

**Learning Outcomes Based Curriculum Framework (LOCF)
for
Mass Communication and Journalism**

**Postgraduate Programme
2020**

**Department of Mass Communication, Journalism and Media Studies
Cotton University
Panbazar, Guwahati
Assam**

PART I

1.1 Introduction

The Learning Outcomes-based Curriculum Framework (LOCF) for M.A (Mass Communication and Journalism) degree programme intended to design a broad learning framework to provide the human capital needs of the ever changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower learners to innovation, incubation and acquire entrepreneurship abilities along with professional and employable skills. It is also designed to imbibe primary research culture among learners to encourage Research and Development (R & D) potentials. It has also been structured to prepare the undergraduates to achieve skills for digital and cyber world of the present and future era.

The programme incorporates current and futuristic trends in the Media and Entertainment Industry with Graduate Attributes (GAs) such as disciplinary knowledge and skills, influential and effective communication, self-directed learning, critical thinking, problem solving abilities, digital empowerment, ability to apply knowledge, lifelong learning, analytical reasoning, research-related skills, cooperation/team work, scientific reasoning, reflective thinking, multicultural competencies, leadership readiness/qualities, ethical reasoning, global vision, professional commitment and sensitizing with Sustainable Development Goals (SDGs) of United Nations. It also aims to build future ready professionals and socially responsible global citizens working under multi-cultural environment contributing to the attainment of global peace.

1.2 Learning Outcomes-based Approach to Curriculum Planning and Development

The basic objective of the learning outcome based approach to curriculum planning and development is to focus on demonstrated achievement of outcomes (expressed in terms of knowledge, understanding, skills, attitudes and values) and academic standards expected of graduates of a programme of study. Learning outcomes specify what graduates completing a particular programme of study are expected to know, understand and be able to do at the end of their programme of study.

The expected learning outcomes are used to set the benchmark to formulate the course outcomes, programme specific outcomes, programme outcomes and graduate attributes. These outcomes are essential for curriculum planning and development, and in the design, delivery and review of academic programmes. They provide general direction and guidance to the teaching-learning process and assessment of student learning levels under a specific programme.

The overall objectives of the learning outcomes-based curriculum framework are to:

- help formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes that are expected to be demonstrated by the holder of a qualification;

- enable prospective students, parents, employers and others to understand the nature and level of learning outcomes (knowledge, skills, attitudes and values) or attributes a graduate of a programme should be capable of demonstrating on successful completion of the programme of study;
- maintain national standards and international comparability of learning outcomes and academic standards to ensure global competitiveness, and to facilitate student/graduate mobility; and
- provide higher education institutions an important point of reference for designing teaching-learning strategies, assessing student learning levels, and periodic review of programmes and academic standards.

1.3 Key outcomes underpinning curriculum planning and development

The learning outcomes-based curriculum framework is a framework based on the expected learning outcomes and academic standards that are expected to be attained by graduates of a programme of study. The key outcomes that underpin curriculum planning and development include Graduate Attributes, Programme Outcomes, Programme Specific Outcomes, and Course Outcomes.

1.3.1 Graduate Attributes

The disciplinary expertise or technical knowledge that has formed the core of the university courses. They are qualities that also prepare graduates as agents for social good in future. Some of the characteristic attributes that a graduate should demonstrate are as follows:

1. **Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines
2. **Research-related skills:** A sense of inquiry and capability for asking relevant/appropriate questions, problematising, synthesising and articulating
3. **Analytical reasoning:** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others
4. **Critical thinking:** Capability to apply analytic thought to a body of knowledge
5. **Problem solving:** Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems
6. **Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally
7. **Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.
8. **Self-directed learning:** Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.
9. **Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams
10. **Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective

11. **Reflective thinking:** Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.
12. **Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective
13. **Moral and ethical awareness/reasoning:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work
14. **Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
15. **Lifelong learning:** Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

1.3.2 Programme Outcomes (POs) for Undergraduate programme (Honours)

POs are statements that describe what the students graduating from any of the educational programmes should be able to do. They are the indicators of what knowledge, skills and attitudes a graduate should have at the time of graduation.

1. **In-depth knowledge:** Understand the concepts and processes related to an academic field of study and demonstrate the applicability of their domain knowledge and its links to related disciplinary areas/subjects of study.
2. **Specialised knowledge and skills:** Demonstrate procedural knowledge and skills in areas related to one's specialization and current developments, including a critical understanding of the latest developments in the area of specialization, and an ability to use established techniques of analysis and enquiry within the area of specialisation.
3. **Analytical and critical thinking:** Demonstrate independent learning, analytical and critical thinking of a wide range of ideas and complex problems and issues.
4. **Research and Innovation:** Demonstrate comprehensive knowledge about current research in the subject of specialisation; critical observation to identify research problems and to collect relevant data from a wide range of sources, analysis and interpretation of data using methodologies as appropriate to the area of specialisation for formulating evidence-based research output.
5. **Interdisciplinary Perspective:** Commitment to intellectual openness and developing understanding beyond subject domains.
6. **Communication Competence:** Demonstrate effective oral and written communicative skills to convey disciplinary knowledge and to communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the subject(s) of study

7. **Career development:** Show proficiency in academic, professional, soft skills and employability required for higher education and placements.
8. **Teamwork:** Work in teams with enhanced interpersonal skills leadership qualities.
9. **Commitment to the society and the Nation:** Recognise the importance of social, environmental, human and other critical issues faced by humanity at the local, national and international level; appreciate the pluralistic national culture and the importance of national integration.

1.3.3 Programme Specific Outcomes (PSOs) in Mass Communication and Journalism

Programme specific outcomes include subject-specific skills and generic skills, including transferable global skills and competencies, the achievement of which the students of a specific programme of study should be able to demonstrate for the award of the degree. The programme specific outcomes would also focus on knowledge and skills that prepare students for further study, employment, and citizenship. They help ensure comparability of learning levels and academic standards across universities and provide a broad picture of the level of competence of graduates of a given programme of study. The attainment of PSOs for a programme is computed by accumulating PSO attainment in all the courses comprising the programme.

The PSOs of the Learning Outcomes-based Curriculum Framework (LOCF) for MA in Mass communication & Journalism degree are:

After completing this undergraduate programme, a learner:

1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
2. Shall acquire the knowledge related to media and its impact.
3. Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
4. Shall empower themselves by communication, professional and life skills.
5. Shall be able to enhance the ability of leadership.
6. Shall become socially responsible citizen with global vision
7. Shall be equipped with ICTs competencies including digital literacy.
8. Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
9. Shall have an understanding of acquiring knowledge throughout life.
10. Shall acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities.

1.3.4 Course Level Learning Outcome Matrix

Course Level Learning Outcomes Matrix – Core Course

<i>PO</i> <i>COS</i>	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PL10
C1	✓	✓	----	✓	✓	----	—	✓	✓	✓
C2	✓	✓	—	—	✓	✓	—	✓	✓	—
C3	✓	✓	✓	✓	—	—	—	✓	✓	✓
C4	✓	—	—	✓	—	—	—	—	✓	—
C5	✓	—	—	✓	—	—	—	—	✓	—
C6	✓	✓	✓	—	—	✓	—	✓	✓	✓
C7	✓	✓	✓	✓	—	✓	—	—	✓	✓
C8	✓	—	✓	✓	—	✓	—	—	✓	✓
C9	✓	✓	—	—	—	✓	—	—	✓	—
C10	✓	✓	✓	—	—	—	✓	—	✓	✓
C11	✓	—	✓	✓	—	—	✓	—	—	✓
C12	✓	✓	✓	—	—	—	✓	—	✓	—
C13	✓	✓	✓	—	—	—	✓	—	✓	—
904 S 1	✓	—	✓	✓	—	—	✓	—	✓	—
904 S 2	✓	✓	✓	—	—	—	✓	—	✓	—
904 S 3	✓	—	—	—	—	✓	—	✓	—	—
905OPE	✓	✓	✓	—	—	✓	—	—	✓	✓
1001C	✓	—	✓	✓	✓	—	✓	—	✓	—
1002 S1	✓	✓	✓	✓	✓	✓	—	—	✓	✓
1002 S2	✓	—	—	—	—	✓	—	—	—	—
1002 S3	✓	✓	✓	—	—	✓	✓	—	✓	✓
1003 OPE	✓	✓	✓	—	—	✓	✓	—	✓	✓
1004 DPW	✓	✓	✓	—	—	✓	✓	—	✓	✓

1.4 Teaching-learning process

The Department of MCJMS, Cotton University has student-centric teaching-learning pedagogies to enhance the learning experiences of the students. All classroom lectures are interactive in nature, allowing the students to have meaningful discussions and question and answer sessions. Apart from the physical classes, lectures are also held in online mode where students can have doubt clearing and discussions with the teachers. Most of the teachers use ICT facilities with power-point presentations, e-learning platforms and other innovative e-content platforms for student-centric learning methods.

