


BANGALORE UNIVERSITY
Department of Communication
Jnanabharathi, Bengaluru - 560 056

MASTER OF ARTS
in
MEDIA STUDIES

SYLLABUS CHOICE BASED CREDIT SYSTEM

ACADEMIC YEAR 2018-19



MA in MEDIA STUDIES

Eligibility Criteria

Candidates who have passed the bachelor's degree examination from any recognized institution or foreign degree as equivalent to 50 percent of marks in the aggregate of all the subjects.

Admission Procedure

Admission to the MA in Media Studies course shall be made in order of merit of the candidates subject to the statutory provisions of the reservations based on the following criteria.

- a. Half of the percentage of average of marks obtained by the candidate in all the examinations of 3 years bachelor's degree course including languages will be considered.
- b. Entrance test shall be conducted by the institution.

Duration of the Course

The course of study for the MA Media Studies degree shall of two academic years comprise of four semesters. The course commencement, programme, Examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the University from time to time.

Intake

The intake of candidates for this Post Graduate should not exceed 40, subject to the conditions of the overall admission policy of the university.

Infrastructure

The institution should provide following facilities

- a) A well-equipped TV Production laboratory;
- b) Modern photo-laboratory;
- c) A well-equipped audio-studio; and
- (e) Print media production facility.
- (f) computer laboratory with internet connectivity;

MA in MEDIA STUDIES

Library

The department should have a well-stocked library with latest books and journals on all areas of Media. The department shall subscribe to English and language newspapers and periodicals

Attendance

Each candidate should have at least 75% of attendance in Theory & Practical classes in each semester. Failure to meet the required attendance by any student renders him/her disqualified from appearing in the University Exam.

Dissertation

All students of MA in Media Studies programme shall be required to submit a dissertation at the end of fourth semester and before the commencement of final examination. Unless the dissertation is submitted before the examination, the student shall not be allowed to take the final examination. The Dissertation shall be evaluated for 100 marks and followed by Viva Voce for 50 marks both evaluation and Viva Voce will be done by External examiners and Internal examiners.

Question Paper Pattern/ Internal Assessment/ Grading /Criteria for passing

As per rules of the Bangalore University.

PROGRAM OBJECTIVE - MA MEDIA STUDIES

With emerging media scenario around the world, a course like Media Studies can only bolster the growing needs of a media organization. The subject of Media studies is a perfect blend of theoretical and practical components. It is a full time, masters programme intends to give a real picture of working of media in the civil society. The course content helps students to look within the context and understand the basics of Print, TV, radio, film, web and new media. The modules have been crafted as per the international standards from fundamental to highly advanced level of learning.

The course offers a comprehensive understanding of the students to understand the basic principles of communication and its responsibilities towards the society, mass media and its convergence, responsive journalistic etiquettes, learning public relation skills, advertising grammar, maintaining ethical standards and tapping the new media for a digital growth.

MA in MEDIA STUDIES

MA in MEDIA STUDIES - SEMESTER 1						
Title of the Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
			IA	Exam	Total	
1.1. Introduction to Communication	4	3	30	70	100	4
1.2. Reporting, Writing and Editing for Print Media	4	3	30	70	100	4
1.3. New Media Communication	4	3	30	70	100	4
1.4. TV Production	4	3	30	70	100	4
1.5. Photojournalism	4	3	30	70	100	4
1.6. Public Speaking & Presentation Skills	4	3	30	70	100	4
1.7. Computer Skills	2	3	20	30	50	2
Total	26	21			650	26

MA in MEDIA STUDIES - SEMESTER 2						
Title of the Paper			IA	Exam	Total	
2.2. Production of Radio Programmes	4	3	30	70	100	4
2.3. Communication Research Methods	4	3	30	70	100	4
2.4. Media Management I	4	3	30	70	100	4
2.5. Media and Cultural Studies	4	3	30	70	100	4
2.6. Web Journalism	4	3	70	70	100	4
2.7. Journal Production	2	3	20	30	50	2
Total	26	21			650	26

MA in MEDIA STUDIES - SEMESTER 3						
Title of the Paper			IA	Exam	Total	
3.2. Corporate Communication	4	3	30	70	100	4
3.3. Media Management II	4	3	30	70	100	4
3.4. New Media Technology	4	3	30	70	100	4
3.5. Indian Media Industry	4	3	30	70	100	4
3.6. Specialization International Communication/ Political Communication	4	3	30	70	100	4
Total	24	18			600	24

MA in MEDIA STUDIES - SEMESTER 4						
Title of the Paper			IA	Exam	Total	
4.2. Media Convergence & Management	4	3	30	70	100	4
4.3. Production of Short Film and Documentaries	4	3	30	70	100	4
4.4. Television News Production	4	3	30	70	100	4
4.5. Emerging Media Technologies	4	3	30	70	100	4
Specialization Advertising/New Media	4	3	30	70	100	4
Total	24	18			600	24

**SEMESTER 1
MEDIA STUDIES**

1.1. Introduction to Communication

Course Credit: 4 credit Hours

Unit 1: Definition, nature and scope of communication – Communication- an interdisciplinary study – The human communication process – Verbal and non-verbal communication – Kinds of communication-intrapersonal, interpersonal, group and mass communication. Communication competence – Perceptions of the source – Establishing interpersonal relationships- power and influence, disagreement and conflict, co-orientation – Organisational communication-innovation and change – Intercultural communication.

Unit 2: Concepts for mass communication- mass media, mass audience, mass culture and popular culture – Scope and purpose of models for mass communication- transmission model, ritual model, publicity model, reception model.

Unit 3: Mass Communication: Concept and definition of communication; Types of communication; Functions of communication; Theories of communication; Models of communication; Impact of communication. New Media: Concept and definition of new media; Tools of new media; The roots of alternative and activist new media; The future of innovative media; Cross media ownership; Convergence of media, Web Journalism Internet & Journalism; Features of web journalism; Ethics of web journalism; Social media & journalism; Mobile journalism

Unit 4: Communication theories- Mass society; Marxism; Functionalism; Critical political economy; Social constructionism; Communication technology determinism; Information society. Processes, theories and models of media effects- two step and multi-step flow of communication; collective reaction effects; diffusion of innovation; social learning theory; cultivation; framing; agenda setting; spiral of silence – Political communication effects – Internet effects.

Unit 5: Development of Journalism Concept & definition of journalism; History of journalism; Important newspaper; News channel and News agencies of India & World, Media Organisation and their importance Press Information Bureau; Press Council of India; ABC; INS; RNI; Editors guild; NUJ, IFWJ

SUGGESTED READINGS:

1. Agee, W. K., Emery, E., & Ault, P. H. (1991). Introduction to mass communications. New York: Longman.
2. Baran, S. J., & Davis, D. K. (2002). Mass communication theory. Belmont, CA: Wadsworth.
3. Harris, G., & Spark, D. B. (2010). Practical Newspaper Reporting. New Delhi: Sage Publications.

