). *Television Production*. UK: Focal Press
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9. Cury, I. (2011). *Directing and Producing for Television: A Format Approach*. UK: Focal Press
10. Kelby, S. (2013). *The Digital Photography Book (Volume 1, 2 and 3)*. Peachpit Press
11. Busch, D.D. (2011). *Canon EOS Rebel T2i/550D – Guide to Digital SLR Photography*. USA:CENGAGE Learning
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14. Hunter, F. & Fuqua, P. (1997). *Light Science and Magic: An Introduction to Photographic Lighting*. Focal Press.
15. Barnbau, B. (2010). *The Art of Photography: An Approach to Personal Expression*. Rocky Nook Inc.



SEMESTER - IV

SEM4-PAPER1 (CORE): Communication and Society - IV

Economics (JMC2411)

OBJECTIVES:

- To appraise students about the fundamentals of Economics in the context of media.
- To help students understand the basic market principles in which the media processes are pitched.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit -1: Economic Profile of India

Basic concepts of Economics – Economic Growth v/s Economic Development- National Income and its components – GDP v/s HDI measures -Nature of Unemployment –State v/s Market-Civil Society
Dichotomic Character of Indian Economy – Agriculture, Public, Private, and Small Scale Industrial sectors.
The changing economic structure of India – Global consolidations – Foreign Trade, Foreign Exchange and Foreign Investments Policies
Problems of Population, Food, Housing, Health Care and Infrastructure.

Unit-2: Defining Media Economics

Defining Media Economics – Media Business Models and Functions – Mass Media Industry Structure.
Media Economics concepts-media products and types-dual product marketplace competition-economics of scale and scope- mergers and acquisitions.
Ownerships – Licensing and Franchising – Rules & Regulations – Monopolies, Oligopolies, Conglomerates, Mergers & Acquisitions, Cross-media Ownerships
Concepts of Demand-Supply-Cost-Production- Elasticity-Revenue-Market-Advertising

Unit-3: Media Markets and Media Property Evaluation

Media markets-structure-conduct-content-performance-Issues and role of policies at local-regional-national-global levels- Understanding the role played by consumers in the media economy – Various market driven consumption behaviours – The difference between mass media and consumer media.
Innovation and diversity in media content – Competition and bottlenecks in new-media markets-economics of advertisement-print-audiovisual-films-new digital media
Assessing Media Properties – Amortization and Depreciation – Evaluating Media Properties (Image, Frequency, and Profit).
Globalisation of Media - entry of foreign players-policy-problems-prospects.

REFERENCES:

1. Gupta, K. R. & Gupta, J.R. (2008), *Indian Economy*, Volume 1. New Delhi: Atlantic Publishers and Distributions.
2. Jain, T. R. & Ohri, V.K. (2010). *Indian Economic Development*. New Delhi: V.K. Publications
3. Krueger, A.O. (2002). *Economic Policy Reforms and the Indian Economy*. London: The University of Chicago Press.
4. Islam, R. (2002). *The Right to Tell: The Role of Mass Media in Economic Development*. Washington DC: The International Bank for Reconstruction and Development (The World Bank).
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7. Doyle, G. (2013). *Understanding Media Economics*. SAGE Publications.
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12. George, C. (2008). *Free Markets Free Media?: Reflections on the Political Economy of the Press in Asia*. Singapore: AMIC.
13. Kohli-Khandekar, V. (2012). *The Indian Media Business* (3rd Ed.). SAGE Publications.

SEM4-PAPER 2 (CORE): Communication Perspectives - IV

Public Relations, Corporate Communications and Media Management (JMC2412)

OBJECTIVES:

- To acquaint students with the concept and theory of Public Relations, Corporate Communications and Media Management.
- To introduce students to practical aspects of Public Relations, Corporate Communications and Media Management.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit-1: Public Relations – Theory and Practice

Theory and practice of PR – Definition, role and functions – PR in changing socio-economic and political environment – Types of PR – PR Agencies – Tools of PR (exhibitions, displays, etc.)– Understanding the meaning and differences between Propaganda, Advertisement, Publicity, Public Opinion, Marketing, Laisioning, Lobbying, Campaign, and Promotion. Model of PR Change Process – Common misconceptions about PR – Roles and responsibilities of an effective PR Person – Art of persuasion, feedback, campaign planning and strategies.

PR publications – Newsletter, House Journal, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters.