The Department has adopted participative teaching-learning practices, which includes seminars, presentations and group discussions. These participative teaching-learning practices are included in the curricula of almost all the courses. Apart from these, exposure visits, special lectures by invited experts, workshops, and National/International seminars are held to augment knowledge, encourage innovative ideas and expose the students to global academic and research advancement.

The short-term projects, research projects, assignments and field works, which are the integral components of all the courses, enable the students to solve practical problems. Students are also being engaged in sample surveys, data collection and analysis works of the in-house and external research projects for acquiring experiential learning. The laboratories of the department offer hands-on learning experiences to the students.

1.5 Assessment methods

A variety of assessment methods that are appropriate to the discipline are used to assess progress towards the course/programme learning outcomes. Priority is accorded to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: closed-book examinations; problem based assignments; practical assignment; laboratory reports; individual project reports (case-study reports); team project reports; oral presentations, including seminar presentation; viva voce interviews; computerised testing and any other pedagogic approaches as per the context.

PART II

Structure of Post-Graduate programme in Mass Communication and Journalism

I. Outline of the courses under Choice Based Credit System:

The Postgraduate programmes consist of four semesters with minimum credits required for the complete programme being 84 while the M.C.A. programme will be of six semesters with minimum credit requirement being 118.

Each course in a programme will be from one of the following categories:

1. Core Course (Core): A course that should compulsorily be studied by a candidate as a core requirement is termed a Core Course. Each core course is of 4 credits.

2. Lab Course (LAB): A Lab (Laboratory) course is a compulsory course in the first two semesters of the M.Sc. programme where the major part of the study involves laboratory work. Each Lab course is of 4 credits.

3. Elective Course: A course that can be chosen from a pool of courses and which may extend the discipline/subject of study or provides exposure to some other discipline/subject or which enhances the student's proficiency or skill is termed an Elective course.

(i) **Special Paper (SPL):** A course within the parent department that will lead to specialized knowledge and expertise. Each SPL course is of 5 credits.

(ii) **Open Elective (OPE):** An elective course offered under the main discipline/subject of study is an Open Elective and may be offered to students of other disciplines. A student from a given discipline will be eligible to take one open elective in the third semester and one in the fourth semester. Each OPE course is of 4 credits.

(iii) **Skill Enhancement Course (SEC):** These courses may be chosen from a pool of courses designed to provide skill-based knowledge and should ideally contain both theory and lab/hands-on/training/fieldwork. The primary purpose is to provide students with lifeskills in hands-on mode to increase their employability. Each SEC course is of 2 credits.

4. Practical/Tutorials: A practical or tutorial component (or both) is to be provided with every core and special paper/open elective paper.

5. Dissertation/Project Work (DPW): A course designed for students to acquire special/advanced knowledge that they study on their own with advisory support by a teacher/faculty member is a dissertation/project work. A DPW course is of 6 credits.

- The credits for a course will be of the structure L+T+P, where L, T and P stand for lecture, tutorial and practical respectively.
- Each 4 credit course with practical is of the pattern 3+0+1=4 and for a 4 credit course without practical, the pattern is 3+1+0=4.
- For the 5 credit courses with practical the credit division will be either 3+0+2=5 or 3+1+1=5 and will be decided by the department offering that course. For a course without practical, the structure will be 4+1+0=5.

- The credit division for the Lab course of 4 credits will be 0+0+4=4. For certain disciplines, the 4 credits may be divided between fieldwork and laboratory.
- Each Open Elective OPE course will be open to students from other disciplines subject to requirements of previous knowledge required to take that course.
- A student may choose an OPE course from his/her own discipline or any other discipline. The decision of whether an OPE course may be offered to students of other departments as well as students of the parent department will be taken by the department and the course designed accordingly.
- For the purpose of computation of workload, the mechanism adopted will be:

1 credit = 1 theory period of 1 hour duration per week.

1 credit = 1 tutorial period of 1 hour duration per week.

1 credit = 1 practical period of 2 hours duration per week.

II. Distribution of Courses and Credits

Postgraduate Programme (Science)

A student in the M.Sc. programme will take the following minimum number of courses in different categories of courses:

Table 1: Credit distribution for courses: M.Sc.

Category	Number of courses	Credits for each course	Total Credits
Core	12	4	48
LAB	2	4	8
SEC	2	2	4
SPL	2	5	10
OPE	2	4	8
DPW	1	6	6
			84

The distribution of credits and courses in each of the four semesters for the M.Sc. programme will be according to the following scheme:

Sem	Core	LAB	SEC	SPL	OPE	DPW	Credit
I	C1(4) C2(4) C3(4) C4(4)	LAB1(4)	SEC1(2)				22
II	C5(4) C6(4) C7(4) C8(4)	LAB2(4)	SEC2(2)				22
III	C9(4) C10(4) C11(4)			SPL1(5)	OPE1(4)		21
IV	C12(4)			SPL2(5)	OPE2(4)	DPW(6)	19
Credit	48	8	4	10	8	6	84

CHOICE BASED CREDIT SYSTEM

**M.A in Mass Communication and Journalism
Cotton University**

Course Structure

Sl. No.	Course Title	L + T + P	Total Credit	PC
Semester I	Build Yourself	3 + 0 + 1	4	MCJ 701 C
	Introduction to Communication and Media	3 + 0 + 1	4	MCJ 702 C
	Introduction to Journalism	3 + 0 + 1	4	MCJ 703 C
	Advertising and Public Relations	3 + 0 + 1	4	MCJ 704 C
	New Media and Emerging Technologies	3 + 0 + 1	4	MCJ 705 C
Semester II	Knowing Northeast India	3 + 1 + 0	4	MCJ 801 C
	Media Law and Ethics	3 + 1 + 0	4	MCJ 802 C
	Media Writing	2 + 0 + 2	4	MCJ 803 C
	Camera and Video Editing	2 + 0 + 2	4	MCJ 804 C
	Project Work	0 + 0 + 4	4	MCJ 805 C
Semester III	Folk and Community Media	3 + 0 + 1	4	MCJ 901 C
	Communication for Development (C4D)	3 + 0 + 1	4	MCJ 902 C
	Internship	0 + 0 + 4	4	MCJ 903 C
	Reporting and Editing	3 + 1 + 1	5	MCJ 904 S 1 MCJ 904 S 2 MCJ 904 S 3
	Radio Production	3 + 1 + 1	5	
	Advertising and Media	3 + 1 + 1	5	(SPL, any 1)
	Media Management	3 + 1 + 0	4	MCJ 905 OPE
Semester IV	Communication Research	3 + 1 + 0	4	MCJ 1001 C
	Layout and Design	3 + 1 + 1	5	MCJ 1002 S 1 MCJ 1002 S 2 MCJ 1002 S 3
	Television Journalism and Advanced Production	3 + 1 + 1	5	
	Corporate Communication	3 + 1 + 1	5	(SPL, any 1)
	Film Studies	3 + 1 + 0	4	MCJ 1003 OPE
	Dissertation	0 + 0 + 6	6	MCJ 1004 DPW

Semester I
Build Yourself
Paper MCJ 701 C
L + T + P = 3 + 0 + 1

No. of classes: 48

Unit I Introduction to Computer

Computer basics: Hardware and software; Working with software: Microsoft Office, Adobe PageMaker, Adobe Photoshop, Quark Express; Internet and Information Literacy; Making posters, Ads, banners with software.