MA in MEDIA STUDIES

4. Jones, J. & Saltev, L. (2011). *Digital Journalism*. New Delhi: Sage Publication
5. Lynn, D. & Selasky, J. (2008). *Mastering Public Speaking– Exercise Your Body Parts & Build Your Speaking Skills*. Mumbai, MH: Jaico Publishing House.
6. Mandal, S. K. (2007). *Effective communication & public speaking*. Mumbai, MH: Jaico Publishing House.
7. McQuail, D. (2005). *McQuails mass communication theory*. New Delhi: Vistaar Publications.
8. OSullivan, T., Dutton, B., & Rayner, P. (2003). *Studying the media*. Oxford, UK: Oxford University Press
9. Patri, V. R. & Patri, N. (2002). *Essentials of effective communication*. Greenspan.
10. Ray, T. (2006). *Online Journalism*. New Delhi: Foundation Press.
11. Singhal, A., & Rogers, E. M. (2008). *India's Communication Revolution: From bullock carts to cyber marts*. London: Sage Publications.
12. Stone, G., Singletary, M. W., & Richmond, V. P. (2004). *Clarifying communication theories: A hands-on approach*. New Delhi: Surjeet Publication (Original work published 1999).
13. Vilanilam, J. V. (2005). *Mass communication in India: A sociological perspective*. New Delhi: Sage Publications.
14. Watson, J. (2004). *Media communication: An introduction to theory and process*. Basingstoke: Palgrave Macmillan.

**SEMESTER 1
MEDIA STUDIES**

1.2. Reporting, Writing and Editing for Print Media

Course Credit: 4 credit Hours

Unit 1: Introduction to Journalism – What is news?- definition, values, elements, characteristics & structure – The basics of reporting- finding news, choosing news, recognising and evaluating news story, a passion for accuracy.

Unit 2: Gathering news- digging for information and initiating newsgathering – Finding and using news sources – Using the internet as a reporting tool – Focusing on primary research – Interviews as a primary source – Building and using background information – Evaluating news sources.

Unit 3: Reporting strategies- reporting a meeting, speech, special event and press conference story – Covering the community on a day to day basis – Writing stories based on information obtained from various community sources.

Unit 4: Writing and editing news- the elements of news style – The language of journalism- concrete, specific, active, clear, democratic, non-sexist, non-racist – Grammar – Engaging the reader- what makes a good introduction or lead to a story & what makes a good ending to a story? – Analysing the lead, summation graphs, effective and ineffective transitions, and use of quotes – Headline writing.

Unit 5: The importance of writing strategies and storytelling – Writing the feature Story- sources of ideas, feature techniques, feature leads, feature development, feature endings – News features – Human interest features – Personal profiles – Narratives.

SUGGESTED READINGS:

1. Bloom, S. G. (2004). Inside the writers mind: Writing narrative journalism. New Delhi: Surjeet Publication.
2. English, E., Hach, C., & Rolnicki, T. (2003). Scholastic journalism. New Delhi: Surjeet Publication.
3. Fleming, C. (2006). An introduction to journalism. New Delhi: Vistaar Publication.
4. Franklin, B. (2006). Key concepts in journalism studies. New Delhi: Vistaar Publication.
5. Harcup, T. (2006). Journalism Principles and Practice. New Delhi: Vistaar Publication.
6. Hohenberg, J. (2007). The professional journalist. New Delhi: Surjeet Publication.
7. Kamath, M. V. (2007). The journalist's handbook: Bengaluru, KA: Vikas Publishing House
8. Knight, R. M. (2003). A journalistic approach to good writing: The craft of clarity. New Delhi: Surjeet Publication.
9. Lorenz, A. L., & Vivian, J. (2006). News: Reporting and writing. London: Pearson Education.

MA in MEDIA STUDIES

10. Moen, D. R. (2004). Newspaper layout and design: A team approach. New Delhi: Surjeet Publication.
11. Neal, J. M., & Brown, S. S. (2007). Newswriting and Reporting. New Delhi: Surjeet Publication.
12. Ramkumar, E. R. (2004). Handbook of English Usage. Mumbai, MH: Jaico Publishing House.
13. Ryan, B., & O'Donnell, M. (2001). The editor's toolbox: A reference guide for beginners and professionals. Ames, IA: Iowa State Press.
14. Saxena, S. (2006). Headline Writing. New Delhi: Sage Publication.
15. Smith, R. F., OConnell, L. M., & Gibson, M. L. (2004). Editing today. New Delhi: Surjeet Publication.
16. Stein, M.L., & Paterno, S. F. (2005). The news writer's handbook: An introduction to journalism. New Delhi: Surjeet Publication.

SEMESTER 1
MEDIA STUDIES
1.3. New Media Communication

Course Credit: 4 credit Hours

Unit 1: New media Technology – Characteristics: New Communication Technologies, Convergence, Structure and Functions.

Unit 2: Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Frank Webster, Herbert Schiller, Jurgen Habermas, Danah Boyd, Harold Adams Innis, Manuel Castells, Michel Foucault, Judith Butler. Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

Unit 3: Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – Empowerment, participatory culture, Gaming: Gender representation, Culture jamming, Fan Culture. Social and cultural consequences: Social Control and Democracy, New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives: National Knowledge Commission. Theories: Media Credibility, Technological Determinism, Global Village, Metamorphosis, Hyper personal Communication, Internet Addiction Internet Use and Depression, Internet Dependency, Networking Theory.

Unit 4: New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, New Media – Uses, Adoption of ICT and Social Transformation – Socio-technical paradigm, Information commodification new consumption norms – knowledge gap.

Unit 5: New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.

SUGGESTED READINGS :

1. Bhatnagar, S. C., & Schware, R. (2000). Information and communication technology in development: Cases from India. New Delhi: Sage Publications.
2. Hukill, M., Ono, R., & Vallath, C. (2000). Electronic communication convergence: Policy challenges in Asia. New Delhi: Sage Publications.
3. Mowlana, H. (1996). Global communication in transition: The end of diversity? Thousand Oaks, CA: Sage.

**SEMESTER 1
MEDIA STUDIES**

1.4. TV Production

Course Credit: 4 credit hours

Unit 1 : Introduction to TV Communication, Journalism and News Communication Models; News for Print; Television, Radio and Web; Audio-Visual Communication; Media techniques and Technologies; Video Camera Functions; Various Camera Types and Equipments; Shot types, Composition and Shooting; Studio & Lighting; Outdoor shoots

Unit 2: Television News Writing; Structure & Content of Writing; Various News Formats

Unit 3 : TV News Gathering and News Reporting : News Flow and Management; Business Journalism; Sports Journalism; Political Journalism; Judicial System & Crime Reporting; Special Investigation; Metro Reporting; Talk Shows; Television Interview & Discussion

Unit 4: News Production: Basic Elements of News Production; Online and Offline Production; Daily News Packaging Programming; PCR & MCR

Unit 5: Post Production & Editing: Basics of Post Production; Need and Basics of Editing, Types of Editing

SUGGESTED READINGS:

1. Boyd, A. (2008). Broadcast journalism: Techniques of radio and television news. Oxfordshire, UK: Taylor & Francis.
2. Franklin, B., Hamer, M., Hanna, M., Kinsey, M., & Richardson, J. E. (2005). Key concepts in journalism studies. New Delhi: Vistaar Publication.
3. Murray, M. D. (1999). Encyclopedia of television news. Phoenix, AZ: Oryx Press.
4. White, T. (1996). Broadcast news writing, reporting, and producing. Boston: Focal Press.