Writing for PR – Press Release, Press note, Handout, Feature, Articles, Speech writing, special speech, Tips of writing of writing for expert and Top management of the organization, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Scheduling and handling of press Conference, Press get-together, Press Meet, Checklist of Press kit.

Concept and scope of Private PR – Image, Event and Conference Management – Counseling, Crisis / Disaster Management. PR bodies-PR ethics-use of new/social media for PR.

Unit-2: Corporate Communications

Definition, scope and functions of Corporate Communication – Corporate identity, philosophy, image building, corporate branding – Corporate Culture, Citizenship, Philanthropy – Corporate Social Responsibility.

Corporate Communication Strategies – Internal and External Corporate Communication – Managerial Perspective of Public Relations in Corporate sectors – PR and Corporate Advertising – Crisis Communication – Event Management. Use of new/social media for corporate communications.

Unit-3: 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 – Policy formulation.

Media Management Functions (Planning, Organizing, Directing and Controlling) – Process and prospects of Launching Media Ventures.

REFERENCES:

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2. Reddy, C. V. N. (2009). *Effective Public Relations and Media Strategy*. New Delhi: PHI Learning Private Limited.
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5. Heath, R. L. (2010). *The SAGE Handbook of Public Relations*. SAGE Publications
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11. Fernandez, J. (2004). *Corporate Communications: A 21st Century Primer*. New Delhi: Response Books.
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14. Kohli-Khandekar, V. (2012). *The Indian Media Business* (3rd Ed.). SAGE Publications.
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SEM4-PAPER 3 (CORE): Communication Research - IV

Advanced (JMC2413)

OBJECTIVES:

- To enable students to accomplish their Dissertation Project.
- To acquaint students with various statistical packages and tools required for data analysis and train them in research writing.

CONTENTS OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit -1: Techniques of Visual Analysis & Statistical Packages in Research

Semiotic Analysis in Communication Research - Visual Data Analysis – Photographs – Films – Videos - Introduction to Parametric and Non-Parametric Tests.

Unit 2: The Internet in Research

The use of Internet and other E-portals in Research - E-Research – Analyzing Internet Documents and Interactions – Advantages and Limitations of E-Research.

Unit 3: Research Writing

Drawing generalizations and conclusions in a Research Project – Writing in Social Science Research – Goals, Issues and Concerns – Compiling, Writing and Editing of Dissertation – How to write a research paper – Publishing in Research Journals – Writing Research Reports.

REFERENCES:

1. Gupta, C. (2003). *Research Methodology and Statistical Techniques*. New Delhi: Deep and Deep Publishers.
2. Fielding, N. G., Lee, R. & Blank, G. (2008). *The SAGE Handbook of Online Research Methods*. New Delhi: Sage Publications.
3. Fielding, N., & Lee, R. (1998). *Computer Analysis and Qualitative Research*. New Delhi: Sage Publications.
4. Hunsinger, J., Klastrup, L., & Allen, M. (2010). *International Handbook of Internet Research*. New York: Springer.
5. Leary, Z. (2010). *The Essential Guide to Doing your Research Project*. New Delhi: Sage Publications.
6. Lester, J., & Lester, J. (2005). *Writing research papers : A complete guide* (11 ed.). New York: Pearson/Longman.
7. P. Alasuutari, Bickman, L., & Brannen, J. (2008). *Handbook of Social Research Methods*. New Delhi: Sage Publications.
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SEM4-PAPER 4 (CORE): Communication Skill Competencies - IV

New Media (JMC2414)

OBJECTIVES:

- To enable students to understand the varied aspects and dimensions of New Media Technologies and Social Engagement.
- To enable students to acquire and enhance their writing and production skills in New Media.

CONTENT OF THE COURSE (1 CREDIT FOR EACH UNIT)

Unit -1: Introduction to New Media

What is New Media? Media technology developments in historical perspective, Information society and Digital culture – How New Media is different from Traditional Media – New Media ownership, concentration, convergence, community, identity, interactivity – The nature and power of technology, intelligent systems and artificial life. Role of New Media in Developmental aspects – Impact of new media on the economy, society, identity, politics, friendship, citizenship and everyday life – Digital divide – E-governance, potentials and criticism (case studies) – Role of media in anti-corruption campaigns – IT ACT 2000, its strength, limitations and problems in implementing it.

Unit-2: New Media Applications & Digital Journalism

Rise of Internet – Understanding Cyber space and culture – Web 2.0 technologies – New Media Applications like Interactive Marketing, Viral marketing, Online Collaboration, Virtual Communities, Video conferencing, Social Networking Sites, Mobile media etc. – New Media Communication and Interaction forms & elements (instant messaging, picture-sharing, video-uploading, blogging, micro-blogging, wall posting, voice sharing, music-sharing, crowd-sourcing, mobile applications etc.)