Unit II Current Affairs

Sports, Film, History, Geography, Philosophy, Literature, Indian & Assamese Culture, Education, Environmental Issues. Recent socio-political issues in regional, national and international context, About Assam and the North East; Current Affairs & General Knowledge; General Science & Scientific Issues

Unit III Indian Government and Politics

Fundamental Rights, Fundamental Duties and Directive Principles of State Policy- their role in creating a social welfare state; Constitutional Amendments and social change; Non-State govt & legislative assembly; Politics at the District Level- Panchayati Raj, Woman empowerment; Non-Govt. organisations and their role; Major national parties and some important regional parties; The Electoral System of President of India, Parliament Members, Legislative Assembly members, PM, CM etc. Recent Landmark judgements in India;

Unit IV Economic Development & Indian Economy

Various Issues of Economic development;
Indian economy - During the British rule; Since independence, Economic Reforms, Current Status of Indian Economy & Assam Economy
Various Concepts of Economics – Inflation, Tax, GST, Budget, IPRs, RBI, Commercial Banks, Market, World Economy, IMF, WTO, World Bank, Act-East Policy; NITI Aayog; Recent developments; Socio-economic issues;

Practical

Submission of two published materials (Publication date is to be within the semester itself for acceptance of submitted published materials)

Suggested Readings

- ✓ Singh, Ramesh (2018). *Indian Economy*. McGraw Hill Education
- ✓ Karuppiyah, Sankarganesh (2017). *Indian Economy: Key Concepts*. Kavin Mukhil Publications
- ✓ Laxmikanth. M (2016). *Indian Polity*. McGraw Hill Education.
- ✓ Pylee. M. V. (2007). *An Introduction to the Constitution of India*. Vikas Publishing

Semester I
Introduction to Communication and Media
Paper MCJ 702 C
L + T + P = 3 + 0 + 1

No. of classes: 48

Unit I Basics of Communication

Communication- definition, meaning, elements and nature of communication; 7Cs of Communication, Verbal and non-verbal communication, body language, kinesics, haptics, proxemics, paralinguistics, chronemics, artifacts, environment, facial expressions; Levels of Communication-- intra personal, inter-personal communication, group communication, public communication, transpersonal communication, organizational communication, formal and informal communication, cross culture communication, mass communication; Barriers to communication; Feedback- concept, effects and functions.

Unit II Basics of Media

Media- concept, types, characteristics; Mass media- concept, types; Mass culture, mass audience, typologies of audience; Media as the fourth pillar of democracy; Electronic Media- Indian Broadcasting- the early years, All India Radio (AIR), the war years, radio during freedom struggle in India, All India Radio in the late 1990s, early years of 2000; Television (TV)- early experiments in TV- the SITE phase, birth of Doordarshan (DD), Video and Cable TV (1980s and 1990s); Satellite Television, Educational Television, HDTV; Ownership, control and regulation of TV- committees in broadcasting, the Prasar Bharati Bill and Act, guidelines for Indian TV industry; TV genres; International media;

Unit III Models of Communication

Models of communication- Aristotle's Rhetoric, Lasswell's Model, Shannon and Weaver's Mathematical Model, Osgood and Schramm's Circular Model, Westley and Mclean's Gatekeeping Model, Berlo's SMCR Model, Gerbner's Two-dimensional Model, Newcomb's Triangular Model, Melvin DeFleur's Model, Westley and Mclean's Gatekeeping Model, Kincaid's Convergence Model.

Unit IV Theories of Communication

Theories of communication- Magic Bullet Theory, Two-step Flow and Multistep Flow Theories, Agenda Setting Theory, Gate-keeping Theory, Cultivation Theory, Social Learning Theory, Uses and Gratification Theory, Cognitive Dissonance Theory; Normative theories- Authoritarian Theory, Libertarian Theory, Communist Media Theory, Social Responsibility Theory, Development Media Theory, Democratic Participant Theory.

Practical

Students will make seminar presentation on topics given to them in prior by the Department.

Suggested Readings

- ✓ *Theories of Mass Communication*; DeFleur, Melvin L. & Ball-Rokeach, Sandra J., Longman.

- ✓ *McQuail's Mass Communication Theory*; McQuail, D, New Delhi: Sage Publications
- ✓ *Mass Communication*; McQuail, D. (Ed.) (2007). Vol. I, II, III & IV. New Delhi: Sage Publications.

Semester I
Introduction to Journalism
Paper MCJ 703 C
L + T + P = 3 + 0 + 1

No. of classes: 48

Unit I Introduction to Journalism

Introduction to Journalism: definition, objective, principles and nature;
 Growth and development of journalism in India; Pioneers, Press & freedom movement; Language press;
 History of Journalism in Assam: Pre-independence & Post-independence;
 Journalism as a profession; Scope of the profession;
 Various types of Journalism: Objective Journalism, Interpretative Journalism, Advocacy Journalism, Investigative journalism, Embedded journalism, Yellow Journalism, Gonzo Journalism, Citizen Journalism, Precision Journalism, Parachute journalism: definitions, history, nature of writing, impact and characteristics; Other new forms of journalism

Introduction to Print & Broadcast journalism, Scope and nature; New Age Journalism; News Agencies – characteristics, types, functioning; Big Four; News Agencies in India; Tabloid & magazine journalism;

Unit II News and Opinion Writings

Concept of News, definition of news, Elements of news, 5Ws and 1H of news, News values; News and Views, Types of news; Sources of News; Staff Reporters, Correspondents, Freelancers and Stringers; Qualities of a Reporter; Reporting basics; Quotes & attributions; Confidentiality of sources;
 Structure of a daily newspaper, Pages & Content;
 Articles, Editorials, Columns, Op-ed writings;
 Newspaper Terminologies: Beat, Broadsheet, Tabloid, Dateline, Credit line / Byline; Caption, Folio, ear panel, Gutter, Masthead, Blurb, Put the Paper to Bed, Standalone, News hole etc.

Unit III International, National and Regional Newspapers

Case study of major international newspapers, National and regional newspapers of India; Study and comparison of news language, content and presentation style; Editorial point of views; Content analysis of newspapers;

Unit IV Press Organizations and Journalistic Ethics

Press Commissions, Press Council of India (PCI), Registrar of Newspapers for India (RNI), Audit Bureau of Circulation (ABC); A brief intro to Ethics of journalism

Practical

Students will undertake content analysis of selected daily newspapers and submit it to the concerned faculty (Group assignment).