**SEMESTER 1
MEDIA STUDIES**

1.5. Photojournalism

Course Credit: 4 credit Hours

Unit 1: Photojournalism: Principle & History: Photojournalism, Concept, theory and practice; Impact and scope of Photojournalism in contemporary media; History and Development of Photojournalism; Future of the profession of photojournalism

Unit 2: Types of News Pictures. Photographic Essays: Types of News Picture; Concept of storytelling photography and Photo-Feature; Study of previous work of Photographic essays; Evolving ideas for story; Methodology of making photographic stories; Technical, aesthetic & journalistic aspects of Photo-features

Unit 3: Narrative in Photojournalism: Rules and art of writing Caption writing; Writing narrative for photo-feature; Writing Photo-story; Writing complete report related to the picture

Unit 4: Photojournalism Ethics and code of conduct for Photojournalism: What are the ethical concerns in Photojournalism? Global and regional ethical approach; Photojournalism ethics during coverage, particularly vulnerable subjects; Ethical code of conduct for photojournalism

Unit 5: Duties & Responsibilities of Photojournalist: Structure and functioning of the Photo Department; Duties & Responsibilities of Photojournalist; Coordinating Photographers team for various assignments

SUGGESTED READINGS :

1. Gross, L. Y., Katz, J. S., & Ruby, J. (1988). Image ethics: The moral rights of subjects in photographs, film and television. New York: Oxford University Press.
2. Horton, B. (2001). Associated Press guide to photojournalism. New York: McGraw-Hill.
3. Kobre, K., & Brill, B. (2004). Photojournalism: The professionals approach. Amsterdam: Focal.
4. Rubin, C., & Newton, E. (2011). Capture the moment: The Pulitzer Prize photographs. New York: Business of Entertainment.
5. Scott, C. (2013). Street Photography: From Atget to Cartier-Bresson. I.B. Tauris.
6. Steel, A. (2006). The world's top photographers: Photojournalism: And the stories behind their greatest images. Brighton: Rotovision.
- 7.

**SEMESTER 1
MEDIA STUDIES**

1.6. Communication Skills

Course Credit: 2 credit Hours

Unit 1: Processes and principles of effective communication – Barriers to communication.

Unit 2: The art and skill of effective communication- building your own style; assertive communication; verbal communication skills; non-verbal communication skills including posture, body language, eye contact, and voice modulation.

Unit 3: Critical thinking and analysing skills – The Art of visualisation – Listening and interviewing skills – Ideating, planning and preparing concepts.

Unit 4: Skills for public speaking – Knowing your audience – Role of the personality, interpersonal skills and language proficiency – Demonstrating confidence, enthusiasm, clarity and understanding.

Unit 5: Skills for oral presentations; extempore speaking; group discussions; seminars and question & answer sessions – Use of multimedia aids in presentations.

SUGGESTED READINGS :

1. Lynn, D., & Selasky, J. (2006). Mastering public speaking exercise your body parts & build your speaking skills. Mumbai: Jaico Publishing House.
2. Mandal, S. K. (2006). Effective communication & public speaking. Mumbai: Jaico Pub. House.
3. Patri, V. R., & Patri, N. (2002). Essentials of effective communication. New Delhi: Greenspan Publications.

**SEMESTER 1
MEDIA STUDIES**

1.7. Computer Skills

Course Credit: 2 credit Hours

Unit 1: Computer-assisted reporting and research.

Unit 2: Spreadsheets for journalists – Building a database & database managers for journalists.

Unit 3: Basic digital workflow from organisation and file management to output – Tools for editing images for slideshows, multimedia presentations – Uploading on the web and e-mailing effectively.

Unit 4: Processing images, creating the desired illustrations and photo editing with software, such as Adobe Illustrator and Adobe Photoshop.

Unit 5: Creating and editing page layouts with software, such as QuarkXPress and Adobe InDesign.

SUGGESTED READINGS :

1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000.
2. MS Office – Bible, Edward Willet, IDG Books, 2000.
3. PageMaker for Windows for Dummies, Deke Mc Celland, IDG Books, 1998.
4. Corel Draw for Dummies, Deke Mc Celland, IDG Books, 1997.
5. Photoshop for Dummies, IDG Books, New Delhi, 2000.
6. Teach Yourself Photoshop, Jennifer Alspach & Linda Richards, IDG Books, New Delhi, 2000.
7. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998.
8. Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.
9. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000.

**SEMESTER 2
MEDIA STUDIES**

2.1. Advanced Development Communication

Course Credit: 4 credit Hours

Unit 1 : Concepts of Development: Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

Unit 2 : Social Change: Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernisation and post-modern.

Unit 3 : Development Communication: Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

Unit 4: Alternative Theories of Communication for Development: Development of What And Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.

Unit 5 : Case studies : Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non-governmental; Different experiments in India and Asia.

SUGGESTED READINGS:

1. Brookfield, H. (2013). Interdependent development. Place of publication not identified: Routledge.
2. Melkote, S. R., & Steeves, H. L. (2015). Communication for development in the Third World: Theory and practice. Los Angeles: Sage.
3. Mody, B., & Rolston, M. (1991). Designing messages for development communication: An audience participation-based approach. New Delhi: Sage Publications.
4. Narula, U., & Pearce, W. B. (1986). Development as communication: A perspective on India. Carbondale, IL: Southern Illinois University Press.
5. Pasha, A. R. (1997). Community radio: The voice of the people. Bangalore, India: Voices Publication.
6. Rani, N. U. (1996). Folk media for development: A study of Karnataka's traditional media. Bangalore: Karnataka Book.
7. Rogers, E. M. (1995). Diffusion of innovations. New York: Free Press.
8. Singhal, A., & Rogers, E. M. (1989). India's information revolution. London: Sage Publications.

**SEMESTER 2
MEDIA STUDIES**

2.2. Production for Radio

Course Credit: 4 credit Hours

Unit 1 : Production Planning: Introduction; The Idea; Goals and objective; The Target audience; Production personal; Production elements

Unit 2 : Tools of Audio Production : The microphones, The audio console; Digital audio players/recorders; Monitor speakers and studio accessories

Unit 3 : Digital Audio Production: The studio environment; The studio layout; The analog roots of digital production; Reasons for editing; Audio synchronization; Digital audio editing; Multi-track editing techniques; Multi-track video effect; Internet radio and other distribution platforms

Unit 4 : Production situations: Element of radio script; Technique of script writing; Producing commercials; Announcing music;Recording music; Preparing and announcing news; Reporting sports, traffic and weather; Hosting talk show, performing drama and variety

Unit 5 : Location Sound Recording: Introduction to sound recording; Types of field production; Common location sound problems; Site planning for location recording; Using microphones; Using recorders; Using mixers; Using headphones; Recording sound effect; Recording ambient sounds; Recording voice-overs; Final mix.

SUGGESTED READINGS:

1. Barnas, F., & White, T. (2017). Broadcast news writing, reporting, and producing. New York: Focal Press.
2. Sauls, S. J., & Stark, C. A. (2019). Audio production worktext: Concepts, techniques, and equipment. London: Routledge.

**SEMESTER 2
MEDIA STUDIES**

2.3. Communication Research Methods

Course Credit: 4 credit Hour

Unit 1 : Research- elements of research – Social science research – The magic of scientific inquiry – Theory construction – Deduction – Induction – Types of research- descriptive, explanatory, exploratory – Basic and applied research – Research problem – Research question – Hypothesis formulation – Types of hypothesis – The logic of hypothesis testing – Research design.

Unit 2: Variables – Independent vs. dependent variables – Extraneous variables – Intervening variables – Direct effects – Causality – Mediation – Moderation – Measurement – Constructs – Operationalisation – Reliability – Validity – External and internal validity – Scales– nominal, ordinal, interval and ratio – Attitude measurement – Likert, semantic differential scales – Questionnaire design – Online survey.

Unit 3: Sampling – Probability versus non-probability sampling – Sampling error – Surveys – Cross-sectional surveys – Interviewing – Experimental methods – Lab experiments versus field experiments – Quasi experiments – Statistical analysis- mean, mode and range, standard deviation, chi-square test, t-test, ANOVA.