New Media / Digital Journalism – Crisis of Journalism – Changes in Journalism – Challenges in New Media journalism – Media & Digital Literacy – Characteristics of digital journalism (Hypertextuality, Interactivity, Nonlinearity, Multimedia, Convergence, Customization and Personalization) – E-newspaper – Internet TV– Internet radio – scope of interoperability of media.

Unit-3: Generating Content for New Media & Safety Issues

Electronic content production – Cognitive and Sociological Aspects of Online Writing - Visual structure and Information Design – Interactive Content – Chunking and Hyperlinking – Search Engine Optimisation (SEO) and metatags – Information retrieval & Text mining – New Media News Writing – Online Publishing from Print to Electronic. Ethics – Copyright and Legal issues – Understanding cyber contracts – Plagiarism – Security, Surveillance and Safety – Cyber bullying – cyber terrorism– Cyber conflict– Fraud and Deceptions – Threats like Online porn – Online Protection.

REFERENCES:

1. Siapera, E. (2012). *Understanding New Media*. SAGE Publications.
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4. Bonime, A. & Pohlmann, K. C. (1998). *Writing for New Media*. New York: John Wiley.
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FUTURE ENVISAGED...

The Faculty of Journalism and Communication is the youngest of all Faculties in The Maharaja Sayajirao University of Baroda, and in its thirtieth year, it continues to contribute meaningfully to the prestige of the University through the Master's course that it offers.

Emerging as a time-tested space for media education, the Faculty is now poised to take on multidimensional initiatives to prepare the upcoming professionals for all kinds of media engagement with the most critical issues of our time in new and appropriate ways.

It is envisaged that in the future, the Faculty will try to comply with the demands of current media phenomena and market trends. The demand and need to start skills-oriented Bachelor programme as well as at the other end of the academic continuum,

a scholastic, well conceptualised and systematised Doctoral programme has led to initiating a Bachelors Programme (BJMC) and a Ph.D. programme started in 2017 and 2018 respectively. Few short certificate courses have also been launched from academic year 2021.

The Faculty of Journalism and Communication would thus continue to carry forward its task of collaborative, interdisciplinary, inquiry-based learning which ultimately meets with the need of preparing educated and well-versed communicators who play a pivotal role in ensuring the wellbeing of a democratic society. In a present-day world, where communication processes which manifest through the media form the crux of development and understanding across nations, these steps can only be ones in the very right direction.

ROLL OF HONOUR

Academic stature of the programme has always been upheld and acknowledged by awarding gold medals to meritorious students during the Annual Convocation of the University.

NAME OF THE GOLD MEDALS:

SHRI GOVERDHANDAS CHUNILAL SHAH GOLD MEDAL

SHRI MOHANLAL MEHTA SOPAN GOLD MEDAL

GOLD MEDALISTS: ROLL OF HONOUR	
1993	Ms. Leena Misra
1994	Mr. Narendra Pachkhede
1995	Ms. Darshana Desai
1996	Ms. Shilpi Balkrishnan
1997	Mr. Deepak Ajwani
1998	(Course upgraded to Master's degree)
1999	Ms. Ciny Mathew
2000	Ms. Shilpi Khanna
2001	Mr. Satyen Bordoloi
2002	Ms. Mukta Chakravorty
2003	Mr. Ashish Shukul
2004	Mr. Adil Marawala, Ms. Deepanjali Singh
2005	Ms. Bindu Nair
2006	Mr. Rajat Ghai
2007	Mr. Parth Shastri
2008	Ms. Debarati Basu
2009	Ms. Nidhi Shendurnikar
2010	Ms. Urvi Malvania
2011	Ms. Fontina Dias
2012	Ms. Devarshee Desai
2013	Ms. Maithilee Desai
2014	Ms Hima Patel
2015	Ms Kiran Bhatia
2016	Ms. Aparna Upadhyay
2017	Ms. Richa Chaturvedi
2018	Ms. Akanksha Kumar
2019	Ms. Hetal Joshi
2020	Ms. Shivani Vishwakarma
2021	Ms. Krutagna Bhatt



PASSION - PERSEVERENCE - POWER

FACULTY OF JOURNALISM AND COMMUNICATION

Maharaja Sayajirao University of Baroda