Suggested Readings

- ✓ Shrivastava, K.M (2003). *News Reporting and Editing*, Sterling Publishers Private Limited.
- ✓ Kamath, M.V. (2005). *The Journalist's Handbook*. Vikas Publishing, New Delhi.
- ✓ Neal, James M & Brown, Suzanne S. *News Writing & Reporting*. Surjeet Publication, Delhi
- ✓ Bhagavati, Radhika Mohan. *Sambad, Sambadpatra aru Sambadikata*. Publication Board Guwahati Assam
- ✓ Baruah, Sunil Pawan. *Press In Assam: Origin & Development.*, Lawyers Book

Semester I
Advertising and Public Relations
Paper MCJ 704 C
L + T + P = 3 + 0 + 1

No. of classes: 48

Unit I Introduction to Advertising

Understanding advertising, functions of advertising, types of advertising, Evolution of Advertising in India and the world; Advertising media

Unit II Creative Strategy and Media Planning

USP, Appeals in advertising, Message strategy, Visualizing an Ad, Ad strategies for different stages of PLC, Copywriting: Idea generation, Copywriting Principles, Copy devices, Copy Jargon, Ad copy Layout-Formal and informal balance, Copywriting for different media, Media Planning - Factors influencing media planning - media strategy, media scheduling, media mapping

Unit III Brand Building and Advertising Management

Defining Brand, Brand Name, Concept and commodity brands, Power Brands, Life cycle of a brand, brand image and brand equity, Campaign Planning, Elements in a Marketing Plan- Marketing Objectives, Marketing Strategy, Planning an Advertising Campaign – Planning Cycle, Planning framework

Unit IV Legal and Ethical issues in Advertising

Legal aspects of Advertising, ASCI and Advertising Ethics

Unit V Understanding Public Relations

Concept of Public Relations, Internal and External Publics, PR vis-à-vis Advertising, Public Relations Department, Functions of PR department, Organisational Structure, PR skills, PR tools. PR Agencies -Structure and Functions of Agency, Client-Agency-Media interface, Client Servicing, agency structure.

Unit VI Theoretical Foundations in PR

Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations

Practical

Students will take part in weekly Group Discussions on topics given to them in prior by the Department and evaluated individually.

Suggested Readings

- ✓ Jethwaney, Jaishri&Jain, Shruti(2012) , *Advertising Management*, OUP India
- ✓ Sachdeva, Iqbal S. (2009), *Public Relations – Principles and Practices*, OUP

- ✓ Ogilvy, David. (2001). *Ogilvy on Advertising*, Prion.
- ✓ Valladares, June A. (2000). *The Craft of Copywriting*. Sage Publications.

Semester I
New Media and Emerging Technologies
Paper MCJ 705 C
L + T + P = 3 + 0 + 1

No. of classes: 48

Unit I Introduction to New Media

Evolution of Internet technology, Origin of web, Internet in India, Growth & connectivity; Characteristics of internet, networking, Domain name, Browsers, HTML; Web 1.0 to Web 2.0- the shift, Differences; Further Developments; Concept of Cyberspace;

New Media, Impact & Role, Characteristics of new media; Understanding concepts: Digital, Interactive, Hypertextual, Virtual, Networked, Simulated; Usages of new media; Different types of new media, New Media v/s Traditional media;

Unit II Computer Mediated Communication

Computer Mediated Communication (CMC), Types of CMC; Online journalism, Features, Types, News Portals, Chat, Video, Podcasting, Live Casting; Theories of Media consumption; User-generated Content – Weblogs, YouTube; Tofler's concept of 'Prosumer'; New Media & Democracy; Search Engine Optimization (SEO)

Social Media; Concept of New Media Literacy, Fact finding; Digital Revolution; Convergence, Implications of digital convergence on society; Information Society; Surveillance society; Knowledge society; e-learning; Web commerce; Mobile telephony; telecom industry in India; Concept of Immersive journalism; Virtual Realism; New Media & Hyperrealism;

Unit III Mobile Journalism

Mobile media- a convergent technology, Use of mobile media in communication, Vertical storytelling; Mobile Journalism (MoJo), Mobile Journalism Revolution, Advantage of Mobile Journalism; Mastering Mobile Journalism; Skills, Tools & Technology of Mobile Journalism, Basic MoJo Kit; Apps, Sound Recording & MoJo; SCRAP- Elements of MoJo storytelling; MoJo Interviewing; Post production in MoJo; Ethical & legal aspects of Mobile Journalism;

Unit IV Critical issues in New Media

Cyber-crimes; Pornography; Privacy; Internet censorship; Ethical dimensions of new media; Plagiarism and New Media;

Practical

- ✓ Creating blogs / internet write-ups / Mobile storytelling assignment / MoJo

Suggested Readings

- ✓ Dizard, Wilson. *Old Media New Media: Mass Communications in the Information Age*. Allyn & Bacon

- ✓ Chakravarthy, J. *Cyber Media Journalism: Emerging Technologies*. Authors Press, New Delhi
- ✓ Buram, Ivo & Quinn, Stephen. *Mobile Journalism*. Routledge
- ✓ Dovey, Jon (2009). *New Media: A Critical Introduction*, (2nd edition), Routledge.

Semester II
Knowing Northeast India
Paper MCJ 801 C
L + T + P = 3 + 1 + 0

No. of classes: 48

Unit I Knowing Northeast India

Northeast India – A brief profile, history, geography; States; Land & People; Festival & Dances; Language & Literature; People, Culture and Customs, Natural Vegetation and Biodiversity; Places of Interest; Eminent Personalities; Significant Social and Political Movements in Northeast India;

Unit II Knowing Assam

Brief Profile of Assam, Population, Literacy, District profiles; Land and the People, Tribes of Assam; Physiography of Assam; Brahmaputra River & Tributaries; Culture, Festivals, Dances and Music;
History, Origin of the Name; Ahom rule; Moamaria Rebellion; Treaty of Yandabo, Assam during Colonial Period; Assam & Freedom struggle; Post-independence Assam; Assam Movement; Assam Accord;
State symbols; Polity; BTC; Departments of Government of Assam;
National Parks & Wildlife Sanctuaries; Temples & Monuments; Industry in Assam; Agriculture in Assam; Tourism in Assam; Natural calamities

Unit III Media in Northeast India

History of Media in Northeast - Growth and Development of media in the Northeast, Basic features of the media in Northeast, Role of Christian Missionaries, Indian Independence Movement and Press in Northeast, Role of the media in Social and Political issues, Eminent journalists and writers of the region; Film Industry in Northeast with special reference to Assam;
Media organizations in the region, Ownership Pattern, Problems and Challenges of the media in Northeast, Emergence of Journalism Discipline in Academic Programmes in the region, Future scopes and prospects of media Industry in the region

Suggested Reading

- ✓ Barpujari H.K (1986). *The American Missionaries and North-East India* (1836-1900 AD); Spectrum Publications, Guwahati/Delhi, 1986
- ✓ Baruah S. P (1999). *Press in Assam—Origin and Development*; Lawyer's Book Stall, Guwahati.
- ✓ Baruah Sanjib, *Beyond Counter-insurgency: Breaking the Impasse in Northeast India*, Oxford University Press
- ✓ Talukdar, Mrinal (2017). *Assam After Independence*. Nanda Talukdar Foundation
- ✓ Goswami, Priyam (2012). *The History of Assam: From Yandabo to Partition*. Orient Blackswan
- ✓ Verghese, B.G (1996) *India's Northeast Resurgent*; Konark Publishers Pvt. Ltd.
- ✓ Hazarika, Sanjay (2000). *Hazarika Strangers in the Mist*. Penguin India
- ✓ Dutta, Arup Kumar (2012). *Brahmaputra*. NBT

Semester II
Media Law and Ethics
Paper MCJ 802 C
L + T + P = 3 + 1 + 0

No. of classes: 48

Unit I Introduction to the Constitution of India

Introduction to the Constitution of India: Preamble and salient features;
Powers and functions of the Executive, Legislature and Judiciary; The President-
Powers & Responsibilities; Fundamental Rights and Fundamental Duties; Directive
Principles of State Policy; Parliamentary privileges; Freedom of the Press and their
reasonable restrictions in the Indian Constitution;

Unit II Media Law and Other Acts

Pre-independence Press law: Press Regulations, Gagging Act, Registration of Books
and Newspaper Act, 1867; The Official Secrets Act, 1923;