Unit 4 : Qualitative research – Sampling and data collection methods – Content analysis – Case studies – Cultural text and its meanings – Textual and visual analysis – Participant observation – In-depth interviewing – Focus groups – Grounded research theory – Ethnography- cyber ethnography, auto ethnography – Feminist communication research – Audience research – Qualitative internet research.

Unit 5 : Data Analysis – Field notes – Writing dissertation and reports – APA style, Chicago manual style, MLA style – Ethics and biases in research – Online communication and media journals – Print journals – Communication associations in the world.

SUGGESTED READINGS:

1. Bryman, A. (2015). Social Research Methods - 5th Edition. Oxford: OXFORD University Press.
2. Buddenbaum, J. M., & Novak, K. B. (2005). Applied communication research. New Delhi: Surjeet Publications.
3. Gaiser, T. J., & Schreiner, A. E. (2009). A guide to conducting online research. Los Angeles: SAGE.
4. Hart, C. (2005). Doing your masters dissertation. New Delhi: Vistaar Publications.
5. Kumar, R. (2008). Research methodology: A step-by-step guide for beginners. Ne Delhi: Pearson.

MA in MEDIA STUDIES

6. Silverman, D., & Marvasti, A. (2008). *Doing qualitative research*. London: SAGE Publications.
7. Somekh, B., & Lewin, C. (2005). *Research methods in the social sciences*. London: SAGE Publications.
8. Wimmer, R. D., & Dominick, J. R. (2008). *Mass media research: Processes, approaches and applications*. Belmont, CA: Wadsworth.

**SEMESTER 2
MEDIA STUDIES**

2.4. Media Management

Course Credit: 4 credit Hours

Unit 1: Introduction to PR campaigns: PR –Concepts, Definitions and Theory; Brief history of PR; Understanding Various Concepts: Campaigns, Corporate communications; PR, Press Agency, Publicity, Propaganda and Advertising; Defining Publics/Stakeholders.

Unit 2: Campaign Planning and Development: Defining PR process, the Strategy; Media Selection, Feedback and Evaluation; Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics); The PR Environment: Trends, Consequences, Growth and Power of Public Opinion; Types of PR: Political PR, PR vs Spin, Sports PR; Entertainment and Celebrity Management Persuasion and Public Relations

Unit 3: Digital PR Campaigns: PR in the age of New Media: Scope, Challenges and Opportunities; PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs; Changing Trends and Leveraging the Potential of New Media; Social Media Advertising – Platforms, Analytics and Campaigns; Online PR Strategies

Unit 4: Campaign Execution: Use of Digital Media in the overall Marketing Mix; Relationship Building in an Internet age - How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media, SPEED chart in management

Unit 5: Management Process and Development: The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc) and its Impact on Society; Use of Digital Advertising in Brand Building - The need for synergy between Digital Marketing and PR to achieve marketing goals; Online Sponsorships and Brand Promotions: Case Studies of Brands that have used Digital Media to be successful

SUGGESTED READINGS:

1. Kelley, L., & Jugenheimer, D. W. (2015). Advertising Account Planning: Planning and Managing an IMC Campaign. Florence: Taylor and Francis.
2. Ailes, R. (1995). You are the message. New York: Currency Doubleday.
3. Steel, J. (1998). Truth, lies, and advertising: The art of account planning. New York: Wiley & Sons.
4. Kelley, L., & Jugenheimer, D. W. (2015). Advertising Account Planning: Planning and Managing an IMC Campaign. Florence: Taylor and Francis.
5. Morrison, M. A., Haley, E. E., Sheehan, K. M., & Taylor, R. E. (2012). Using qualitative research in advertising: Strategies, techniques, and applications. Thousand Oaks: Calif

**SEMESTER 2
MEDIA STUDIES**

2.5. Media and Cultural Studies

Course Credit: 4 credit Hours

Unit 1 : Introduction to Culture: Concept and definition of culture; Basic elements of culture; Components of culture; Culture pattern; Types of culture; Culture and civilization; General characteristics of culture; Importance of culture in human life

Unit 2 : Introduction to Indian Culture: Introduction to Indian culture; Characteristics of Indian culture; Cultural identity; Religion, Region and Ethnicity; Impact of Western ideas and Indian response; Important Indian language & literature; Religion and Philosophy; Science, technology and education in India

Unit 3 : Culture & Media :Ideology and the Mass Media; The role of media and popular culture; The media audience and technological change; Emotion & culture; Media and cultural imperialism; New communication skills and the personalization of culture

Unit 4 : Culture & Society: Indian social structure; Social institution – Caste, Class, Tribes, Village; Folk culture and its relation with social communication; Communalism, Secularism & Nationalism and their relation with cultural thoughts

Unit 5 : Media & Gender Issues: Gender and Mass Media; Gender and development; Women's rights in the Indian Constitution; Women's movement in India; Gender equality and civil society; Women in media, culture and literature

SUGGESTED READINGS :

1. Durham, M. G., & Kellner, D. M. (2012). Media and cultural studies: Keywords. Malden, MA: Wiley-Blackwell.

**SEMESTER 2
MEDIA STUDIES**

2.6. Web Journalism

Course Credit: 4 credit Hours

Unit 1: Introduction to Online journalism – A brief history of the Internet – Characteristics of the Internet-multimediality and interactivity – Hyperlinks.

Unit 2: Basic html and concepts of CSS – Structural tags – Comment tags – Used to hide coding in a browser – Hyperlinks, e-mail links and anchor (internal page) links, annotated links – Font sizes and styles on a web page and site.

Unit 3: Basic introduction to photo scanning, sizing and cropping in Photoshop – How to add photos and graphics to a web page, using an image tag – Online design and navigation issues, eye tracking studies, audience concerns and the importance of folder structure to web building and web addresses – Web design tips – An introduction to Dreamweaver's shortcuts for inserting links, images, tables, bullets– creating links in Dreamweaver.

Unit 4: Writing for the web – Writing and editing online – Online storytelling forms – Reporting, writing and structuring succinct feature stories and headlines for the web – Multimedia and user-generated content, gathering and editing images – Audio and video-tweets – Blogs – Citizen journalism.

Unit 5: Legal issues in cyberspace – Copyright issues present ongoing dilemma – To link or not to link- Wikipedia in the newsroom, do Wikis have a place in the newsroom? – RSS for journalists.

SUGGESTED READINGS :

1. Ward, M. (2002). Journalism online. Waltham, MA: Focal.
2. Ray, T. (2006). Online journalism: A basic text. New Delhi: Foundation Books.
3. Hall, J. (2001). Online journalism: A critical primer. London: Pluto.
4. Foust, J. C., & Hathaway, H. (2008). Online journalism: Principles and practices of news for the web. London: Routledge.
5. Craig, R. (2004). Online journalism: Reporting, writing, and editing for new media. Southbank, Victoria, Australia: Thomson/Wadsworth.
6. Friend, C., Sharpe, M. E., & Singer, J. B. (2007). Online journalism ethics: Traditions and transitions. London: Routledge.
7. Allan, S. (2006). Online news: Journalism and the Internet. Maidenhead: Open University Press.
8. Rosales, R. G. (2006). The Elements of online journalism. New York: IUniverse.

**SEMESTER 2
MEDIA STUDIES**

2.7. Journal Production

Course Credit: 1 credit Hours

PRACTICAL – LAB JOURNAL PRODUCTION

- I. Advanced exercises in reporting, writing features, reviews and special articles.
- II. Advanced exercises in editing, re-writing, page make-up and layout.
- III. Online editing, word processing, spell-check, grammar-check, page make-up on computers.
- IV. Visual journalism exercises- taking photographs, selecting photographs, photo editing, caption writing and placement of photographs – Using photo features, infographics, illustrations, and cartoons.
- V. Production of lab journal– one-page, two-page, and four-page tabloid

**SEMESTER 3
MEDIA STUDIES**

3.1. Media Law and Ethics

Course Credit: 4 credit Hours

Unit 1: Media & Freedom: Concept of media freedom, Theories of media liberty and democracy; Rights and obligation of the media; Fundamental rights.

Unit 2 : Right to Information: Evolution of articles of 19; Universal declaration of human rights: Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Rajasthan experience; Role of the media.

Unit 3 : Important Laws: Defamation, Contempt of Court , Legislature, Official Secrets Act, Intellectual property rights copyright and piracy; Wages and working conditions of journalists; Measures to curb piracy.

Unit 4 : Ethics: Sting operation and its impact; Right to privacy; Obscenity; Concept of self-regulation; Revealing sources; Code of ethics; Code of professional organizations; A critical study of functions and performance of the Press Council of India.

Unit 5: Cyber Laws: Laws regulating FDI in media; Cyber laws in India; Cyber security concerns preventive measure, penalties, adjudication and offences; IT Act; Network service provider's protection; Criminal procedure; IPC.

SUGGESTED READINGS :

1. Crone, T. (1999). Law and the media: An everyday guide for professionals. Oxford: Focal Press.
2. Aggarwal, S. K. (2010). Media and ethics. New Delhi: Shipra Publications.
3. Venkataramaiah, E. S (2000). Mass media laws and regulations India. New Delhi: India Research Press.
4. Grover, A. N. (1991). Press and the law. Bengaluru, KA. Vikas Publishing House.
5. Niazi, Z., Mustafa, Z., & Yusuf, Z. (2010). The press in chains. Karachi: Oxford University Press.
6. Venkataramaiah, E. S (1988). Freedom of press: Some recent trends. Stosius Inc/Advent Books Division.
7. Padhy, K. S. (1991). Battle for freedom of press in India. Gurugram, HR: Academic Foundation.
8. Basu, D. D. (2010). Law of the press. New York: LexisNexis.
9. Trikha, N. K. (1987). The press council: A self regulatory mechanism for the indian press. Columbia, MO: South Asia Books.
- 10.10.

**SEMESTER 3
MEDIA STUDIES**

SUBJECT: 3.2. Corporate Communication

Course Credit: 4 credit Hours

Unit 1: The Basics of Corporate Communication: Scope and definition; Corporate communication forms and interaction process; Cross-cultural communication; Technology enabled corporate communication

Unit 2: Corporate Communication Strategy: Introduction; New trends in corporate communication strategies and tactics; Corporate citizenship and social responsibility; Human resource communication; Financial communication; Business communication

Unit 3: Crisis Management and communication: Crisis communication planning; Need for a crisis communication plans; Media release in crisis situations; Media policies and procedures; Audience survey and identification of consumers

Unit 4: Developing Oral Communication Skill: Effective listening; Business presentation and public speaking; conversations; Interviews; Meeting and conferences; Group discussions and team presentation; Team briefing

Unit 5: Corporate communication in contemporary organisation: Introduction; Background; integrated communication; Drivers for integrated communication; Organizing communication; Reputation management

SUGGESTED READINGS :

1. Padmaja, L. (2013). Public relation and corporate communication. New Delhi: Astha Publishers & Distributors.
2. Raman, M., & Singh, P. (2012). Business Communication. New Delhi: Oxford University Press.
3. Cornelissen, J. (2017). Corporate communication: A guide to theory and practice. Thousand Oaks, CA: SAGE Pub.
4. Bovée, C. L., & Thill, J. V. (2019). Business communication essentials: Fundamental skills for the mobile-digital-social workplace. New York, NY: Pearson.

**SEMESTER 3
MEDIA STUDIES**

SUBJECT: 3.3. Media Management

Course Credit: 4 credit Hours

Unit 1: Entrepreneurship Basics :What is Entrepreneurship? Concept, Function, Need & Types; Relevance of Entrepreneurship in:Generating National Wealth; Creating wage and self-employment: Micro, Macro, Small and Medium enterprises; Optimizing Human and Natural resource; Building enterprising personality and society. Introduction to Market: Basic Understanding, Competitive and comparative analysis; Entrepreneurs and intellectual property; Identifying your intellectual property Patents, Trademarks & Copyrights

Unit 2: Developing Entrepreneurial Motivation: Risk taking; Leadership & Communication; Influencing ability and Planning action; Process of Entrepreneurship Development; Nature, pattern and purpose of Human Activity: Economic and Noneconomic; Need for Innovation; Barriers to Entrepreneurship; Entrepreneurial values and Ethics, Enterprise creation: Sensing Opportunities & Market Assessment Market analysis, Market research & What to include in Market Analysis; Identifying Entrepreneurial Opportunities; Setting up an Enterprise

Unit 3: Forms of Business Ownership: Sole Proprietorship: Essentials of Entrepreneurship, Partnership Corporations and Franchising; Types of Franchising Benefits/Drawbacks of Franchising Trends; Various steps: Legalities and Due-diligence

Unit 4: Entrepreneurial Finance: Sources of Financing: Debt and Equity, Planning for Capital Requirements; Equity Capital vs. Debt Capital; Choosing the Right Location; Advantage of a competitive layout and location.

Unit 5: The Pitch Business Plan : Resource assessment – financial and non-financial, Fixed and working Capital requirements; Mobilizing resources – Sources and means of funds; Preparing for your investor presentation: Elements of a pitch deck; Entrepreneurial Leadership: Building and managing a team; Attracting and retaining the right people.

SUGGESTED READINGS :

1. Saraf, V., Thakur. P., & Yadav, L. (2013). Entrepreneurship & Management Concepts. New Delhi: S.K. Kataria & Sons.
2. Raichaudhuri, A. (2011). Managing new ventures: Concepts and cases in entrepreneurship. New Delhi: PHI Learning Private Limited.
3. Kidder, D. S. (2013). The Startup playbook: Secrets of the fastest-growing startups from their founding entrepreneurs. San Francisco: Chronicle Books.

**SEMESTER 3
MEDIA STUDIES**

3.4. New Media Technology

Course Credit: 4 credit Hours

Unit 1: Understanding the Computer: Computer: Generations and basics: Computer parts: Software, Hardware and Peripherals; Lib Office (Open source software): Word, Power Point, Calc.; Use of printer and scanner

Unit 2: Internet for Interactivity: Introduction to internet application in media: Websites and portals: Static and dynamic websites. Various Internet tools for fast dissemination of news, video and pictures

Unit 3: IT for Media: Basic IT applications in print, electronic and cyber media; Emerging Trends in information technology; Conventional media Vs new media; Introduction to Blogs and Vlogs

Unit 4: Designing and Layout : Concept and theory of design and graphics; Basic elements and principles of graphics: Design and layout: Use of colors

Unit 5: DTP & Multimedia: Introduction to DTP: Multimedia : Characteristics and functions: DTP Software - Quark Express, Corel Draw, Photoshop

SUGGESTED READINGS :

1. Adobe. (1997). Adobe photoshop. Techmedia
2. Coburn, F. D. (2007). Corel draw. New York. McGraw-Hill Education.
3. Jaiswal, A. (2003). Fundamentals of computer and information technology today. New Delhi: Wiley Dreamtech India
4. Rajaraman, V. (2014). Fundamentals of computer. New Delhi: PHI Learning.
5. Parthasarathy, G. K. (2006). Computer aided communication, New Delhi: Authorspress.
6. Singhal, R. (2006). Computer application for journalism, New Delhi: Ess Ess Publications.
7. Shrivastava, C. (2010). Introduction to information technology. New Delhi: Kalyani Publishers.
8. Bartee, T. C. (1981). Digital computer fundamentals. New York. McGraw-Hill Publication.