Post Independence Press & Media law: The Cinematograph Act, 1952; The Drug and
Magic Remedies (Objectionable Advertisements) Act, 1954; The Delivery of Books
and Newspapers (Public Libraries) Act, 1954; Working Journalists and Other
Newspaper Employees (Condition of Service) and Miscellaneous Provision Act,
1955; The Young Persons (Harmful Publication) Act, 1956; The Children Act, 1960;
Press Council Act, 1978; The Indecent Representation of Women (Prohibition) Act,
1986; The Prasar Bharati (Broadcasting Corporation of India) Act; The Cable
Television Networks (Regulations) Act, 1995;

Intellectual Property Rights; The Copyright Act, 1957; Information Technology Act,
2000; Right to Information Act, 2005; Defamation, Types of defamation: Libel &
Slander; Civil Law & Criminal Law; The Contempt of Courts Act, 1971; Civil &
Criminal Contempt;

Unit III Journalists under International Law

International Humanitarian Law and Protection of Journalists; Humanitarian
Reporting (Ethical Rules); Human Rights Laws (Human Rights Act, 1993); Universal
Declaration of Human Rights, 1948; International Convention on Civil and Political
Rights, 1966

Unit IV Media Ethics

Ethics governing Print and Broadcast media; Ethics pertaining to Photo Journalism;
Ethical issues in Advertising: The Advertising Standards Council of India Code of
Self Regulation; PRSI; Ethical dimensions in New Media; Trial by Media, Sting
operations, Menace of Paid news

Suggested Readings

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

- ✓ Guha Thakurata, P. *Media Ethics*. Oxford University Press, Delhi
- ✓ Neelmalar, M. *Media Laws & Ethics*. Phi Learning Pvt. Ltd.
- ✓ *The Copyright Act, 1957*; Universal Law Publishing
- ✓ Ravindranath, P.K. *Press Laws & Ethics of Journalism*. Authors Press

Semester II
Media Writing
Paper MCJ 803 C
L + T + P = 2 + 0 + 2

No. of classes: 48

Unit I Media Writing

Writing, Principles of good writing, Basic tools of writing, Introduction to Narrative, Descriptive and Explanatory writing; Syntax, Grammar, Diction; Media writing as communication, Characteristics of media writings; Importance of Research in media writing; Journalistic writing; Language of journalism

Unit II Writing for Print

Writing News reports for newspapers, Headline writing – Do's and Don'ts, Writing different types of Leads, Writing Lead – Nut Graph – Body text; Styles of News Writing: Inverted Pyramid Style, Hour Glass Style, Linked Boxes Style; Use of Quotations in News Reports & Headlines; Caption Writing; Idea about different Stylebook
Feature Writing, Types of Features, Techniques;
Writing for Magazines, Writing reviews (Books /films) and criticisms;
Editorial and Op-Ed writing;

Unit III Writing for Radio and Television

Writing for the Ear, Conversational writing; Writing radio news, features, drama, special programmes, documentaries; Use of acronyms; Formatting a radio news script
Writing for television, Characteristics of TV news script, Principles of writing TV news script, TV News script terminologies; Different formats of writing TV news script;

Unit IV Writing for New Media

Characteristics of web writing, Online Journalism and writing, Writing blogs, Technical writing

Practical

- ✓ Writing exercises and evaluation: News stories, features, headlines, captions, reviews, press releases
- ✓ It shall be mandatory for the students to publish atleast 2 (two) write-ups in leading newspapers / magazines.

Suggested Readings

- ✓ Batty Craig and Cain Sandra. *Media Writing: A Practical Introduction*, Palgrave Macmillan.
- ✓ Raman, Usha. *Writing for the Media*, Oxford University Press.

- ✓ Fox, Walter. *Writing the News: A Guide for Print Journalist*, John Wiley & Sons.
- ✓ Lorenz, Alfred and Vivian, John. *News Reporting & Writing*. Pearson Education, Delhi
- ✓ Willis, Edgar E. & D'ariento, Camille. *Writing Scripts for Television, Radio and Film*, Harcourt College Pub.

Semester II
Camera and Video Editing
Paper MCJ 804 C
L + T + P = 2 + 0 + 2

No. of classes: 32

Unit I Behind the Camera

Types of Camera: Concept of digital camera, Parts of video Camera, Pixel, Resolution, White balance, Colours, Lens, Shutter speed;
Camera Shots: Classification & Uses; Camera angles and movement; Aspect ratio
Principles of visual grammar: Noseroom, headroom, 180 degree rule, Depth of field, shot, reverse-shot sequence;
Camera support system: Tripods, Dollies, Cranes and jibs, Track and Trolley, Steadicam

Unit II Facing the Camera

Body language, Gestures, Facial Expressions, Dress sense;
Diction and Pronunciation, Voice: pitch/tone/intonation/inflection; Voice Exercises;
Voice Over; Symbols of script for voice modulation;
Use of language and words; Sense of pace, timing and style;
News Anchor and News Reader: Difference; On-air essentials;

Unit III Introduction to Video Editing

Concept & Purpose of Editing, Types of Editing; Visual Grammar; Aesthetics of Editing;
Familiarization with Non-linear editing techniques; Continuity, Cut; Effects & Transitions;
Using of time code; Use of titles, Compression;
Video Editing Software;

Practical

Taking camera shots, Capturing footage, Working with software, working in Timeline, Using transitions, effects, tools, animation; Final Output, Compression.

Audio-visual assignment: Students will be divided into groups and allotted audio-visual assignments for evaluation.

Students will also have to appear for practical examination which will evaluate their skills in camera and editing.

Suggested Readings

- ✓ Belavadi, V(2013). *Video Production*. Oxford University Press.
- ✓ Kalra, Richa. Jain (2012). *The ABC of News Anchoring*. Pearson Education

Semester II
Project Work
Paper MCJ 805 C
L + T + P = 0 + 0 + 4

Students will produce two print journals and two audio-visual lab journals (news bulletins) in Assamese and English. Students will also produce short documentary films in groups of two each.. They will carry out the following activities:

Print journal

- € Report a newsworthy event / write a feature / article / conduct interviews
- € Edit news stories, articles, features
- € DTP
- € Page Layout & Design of two journals
- € Photo stories & captions
- € Proofreading

Audio-visual journal

- € News Reporting & PTC
- € Camera Work
- € TV Script writing
- € Voice Over
- € Video Editing
- € Packaging the news bulletins
- € Anchoring (selected through audition)

Documentary

- € Writing Documentary treatment
- € Pre-production
- € Production
- € Post Production

Audio-visual Advertisement

- € Ideation and Storyboarding
- € Production & Post-production

Semester III
Folk and Community Media
Paper MCJ 901 C
L + T + P = 3 + 0 + 1

No. of classes: 48

Unit I Culture and Tradition

Meaning of Culture, Tradition, Folklore, oral tradition, Different Folk Media in India and Assam, Devotional and religious forms, *ojapali, mohoho, yakshagana, tamasha, therukuthu*, puppetry, street play as a form for voicing public opinion

Unit II Community

Definitions, concept and characteristics of a community; Community norms, customs and institutions in contemporary India. Community social capital. Communities as stakeholders in development. People's participation in Development - nature, type and levels. Role of groups, community institutions and people's participation in programmes and initiatives of social change.

Unit III Community participation

Levels of citizen participation. Participation as empowerment. Perspectives in participatory communication. Public sphere and democracy. Critique of media as public sphere. Communication as basic human right.

Unit IV Understanding community media

Case study of select community media initiatives. Sangham Radio, Video Volunteers, NammaDhwani.

Unit V Participatory techniques

Community participation, Participatory data collection techniques.

Practical

Community media production in collaboration with a community in any format such as Street play, Puppetry etc.

Suggested Readings

- ✓ Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage
- ✓ Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage
- ✓ Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.
- ✓ Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang.

Semester III
Communication for Development
Paper MCJ 902 C
L + T + P = 3 + 0 + 1

No. of classes: 48

Unit I Theories of Communication for Development

Development: Meaning, concept, and approaches to development. Dominant paradigm of development. The modernization and dependency approach. Development as economic growth, Alternative approaches to Development: Social, cultural, and political perspectives in development. Need-based approach; Sustainable development; Human development approach; Rights based approach and participatory approach to development, Development as freedom; Millennium Development Goals. Sustainable Development Goals.

Unit II Development Communication

Communication of and for development, Extension approach; IEC and BCC approach; Development Support Communication; Role of NGO's in development, Development Communication as feedback for policy planning, Participatory Communication: Need and significance of participatory communication, different approaches and levels of participation.

Unit III Information and Communication Technology for Development

Use of ICT for development, Digital Divide, Knowledge society; Network society, Scope of convergent journalism for Development; Characteristics of convergent journalism; Different types of convergent journalism: precision journalism; annotative and open-source journalism; wiki journalism; open source journalism; citizen journalism; back-pack journalism, Convergent technologies and applications; Multimedia convergence and Interactivity.

Unit IV Issues in Development

Issues of gender and development, Gender and empowerment – perspectives and opportunities. Witch hunting in India. Environment and Development: Environmental concerns – pollution, energy consumption, deforestation, biodiversity, water management, Role of communication in environmental development, Role of communication in disaster management, Health Sanitation and development.

Practical

The students will undertake visit to a rural locality and facilitate community members in preparing participatory audio or video content on any development issue identified by the members themselves. The content developed need to be submitted and presented to the Department.

Suggested Readings

- ✓ Srinivas Melkote, & Steeves. (2001). *Communication for Development in the Third World*. New Delhi: Sage.
- ✓ Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) *Participatory communication for social change*. Thousand Oaks: Sage.
- ✓ FAO. 2011. *Communicating gender for rural development: Integrating gender in Communication for Development*

- ✓ Dash, Susghil Kumar. 2007. *Climate change: An Indian perspective*. Cambridge University Press
- ✓ Wilkins, KG. (Ed.) (2000). *Redeveloping communication for social change: Theory practice and power*. UK: Rowman and Littlefield Publishers.
- ✓ McPhail, T. L. (2009). *Development communication: Reframing the role of media*. UK: Wiley Blackwell.

Semester III
Internship
Paper MCJ 903 C
L + T + P = 0 + 0 + 4

Internships provide a vital link between the classroom and the workplace. The internship programme is intended to give the post-graduate students an exposure to the work environment in media organizations. Its objective is to provide opportunities for hands-on experience to students in their area of interest. Students will compulsorily undertake a 4-week internship in media institutions / Ad agencies / PR firms or any other organisation / department handling communication & media-related activities on approval of the Department.

This 4-credit course will be evaluated only after completion of the internship programme based on the feedback received from the institute / agency / firm / department regarding the student's performance during the 4-week duration, followed by a presentation by the student and a detailed report on completion of the internship.

This internship should be undertaken during the Winter break after the end of third semester. Students may undertake internship during the other semester breaks as well. However, that will not be credited.

Semester III
Reporting and Editing
Paper MCJ 904 S 1
L + T + P = 3 + 1 + 1

No. of classes: 48

Unit I Introduction to Reporting

Integrated approach to Reporting: Developing the flair for reporting, Connecting the dots- Observations, Documents & Talk; Types of documents, Firsthand observation, Importance of Interviews; Self-reflection in Reporting; The art of interviewing: Types; Direct Quotes, Reported Speech, Partial Quotes

Unit II Reporting Techniques

News Elements, Types, News Reporting: Beyond the 5Ws;
Other genres of news: Backgrounder / Curtain Raiser, Sketch, Opinion Piece, Diary Items, Profile, Vox Pop, Reviews, Sourcing the News;
Quotes & Attributions, Types of Attributions, Embargo, Pool Reporting
Reporter - Functions & responsibilities, Qualities of a good reporter; Essential skills of a new-age journalist; Challenge of reporting from North East India;
Chief Reporter, Bureau Chief, correspondent, special correspondent, district and rural correspondent, stringers: duties, functions and responsibilities;
Covering meetings, press conferences, reports, speeches, eye-witness reporting;
Reporting the unforeseen: accidents, fires, demonstrations etc;
Court reporting

Unit III Specialized Reporting

Dealing with a feature story – Importance, different types: News Feature, Timeless Feature, Colour Feature, Eye-witness Feature, Participatory Feature, Life Features, Graphics-driven Features; Nature of a Feature- its form, structure and language; Writing tips;
Beat Reporting: Crime, Political, legal, science, corporate & business reporting, Sports reporting; Investigative and crime reporting; Interpretative journalism, Parliamentary reporting; Development reporting; Conflict reporting, photographic presentation of conflict reporting, do's and don'ts of conflict reporting
Opinion writing, editorial, post editorial and column.
Structure and writing of the human interest stories, development stories etc.
Reporting for- magazine, tabloid, news agency, journal etc; Trends in magazine journalism

Unit IV Editing

Editing concept, Principles; Proofreading Symbols, Terminology and Use;
Editorial Desk, Functions, Functions & Responsibilities of Editor, News Editor, Chief Editor, Resident Editor, Chief Sub Editor, Sub Editor, Asst. Editor, Photo Editor;
Copy-Editing, Preparation of Copy for Press;
Headlining, Types and Techniques; Editing News Agency copy;
Photo editing, Photo feature, Scaling, Caption writing

Practical:

Field Reporting, Writing & Editing news reports; Opinion writing, Published material

Suggested Readings

- ✓ Lorenz, Alfred and Vivian, John. *News Reporting & Writing*. Pearson Education, Delhi
- ✓ Keeble, Richard (2006). *The Newspapers Handbook*. Routledge

Semester III
Radio Production
Paper MCJ 904 S 2
L + T + P = 3 + 1 + 1

No. of classes: 48

Unit I Introduction

History, Set-up, Reach and Role of radio, Various Reports of Committees dealing with radio broadcast in India, Technology of Radio Broadcasting, Basic terms, Radio Transmission modes: Amplitude Modulation (AM), Frequency Modulation (FM), Short Wave (SW), Medium Wave (MW), Broadcasting and Narrowcasting, Commercial and Public broadcasting, FM Broadcasting in India, Radio for Development: Concept of Campus and Community Radio

Unit II Understanding Sound

Understanding Sound, Nature of Sound, Types of Sound; Properties of Wave, Wavelength, Frequency, Amplitude, Beats resonance, Velocity of sound; Use of Diegetic and Non-Diegetic Sound in Radio, Microphone, Types and Uses, Pick-up patterns, Sound Design, Significance of sound design, Radio Studio, Basics of Sound Recording

Unit III Radio Programming

Formats of Radio Programmes: News, Features, Phone-in Programme, Radio Drama, Documentaries, Radio Interviews, Radio Jingles; Studios in Radio; FM Radio Programming, Community Radio Programming; Radio News: Reporting, Language, Style and Structure; Basic features of Radio News, Sources of Radio News, Radio News Bulletin structure, News formats: Headline, voice report, spotlight, talks, news, news reels, news clips and newspaper reviews; FM Culture

Unit IV Radio Editing and Presentation

Scripting, Cue Sheet and Recording; Writing for Radio: News Reporting, Sources of Radio News, Language, Writing Headlines, and News Bulletin Structure, Writing for Radio Commercials, Teasers, and Promos, Writing Intros to Bytes; Editing for Radio: Preparing a Radio Copy, Illustrating Copy with Sound Effects; Radio Features, Radio Interview- Developing Interview Techniques, On-line Interview Techniques, Digital Editing (multitrack recording, special sound effects) Presentation: Importance of Silence, Effective Use of Voice, Enunciation, Pronunciation, Modulation, Radio Anchoring / Jockeying, Moderating Skills for Radio Discussion Programmes, Handling Interactive Live Transmission

Practical

Students will produce radio interviews / radio dramas / radio jingles / PSMs as assigned by the concerned faculty.