**SEMESTER 3
MEDIA STUDIES**

3.5 Indian Media Industry

Course Credit: 4 credit Hours

Unit 1: Introduction to Convergent Journalism in India - Evolution of convergent journalism; Characteristics of convergent journalism; Computer assisted reporting; role of gathering information for web; 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 2: Interplay between Indian media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Feminist critiques of media. Media and the minorities. National culture and communication policy,

Unit 3: Newspaper Management : Ownership patterns, structure of newspaper organisation & functions of various departments & personnel. Trends affecting newspapers, Impact of broadcast media & information technology on print media. Emerging revenue patterns for print media. Catering to the changing newspaper subscriber. Emerging marketing strategies. Customer Relationship Management (CRM) in print, FDI in Media

Unit 4: Broadcast Management – TV & Radio, FM: Organisational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations, Audience research, Programming strategies, Programme promotion, marketing programmes. FM radio in India. The market and the audiences, an analysis, Issues of broadcast management.

Unit 5: Media Entrepreneurship: Concept of Entrepreneurship, Characteristics of Entrepreneurs, Media Entrepreneurship, And Media Entrepreneurial Scenario in Northeast – Understanding Problems and Prospects, Case Studies.

SUGGESTED READINGS:

1. Kothari, G. (1995). Newspaper management in India. Wilmington, DE: Intercultural Open University.
2. Chiranjeev, A. (2000). Electronic media management, New Delhi: Authorspress.
3. Pringle, P. (2015). Electronic media management. New York: Focal Press.
4. Gunarathne, S. (2000). Handbook of media in asia. New Delhi: Sage Publications.
5. Batra, R. (2000). Advertising management. New Delhi: PHI Learning.

**SEMESTER 3
MEDIA STUDIES**

3.5.1 International Communication

Course Credit: 4 credit Hours

Unit 1 : Political, economic and cultural dimensions of international communications. Communication and information as a tool of equity and exploitation. International news flow, imbalances and disparities. UNESCO's efforts in removal of imbalance in news flow-debate on new international Information and Economic Order.

Unit 2 : McBride Commission. New World Information Communication Order (NWICO). Communication as a human right. UNO's Universal Declaration of Human Rights and Communication.

Unit 3 : International news agencies and syndicates, their organizational structure and functions. Non-aligned news agencies, news pool – its working, success, failure. Impact of new communication technology on news flow, satellite communication, information super highways. International telecommunication and regulatory organizations.

Unit 4 : Impact of media on international relations, political processes and on shaping government opinion and foreign policies. Role of media in international crises: conflicts, man-made and natural disasters, terrorism.

Unit 5-: Information-prompted cultural imperialism. Criticisms. Effects of globalization on media systems and their functions; transnational media ownership and issue of sovereignty and security; international intellectual property rights: international media institutions and professional organizations.

SUGGESTED READINGS :

1. Lewis, P. (1993). *Alternative media: Linking global to the local*. Paris: UNESCO Publications.
2. Barrett, O. L. (1999). *The globalization of news*. London: Sage.
3. McPhail, T. (2002). *Global communication: Theories, stakeholders and trends*. New Delhi: Sage.
4. McChesney, R. (2001). *Global Media, neoliberalism and imperialism*. Madison, WI: University of Wisconsin Press.
5. Meyer, W. H. (1998). *Transnational media and third world development: The structure and impact of imperialism*. New York: Greenwood Press.
6. Mohammad, A. (1998). *International communication and globalization*. California: Sage.
7. Perry, D. K. (1987): *The image gap: How international news affects perceptions of nations*. *Journalism Quarterly*, Vol. 64; 3; 416-421.
8. Rantanen, T. (2004). *The media and globalization*. London: Sage.
9. Thussu, D. K. (2000). *International communication: An introduction*. New York; Oxford University Press.

**SEMESTER 3
MEDIA STUDIES**

3.5.2. Political Communication

Course Credit: 4 credit Hours

Unit 1 : Political Communication as an emerging Discipline- Scope and characteristics, Relationship of politics with communication. Theoretical approaches, The role of media in politics

Unit 2: International dimensions of Political Communication. Globalisation of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication. Communication as a human right

Unit 3: Introduction to identity politics and its relation to nation-building - local assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns - conflict of interests between economic and environmental concerns

Unit 4 : Political, Economic and Cultural dimensions of International Communication and information as a tool of equality and exploitation, international news flow, imbalance in media growth – international, regional and internal disparities. Impact of ICT on news flow, information super highways – international telecommunication and regulatory organizations

Unit 5: UNESCO's efforts in removal of Imbalance in News flow – debate on New World Information and Communication Order and New International Economic Order, MacBride Commission report – non-aligned news agencies pool – its working, success, failure. Issues in international communication

SUGGESTED READINGS:

1. Thussu, D. K. (2009). International communication: A reader. London: Routledge.
2. Mohammad, A. (1997). International communication & globalization. California: Sage Publications.
3. Herman, E. S., & Chomsky, N. (2002). Manufacturing consent: The political economy of the mass media. New York: Pantheon Books.
4. Seator, J. (1998). Politics and the media. Hoboken, NJ: Blackwell.
5. Gunther, R. (2000). Democracy and the media. Cambridge: Cambridge University Press.

**SEMESTER 4
MEDIA STUDIES**

SUBJECT: 4.1. Film Studies

Course Credit: 4 credit Hours

Unit 1: Defining narrative- diegetic and non-diegetic elements – Narrative structure – Alternatives to narrative fiction film- documentary, ethnographic and experimental (avant-garde) films – Ethics and ethnography.

Unit 2: Basic aspects of film language and film aesthetics: Mise-en-scène- setting, lighting, composition, costumes, props, make up, hair, figure behaviour. Cinematography- framing, angle, focus, movement, and composing. Editing- story-centred editing and the construction of meaning; editing and time; editing and space; continuity editing; breaking the rules of editing.

Unit 3: Sound- the relationship between sound and image; Diegetic and non-diegetic sound; Dialogue; Voice over; Sound effects; Music.
Production and exhibition of film:
Stages and elements of production- pre-production, production and post-production.
Contexts for studying production- stars, genre, distribution and exhibition.

Unit 4: An approach to film analysis- understanding audience expectations – The goal of film analysis- the importance of developing interpretive claims.

Unit 5: Social context and film style- Hollywood, Italian neorealism, French new wave, cinema verite, parallel cinema, Bollywood – Film authorship and the auteur – Independent documentary films.