Suggested Readings

- ✓ Boyd, Andrew. (1990). *Broadcast journalism*. Oxford: Heinemann professional publishing.
- ✓ Wulfemeyer, K. Tim. (1984). *Beginning Broadcast Writing*. Ames Iowa: Iowa State University Press.

- ✓ Chatterji P C *Broadcasting in India*,
- ✓ Wilby, Pete (1996). *The Radio Handbook*. London: Rutledge.
- ✓ Mcleish Robert. *Radio Production*. Focal Press
- ✓ Stewart Peter. *Essential RADIO Skills*. A&C Black Publishers
- ✓ Mcheish, Robert. *Radio Production*. Oxford Focal Press

Semester III
Advertising and Media
Paper MCJ 904 S 3
L + T + P = 3 + 1 + 1

No. of classes: 48

Unit I Introduction to Advertising

Understanding advertising, advertising as a key element in the promotional mix of marketing, types of advertising, Advertising media; Advertising agencies

Unit II Theories and Models of Advertising

Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; Aspects of Consumer Behaviour - Analyzing Human Behaviour, Consumer in Economic and Psychological Theories, Market Segmentation

Unit III Understanding Brand and Advertising Campaign Planning

Brand Definition, Life cycle of a brand, Advertising in Brand Positioning, Power Brands, Brand image, brand identity and brand equity, Life cycle of a brand, Social Media in Brand Building- some case studies, Advertising Campaign Planning: Planning Cycle, Framework for Advertising Planning and Decision making

Unit IV Media Planning and Creative Strategy

Factors influencing media planning: media strategy, media scheduling, media mapping. Creative approaches in advertising: advertising appeals; Idea Generation, Copy devices, Copy Jargon, Ad copy Layout-Formal and informal balance; Copywriting, Illustration and Layout; Creating advertisements for Television; Social Advertising.

Unit V Online Advertising

Difference between online and offline advertising, advantages and characteristics of online advertising, types of digital advertising, mobile advertising- pros and cons, native advertising, malvertising, ad blocking- ad block plus

Unit VI Legal and Ethical issues

Advertising and Intellectual Property Rights. Mass Media Laws Concerning Advertising; Apex Bodies in Advertising (AAAI, ASCI etc.); ASCI and its Code of Conduct

Practical

Students will be required to conceptualize and design print advertisements or prepare Public Service Announcements.

Suggested Readings:

- ✓ Jethwaney, Jaishri & Jain, Shruti (2012). *Advertising Management*. OUP.
- ✓ Ogilvy, David. (2001). *Ogilvy on Advertising*, Prion.
- ✓ Valladares, June A. (2000). *The Craft of Copywriting*. Sage Publications.
- ✓ Dennison, Dell. (2003). *The Advertising Handbook*. Jaico Books

Semester III
Media Management
Paper MCJ 905 OPE
L + T + P = 3 + 1 + 0

No. of classes: 48

Unit I Importance of Management

Principles of Management, POSDCoRB, Difference between media management and other organization management

Unit II Overview of Media Environment in India

Media Ownership patterns; The Indian Media Consumer; Departments/ Structure of Media Houses/ Organizations, Structure of Ad Agencies and PR Firms; Client-Agency-Media Interface, Client Servicing; Television Audience Measurement (TAM) and Television Rating Point (TRP), Broadcast Audience Research Council (BARC); FICCI; KPMG; Concept of Crowd Funding

Unit III Newspaper Management

Functions of Various Departments and Personnel in a Newspaper Organization; Impact of Broadcast and New Media and on Print Media; Emerging Revenue Patterns for Print Media; Emerging Marketing Strategies; Customer Relationship Management (CRM) in Print, FDI in Media

Unit IV Broadcast Management

TV and Radio, FM: Organisational Structure, Structural Hierarchy, Functions of Various Departments and Personnel; Programming strategies, Programme Promotion, Marketing Programmes; Issues in Broadcast Management.

Unit V Media Entrepreneurship

Concept of Entrepreneurship, Characteristics of Entrepreneurs, Media Entrepreneurship, Media Entrepreneurial Scenario in Northeast – Understanding Problems and Prospects, Case Studies.

Suggested Readings

- ✓ Kothari, Gulab. (1995). *Newspaper Management in India*, Intercultural Open University
- ✓ Chiranjeev, Avinash. (2000). *Electronic Media Management*, Authors Press.
- ✓ Peter, Pringle. K. et. al., (1989). *Electronic Media Management*, Focal Press.
- ✓ Gunarathne, Shelton A.. (2000). *Handbook of Media in Asia*, Sage.
- ✓ Kothari, Gulab. (1985). *Newspaper Management in India*, Intercultural Open University.
- ✓ Batra, Rajiv. (2000), *Advertising Management*, Prentice Hall.

Semester IV
Communication Research
Paper MCJ 1001 C
L + T + P = 3 + 1 + 0

No. of classes: 48

Unit I Media Research

Understanding Research, Characteristics of scientific research, Elements of Research; Research methods & approaches in Social Sciences;
Types of Research: basic- applied- descriptive-analytical-Conceptual-empirical-qualitative-quantitative -clinical- case study- historical- exploratory;

Mass communication / media research: scope, objectives & significance; Ethical dimension in Mass media research;

Unit II Approaches to communication Research

Formulation of research problem, Review of literature, Research Design - types;
Qualitative: Focus group study, Case Studies, Field Observation, In-depth interviews, Media discourse analysis
Quantitative: Survey method, longitudinal method, Experimental Research, Content Analysis, online polls

Unit III Data Collection

Measurements, Levels of measurement; Reliability, Validity & Scaling techniques; Formulating research questions and hypotheses, Types of Data- Primary & secondary; Sampling techniques

Unit IV Data Analysis and Report Writing

Data analysis techniques, Coding & Tabulation, Statistical & Non-statistical methods, Computer packages for statistics- SPSS, PSPP etc.
POR, Synopsis, Thesis Writing
Referencing & Citation: Styles

Suggested Readings

- ✓ Wimmer and Domnick (2011). *Mass Media 'Research: An Introduction*, 10th edition, Boston: Wadsworth.
- ✓ Hansen Anders, Cottle Simon, Newbold Chris, (2009). *Mass Communication Research Methods*, New York University Press.
- ✓ Berger, Arthur (1998). *Media Research Techniques*. Sage
- ✓ Berger, Arthur (1998). *Media Analysis Techniques*. Sage
- ✓ Jensen, Klaus Bruhn (2002). *A Handbook of Media and Communication Research*. Routledge
- ✓ Oliver, Paul (2013). *Writing Your Thesis*. Sage Publications

Semester IV
Layout and Design
Paper MCJ 1002 S 1
L + T + P = 3 + 1 + 1

No. of classes: 48

Unit I Introduction to Communication Art

Visual art & aesthetics, Graphic Art, Components of Graphic Communication, Functions, Making the print work: Planning, Execution & Production

Unit II Typography

Introduction, Letterforms, Types, Typography: Structure, Design & Function, Styles of Typefaces, Upper v/s lowercase, Size, Spacing- Letter spacing, Word spacing, Line spacing, Paragraph spacing; Functions of Type Composition

Unit III Layout & Design

Terms in layout planning: Press layout, Dummy, Cover layout, Make-up, Mock-up, Model, Storyboard; Four Stages of layout planning: Thumbnail sketch, Rough layout, Comprehensive layout;
Principles of Design: Vocabulary, syntax; Basic Approach, Design Software;
Visual images, Categories of visuals; Visual Copy
Colour, Functions of colour, Primary colours & Secondary colours; Colour Schemes; Colour Perspectives;
Paper: Characteristics, Varieties, Sizes;
Newspaper Form: Broadsheet, Tabloid & Berliner

Unit IV Newspaper Make-up & Periodicals

Newspaper Designing, Principles: Rhythm, Balance, Contrast, Harmony, Eye Movement, Unity; Design elements of newspaper: Ads, text matter, headlines and pictures; Page Make-up: Front page, Editorial page, Section pages, Colour pages;

Magazines & Journals, Functions, Physical characteristics; Design planning: size, format, grid sheet, white space, margins, column width and space, masthead; Designing Newsletters and Books;

Unit IV Printing Technology

Introduction to printing technology, Printing processes, Types of printing: Offset, Digital, Letterpress, Flexography, Screen printing: Advantages and limitations; Digital Prepress;

Practical

Students will design Tabloids, Magazines, Placement Brochures as assigned by the concerned faculty

Suggested Readings

- ✓ Sarkar, N.N (2013). *Art and Print Production*. Oxford University Press
- ✓ Meon, D. R (2004). *Newspaper Layout & Design*. Surjeet Publication.