SUGGESTED READINGS :

1. Kaur, A., & Sinha, A. J. (2005). Bollyworld: Popular indian cinema through a transnational. New Delhi: Sage.
2. Dudrah, R. K. (2007). Bollywood: Sociology goes to the movies: New Delhi: Sage.
3. Bose, D. (2006). Brand bollywood: A new entertainment order: New Delhi: Sage.
4. Beugnet, M. (2007). Cinema & sensation: French film and the art of transgression. Edinburgh: Edinburgh University Press
5. Neale, S., & Smith, M. (1988). Contemporary hollywood cinema. London: Routledge.
6. Rabuger, M. (2008). Directing: Film techniques and aesthetics. Cambridge, MA: Elsevier Academic Press.
7. Barnouw, E. (1993). Documentary: A history of the non-fiction film. Oxford: Oxford University Press.
8. Russell, C. (1999). Experimental ethnography: The work of film in the age of video. Durham: Duke University Press.
9. Pramaggiore, M., & Wallis, T. (2006). Film: A critical introduction. Boston, MA: Allyn & Bacon.
10. Phillips, W. H. (2005). Film: An introduction. Boston, MA: Bedford/St. Martins.
11. Bordwell, D., & Thompson, K. (2009). Film art: An introduction. New York. McGraw-Hill.
12. Harbord, J. (2002). Film cultures. New Delhi: Sage.
13. Villarejo, A. (2007). Film studies: The basics. London: Routledge.

SEMESTER 4
MEDIA STUDIES
4.2. Media Convergence & Management

Course Credit: 4 credit Hours

Unit 1: An overview of media- global, national & local scene – Media economics – Media industry analysis – Planning a media venture- scope, purpose, strategies and methodologies – Venture creation and its practical, economic and legal aspects – Ownership patterns- sole proprietorship, partnership, private limited companies, public limited companies – Management functions- planning, organising, directing, controlling – Organisational structure of different departments, its functions and synergy.

Unit 2: Media convergence- its genesis, paradigm shift in social space and its impact, convergence regulation – Media convergence and marketing fundamentals – Advertising, retailing and media planning for cross platform media – Branding and media – Property creation – Understanding media exposure – Internet conversion rates, hits, Alexa – Television ratings (TRPs, Reach, Frequency) – Radio listenership – Print readership – Media pricing – Rate cards, sponsored contents, developing spot rates – Integrated branding approach across different media – Understanding the consumer-buying behaviour models, market segmentation, targeting, profiling and positioning

Unit 3: Cross media interactivity in television- using twitter, emails and SMS to interact with hosts in television – Planning and execution of programme production – Production terms, control practices and procedures – Administration and programme management in media- scheduling; transmitting; record keeping; quality control and cost effective techniques – Budget control, costing, taxation, labour laws and PR for building and sustaining business and audience through multiple media forms.

Unit 4: Diffusion of innovation – New media and its influence on Indian consumer – Internet conversion ratios and related evaluation – Delivering digital media entertainment over the web and mobile – Digital interactive marketing – Cross media promotion of films through games – Digital Audio broadcasting – Digital Multimedia broadcasting – WiMAX mobile environment – Social interaction and marketing through Context Aware (Location Aware) technologies – Mobile social networking – New media project management and account handling – Online production and broadcasting – Identifying unconventional media spaces and business opportunities

Unit 5: Understanding worldwide customer bases – Developing a niche sphere – Planning for international campaigns – Business process outsourcing and the challenges – International media houses and their business model – Issues in intellectual property rights – Ethical issues in entertainment and content regulation – Broadcasting regulations- licensing and content, foreign equity in Indian media- issues and challenges – Piracy and legal disputes- an overview

MA in MEDIA STUDIES

SUGGESTED READINGS :

1. Redmond, J., & Trager, R. (2004). *Balancing on the wire: The art of managing media organizations*. Atomic Dog.
2. Roberts, G. (2002). *Breach of faith: A crisis of coverage in the age of corporate newspapering*. University of Arkansas Press.
3. Borjesson, K. (2002). *Into the buzzsaw: Leading journalists expose the myth of a free press*. Prometheus Books.
4. Roberts, G. (2001). *Leaving readers behind: The age of corporate newspapering*. University of Arkansas Press.
5. Albarran, A. B. (2002). *Management of electronic media*. Wadsworth.
6. Cranberg, G. (2001). *Taking stock: Journalism and the publicly traded newspaper*. Iowa State Press.
7. Croteau, D. & Hoynes, W. (2001). *The business of media*. Pine Forge Press.
8. McCord, R. (2001). *The chain gang: One newspaper versus the gannett empire*. University of Missouri Press.

**SEMESTER 4
MEDIA STUDIES**

4.3. Production of Short Film and Documentaries

Course Credit: 4 credit Hours

Unit 1 : Introduction to Fiction and Nonfiction: Fiction and Nonfiction; Difference between Fiction and Non-fiction; Types of fiction; Short Film and Documentary Film

Unit 2 : Understanding Three Stages of Production: Pre-production; Production; Post-production

Unit 3 : Pre-production :Step 1: Film Concept; Step 2: Writing script/ screenplay; Step 3: Drawing storyboards; Step 4: Film Funding; Step 5 : Cast & Crew; Step 6 : Scouting for Location; Step 7 : Shooting Script; Step 8: Scheduling; Step 9: Call Sheets; Step 10: Equipment

Unit 4 : Production: The execution phase of the filmmaking process, during which all the audio and visual materials are being gathered. On this phase shooting and recording take place. A large part of the filming crew participates in this stage, making sure that the script is being followed accurately and that the materials are of the best possible quality. The camera makes its first appearance during production, and it is important to know exactly what to shoot and how.

Unit 5 : Post-production :The post-production phase includes editing all the materials that were gathered during shooting, thus assembling it into a fluent, consistent film. Post-production usually takes longer than the production itself! Editing is the process of going through the footage, cutting and rearranging it. During the post-production phase special visual and sound effects are added and the film's soundtrack is edited.

SUGGESTED READINGS :

1. Barnwell, J. (2008). The fundamentals of film-making. AVA Publishing.
2. Tomaric, J. (2010). Filmmaking: Direct your movie from script to screen using proven hollywood techniques. Routledge.
3. Alexander, V. (2008). Filmmaking A to Z: The guide to 35 millimeter filmmaking. CreateSpace Independent Publishing Platform.

**SEMESTER 4
MEDIA STUDIES**

4.4. Television News Production

Course Credit: 4 credit Hours

Unit 1 : Basics of Broadcasting & Broadcast Technology Development : Digital Television; Benefits of Digital Television; Digital TV Standards and Digital TV Transmission Setup; TV; TV on Cable and Satellite; MUSE; Analog HD; DAB; DTT/ HDTV; IPTV; Mobile TV

Unit 2 : Television News Channel : Executive Producer; News – Caster / News Anchor; Production Assistant; Camera Person; Reporters; VT-Editors and Multi Skilled Professionals

Unit 3 : Television Newsroom Structure : Input or Assignment Desk; Output Desk; PCR (Production Control Room); Studio and MCR (Master Control Room)

Unit 4 : Input structure and its function : Assignment Desk; Chief Reporter; Reporter; Stringers - All across the nation/districts; Agency Feed; Social Media – Facebook, Twitter, Whatsapp; Internet News Sites; Other TV Channels – Regional/ National/International; PTI – Print News; O B Van; Guest Coordinators; Forward Planning and Research; Output structure and its function; Producers Desk; Video Editors; Graphics; Reconstruction; Copy Writing; Run Order; Selection of Visuals & Bytes; Ticker etc.

Unit 5 : The Studio, Production & Master Control Room: The TV studio system; PCR, Vision Control Room and Sound Control Room; Engineering coordination center for a TV station and Introduction & Function of OB Van; Ethics of Outside Reporting.

SUGGESTED READINGS :

1. Cappe, Y. (2006). Broadcast basics: A beginner's guide to television news reporting and production. Portland, OR. Marion Street Press Inc.
2. Emma Hemmingway, E. (2007). Into the Newsroom: Exploring the digital production of regional television news. Routledge.
3. White, T. (2013). Broadcast news: Writing, reporting, and producing. Focal Press.
4. Keirstead, P. O. (2014). Computers in broadcast and cable newsrooms: Using technology in television. Routledge.
5. Donald, R., Maynard, R., & Spann, T. (2007). Fundamentals of Television Production. Pearson.
6. Silcock, B. M., Heider, D., & Rogus, M. T. (2006). Managing television news: A handbook for ethical and effective producing. Routledge.

**SEMESTER 4
MEDIA STUDIES**

4.5. Emerging Media Technology

Course Credit: 4 credit Hours

Unit 1: Technology • Concept • Scope and relevance in the process of Mass Communication, • Analog and Digital technologies

Unit 2 : Towards Digital Culture • Concept of 'Digital Culture' • Impact of Digital technology on society • Rise of knowledge Society and 'Digital Divide' • Digitization

Unit 3 : Mobile communication, CDMA, GSM technology, mobile communication pattern, satellite telephony, 3G and 4G technology in mobile, Smartphone video telephony, mobile application.

Unit 4: Broadcasting technology, master control room, production control room, OB Van, OB Trucks, transmission technology, computer assisted communication and other emerging technologies

Unit 5: Convergence of Information, Communication & Entertainment (ICE) Technologies • Impact on society – economics, social, cultural, political, psychological, educational, philosophical terms. • Convergence of disciplines: Science, Technology & Humanities

SUGGESTED READINGS :

1. Rogers, E. M. (1986). Communication technology: The new media in society. Free Press.
2. Songhala, A., & Rogers, E.M. (2000). India's information revolution. SAGE Publications.
3. White, G. (1982). Video technique. Butterworth-Heinemann.
4. Grob, B. (1986). Basics of TV & video systems. McGraw-Hill.
5. Noll, A. N. (1988). TV Technology: Fundamentals and Future Prospects. Artech House Publishers.
6. Oviangel, R. TV operation handbook.
7. Nayar, P. (2012). Digital Cool: Life in the Age of New Media. Orient Blackswan.

**SEMESTER 4
MEDIA STUDIES**

4.6.1. Advertising

Course Credit: 4 credit Hours

Unit 1: Digital Advertising : Defining Digital Advertising: Evolution and Current Status ; Digital Media Landscape Emailers and Search Engine Optimization ;Mobile Marketing and Augmented Reality Emerging Trends ; Digital Advertising Agencies – Structure and Functions ; How mainstream advertising agencies are going Digital and Integration today ; Digital Media Integration across Advertising, Market Research, Activation etc. Advent of Hybrid Advertising (Online merging with Offline) ; Digital Laws –IT Act/ TRAI ; Various Case Studies : Successful and Disasters Brand Presence on Social Media

Unit 2: Creative and Media Briefing Process: Agency -Media Interface; Agency Revenue Process ; Setting and Allocating Budget, Various Methods of Budgeting; Allocation of Budget and Methods ; Agency Revenue Processes; Audits and its Processes

Unit 3: Strategic Planning and Brand Management : Introduction to Strategic Planning and Client Servicing : The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning, Issues Influencing Brand Potential ; Role and Relevance of Strategy in Advertising: Understanding the Branding Process and Advertising Perspective ; Brand Positioning, Brand Benefits, Consumer Benefits ; Brand Matrix and Media Matrix

Unit 4: Digital PR: PR in the age of New Media: Scope, Challenges and Opportunities ;Changing Trends and Leveraging the Potential of New Media ; PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases) ;Social Media –Platforms, Analytics and Campaigns ; Online PR Strategies ; Relationship Building in an Internet age - How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media " Building Relationship through Interactivity

Unit 5: Digital PR in Marketing and Brand Promotions : Use of Digital Media in the overall Marketing Mix ;Use of Digital Media in Brand Building ;The need for synergy between Digital Marketing and PR to achieve marketing goals ;Online Sponsorships and Brand Promotions ; Case Studies of Brands that have used Digital Media to be successful

SUGGESTED READINGS :

1. Abrahams, D. (2008). Brand risk: Adding risk literacy to brand management. Routledge.
2. Banerjee, P. M. (2010). Social responsibility and environmental sustainability in business. Response Business Books.

MA in MEDIA STUDIES

3. Vandenberg, B. G., & Katz, H. (1999). Advertising principles: Choice, challenge, change. NTC Business Books.
4. BHATIA, K.T. (2007). Advertising and marketing in rural India. Macmillan India.
5. Clifton, R., & Simmons, J. (2011). Brands and Branding. Profile Books.
6. Aaker, D. (2004). Brand portfolio strategy. Free Press.
7. Aaker, D. (1995). Building strong brands. Free Press.
8. Cohen, D. (1988). Advertising. Scott, Forsman and Co.
9. Khemsingh, D. (2011): Vigyapan, stri chhavi. Adhyayan Publishers and Distributors.
10. Brown, R. (2009). Public relations & the social web. Kogan Page.
11. Carpenter, P. (2000). eBrands. Harvard Business School Press.
12. Carroll, C. E. (2011). Corporate reputation and the new media. Taylor and Francis.
13. Doorley, J., & Garcia, M. F. (2007). Reputation management, the key to successful public relations and corporate communication. Routledge.
14. Terry, F. (2002). New Media: An introduction. Oxford University Press.
15. Hinton, S., & Hjorth, L. (2013). Understanding social media. Sage Publications India.

**SEMESTER 4
MEDIA STUDIES**

4.6.2. New Media

Course Credit: 4 credit Hours

Unit 1: New Media and the Emerging Trends: The Evolution of Media ; Old Media vs. New Media ;The New Media Landscape ; The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc) and its Impact on Society. ; Interactivity and Active Audiences; Digitalization and Convergence; The Power of New Media; Hands on skills – Various Modes and Usages of Social Media.

Unit 2: Understanding the technology Introduction to concepts of digitization and convergence. Application software: Word processing, Spreadsheet, Image Editing. Introduction to Internet, World Wide Web (WWW), Search Engines. Overview of New Media Industry Introduction to Web-designing

Unit 3: New Media Journalism: Convergence and Journalism News on the web: Newspapers, magazines, radio and TV newscast on the web changing paradigms of news; emerging news delivery vehicles; integrated newsroom; Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data

Unit 4: Social Media and Citizen Journalism: Social networking; Introduction to social profile management products Facebook, Twitter, LinkedIn, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowdsourcing, WhatsApp, Snapchat, Skype Social publishing: Flickr, Instagram, YouTube, Sound cloud

Unit 5: Writing for New Media Writing for a Whole range of Media (Hyper) Text Audio Video Still images Animation: Making short animated presentation using digital tools like PowToon, moovly , easy sketch pro etc

SUGGESTED READINGS:

1. Wardrip-Fruin, N. & Montfort, N. (2003). The New Media Reader. The MIT Press.
2. Callhan, C. (2007). A journalist guide to the internet: The net as a reporting tool. Allyn and Bacon.
3. Chakraborty, J. (2005). Cyber media journalism: Emerging technologies. Authors Press.
4. Hall, J. (2001). Online journalism: A critical primer. Pluto Press.
5. Street, J. (2011). Mass media, politics and democracy. Palgrave Macmillan.
6. Thornburg, R. M. (2011). Producing online news: Stronger skills, stronger stories. CQ Press.