Semester IV
Television Journalism and Advanced Production
Paper MCJ 1002 S 2
L + T + P = 3 + 1 + 1

No. of classes: 48

Unit I Introduction to Television Reporting

Television News Gathering, Fundamentals of Television Reporting; Beats; Roles, Responsibilities and Qualities of a TV Reporter, Challenges in Reporting; Investigative Reporting & Sting Operations; Television Interview & techniques, Asking the right questions, Interviewing tips; Forms of News Interviews; Other sources of TV news; Official and Anonymous sources; Confidentiality of sources;

Unit II Organizational Structure & Television News

Organizational Structure of a TV News Channel; TV Studio; News Room Set up of a TV Channel; PCR & MCR
Basic Features of TV News; Kinds of TV News: Spot news, Hard news, Kickers, Features, Backgrounders, Sidebars, News Documentary, Series, Follow-ups
Structure of TV News Bulletin; Making of a TV news bulletin; TV News Presentation, Qualities of News Anchor; Program: Infotainment, Entertainment, Current Affairs; Writing for the Ear: Techniques of writing television news
Terminologies of TV news script: SLUG, O/C, VO, SB / SOT, VOSOT, Vox Populi, Package; Script writing formats and style;
PTC, Types of PTC, Do's and Don'ts of PTC, Delivering effective PTCs

Unit III Advanced Television Production

Television Production – Phases, Studio & Remote / Field Productions, Types of remote production- ENG & EFP; News Production Personnel; Other Production Crew – Non-Technical & Technical Personnel; Basic & Expanded (Multi-cam) Television System;
Major Equipments of production: Camera, Audio, Lighting, Switcher, Video Recorder; Camera Shots: Classification & Uses; Camera Lenses & filters; Camera angles and movement; Composition;
Basics of Production: Aspect ratio, Rule of Thirds, 180 degree rule, Depth of field; Camera control & Operation; Lighting, Importance of Lighting, Properties of light, Kinds of studio lights and uses, Lighting instruments, lighting techniques; Production Set Design: Properties, Set Dressings; Elements of Scene Design
Production Roles & Departments; Personnel; Role of Floor Manager, Signals & Meanings; Chroma keying; Television Graphics- forms, Graphic equipments
Audio for television, Acoustics, Mono sound, Stereo sound, Surround sound, Building sound track

Unit IV Post Production

Editing, Functions; Nonlinear Editing; Editing Software, Continuity Editing & Complexity editing; Online & Offline Editing; Idea of Montage; Ethics in editing;

Practical:

Television Studio visit, Multi-cam Production & Editing, Offline & Online Editing, Lighting design; Chroma keying; Students will have to prepare and submit a Television production project as specified during the semester

Suggested Readings

- ✓ Belavadi, V (2013). *Video Production*. Oxford University Press.
- ✓ Zettl, Herbert. *Television Production Handbook*. Cengage Learning

Semester IV
Corporate Communication
Paper MCJ 1002 S 3
L + T + P = 3 + 1 +1

No. of classes: 48

Unit I Corporate Communication

Defining Corporate Communication, evolution of Corporate Communication, roots of Corporate Communication in India, Corporate Communication vis-à-vis Public Relations, Scope, functions, trinity in Corporate Communication

Unit II Corporate Reputation Management and Crisis Communication

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

Unit III Various Applications of Corporate Communication

Employee Communication, Investor Relations, Government Relations, Customer, dealer and vendor relations, Community Relations and CSR, Corporate Communication in Brand Promotion, IMC, Media Relations

Unit IV Legal, Ethical Issues and Emerging Trends

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

Practical

The students will conduct a role play exercise revolving around a hypothetical crisis management situation. The students will be divided into groups and will be evaluated accordingly on the basis of their performance.

Suggested Readings

- ✓ Jethwaney, Jaishri (2010), *Corporate Communication – Principles and Practice*, Oxford University Press
- ✓ Sachdeva, Iqbal S. (2009), *Public Relations – Principles and Practices*, OUP
- ✓ Black, Sam. *Practical Public Relations*
- ✓ Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*.

Semester IV
Film Studies
Paper MCJ 1003 OPE
L + T + P = 3 + 1 + 0

No. of classes: 48

Unit I Growth and Development of Cinema

Meaning of Cinema, Importance of film studies, Cinema and society; Evolution of film technology; History of World cinema, Beginning of cinema in Europe & America; Alternative cinema; Beginning of cinema in India, Silent Era, Talkie Era; Hindi cinema, Regional film industries in India; Cinema in Assam & Northeast India; Stalwarts of Indian cinema; Technology & Cinema;

Unit II Semiotics & Cinematic Storytelling

Semiotics & Cinema; Film Language: Signs & Syntax; Signs: Physiology of Perception, Denotative & Connotative meaning; Syntax: Codes, Mise-en-scene, Sound, Montage; Soviet Filmmakers & Montage;
Film Narrative: Fictional & Non-fictional; Significance and Elements of Narrative; Story & Plot; Principles of Plot construction, Selection & Omission of details, Principle of Causality, Sub-plots

Unit III Film Theories, Movements & Genres

Understanding Film theory, Realist Film Theory, Auteurist Film Theory, Psychoanalytic Film Theory, Feminist Model, Cognitive Model, Ideological Model

Film movements: Italian Neo-realism, French New Wave, German Expressionism, Soviet Formalism, Avant Garde, Indian new wave

Film Genres, Evolving nature of genres, Approaches; Major film genres: Western, Musical, Film Noir, Science Fiction; Popular Genres: Crossover, Action, Gangster, Horror, Non-fiction etc; Origin & growth of documentary cinema, Types of documentary; Milestones in documentary filmmaking;

Unit IV Film Appreciation

The aesthetics of film, Elements of film; Writing film reviews & criticism; Film Analysis; Textual & Contextual analysis of films; Film Awards & festivals, Film & Society, Film & Literature, Film and Gender;

Suggested Readings

- ✓ Kuhn, Annette & Westwell, Guy. (2012). *A Dictionary of Film Studies*. Oxford University Press.
- ✓ Hill, John & Gibson, Pamela Church (2000). *Film Studies*. Oxford University Press.
- ✓ Hayward, Susan (2004). *Key Concepts in Cinema Studies*. Routledge, London.
- ✓ Stam, Robert (2000) *Film Theory: An Introduction*. Blackwell Publishers.

✓ Ray, Satyajit (1993). *Our Films Their Films*. Orient Publishers.

Semester IV
Dissertation
Paper MCJ 1004 DPW

L + T + P = 0 + 0 + 6

Students will prepare a research project / dissertation / term paper in any area of communication, media and journalism under the guidance of a designated faculty member. This course aim at instilling scientific thinking among students and propel media-based research.

Students will have to carry the project at their own expense and submit two copies of the report in the appropriate format within stipulated time frame as notified by the Department. A presentation cum viva-voce will be conducted by the Department wherein the research project / dissertation / term paper will be evaluated by external examiners and the marks will be communicated to the Controller of Examination by the Head of Department.

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