



कोल्हान विश्वविद्यालय, चाईबासा, झारखण्ड
Kolhan University, Chaibasa, Jharkhand
NAAC Accredited Grade B University

**Syllabus for
Four Year Undergraduate Programme (FYUGP)**

Bachelor of Mass Communication - Video Production

With effect from Academic Year 2022 – 2026

**Course Structure & Syllabus for
Mass Communication-Video Production Programme
Under Four Year Under-Graduate Programme (FYUGP) 2022**

As per NEP 2020 Regulations

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Declaration

This is to declare that this syllabus for UG is upgraded in accordance with the FYUGP curriculum framework (DHTE letter no 1072, dated /19/07/2022 and subsequent letter 1079, dated 20/07/2022) and as per the guidelines stated in it. The syllabus is as per the following

1. FYUGP Curriculum Framework
2. UGC LOCF
3. NET
4. Following top ranked Indian Universities
 - a) Indira Gandhi National Open University, New Delhi
 - b) Makhnallal Chaturvedi National University of Journalism and Communication, Bhopal
 - c) Odisha State Open University, Sambalpur
5. Film and Television Institute of India, Pune
6. Indian Institute Of Mass Communication
7. SWAYAM Portal
8. Guru Gobind Singh Indraprastha University, New Delhi
9. Industry Experts News, Radio, Television, New Media and Film Industry
10. Rourkela Institute of Management Studies, Odisha

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COURSE STRUCTURE	
Semester - I	
MJ - 1 (Theory) : Communication and Media	
MJ (Practical - 1) : Communication and Media	
Semester – II	
MJ - 2 (Theory) : Print Journalism: Understanding News	
MJ - 3 (Theory) : Print Journalism: Reporting and Editing	
MJ (Practical - 2) : Print Journalism: Understanding News & Print Journalism: Reporting and Editing	
Semester – III	
MJ - 4 (Theory) : Development of Print and Electronic Media	
MJ - 5 (Theory) : Basics of Camera and Photography	
MJ (Practical - 3) : Media Assignments & Camera Practices	
Semester – IV	
MJ - 6 (Theory) : Radio & TV Journalism	

MJ - 7 (Theory) : Audio Programme Production

MJ - 8 (Theory) : Media Laws and Ethics

MJ (Practical - 4) : Reporting, Audio Production, and Media Law Case Studies

Semester – V

MJ - 9 (Theory) : Video Programme Production

MJ - 10 (Theory) : Film Production

MJ - 11 (Theory) : Documentary Production

MJ (Practical - 5) : Video Programme, Film & Documentary Production Practicals

Semester – VI

MJ - 12 (Theory) : Film Appreciation

MJ - 13 (Theory) : Advertising & Public Relations

MJ - 14 (Theory) : Online Journalism and Media Literacy

MJ - 15 (Theory) : Digital Content Creation & Marketing

MJ (Practical - 6): Film Appreciation, Advertising & Public Relations, Online Journalism and Media Literacy, Digital Content Creation & Marketing Practicals

Semester – VII

MJ - 16 (Theory) : Communication For Development

MJ - 17 (Theory) : Media Management

MJ - 18 (Theory) : Media for Marginalised

MJ - 19 (Theory) : Communication Research

MJ (Practical - 7): Communication For Development, Media Management, Media for Marginalised, Communication Research

Semester – VIII

MJ - 20 (Theory) : International Communication

RC - Research Project Dissertation

OR

AMJ - 1 (Theory) : Theatre for Communication

AMJ - 2 (Theory) : Corporate Communications

AMJ - 3 (Practical) : Theatre for Communication & Corporate Communications

Semester – I

Course Structure (Semester - I) for Four Year Undergraduate Programme (FYUGP) of Bachelor of Mass Communication - Video Production

Sem	Paper Code	Paper Title	L - T - P	Credits	Contact Hours
I	MJ - 1 (Theory)	Communication and Media	2 - 1 - 0	3	45
	MJ - P1 (Theory)	Communication and Media Practical	0 - 0 - 1	1	30

Abbreviations:

L – T - P (Lecture - Tutorial - Practical), **MJ** (Major Disciplinary/Interdisciplinary Courses)

SEM I : MJ 1 (THEORY) [3 CREDITS]

COMMUNICATION AND MEDIA

Course Objective : The objective of this major paper/course is to familiarize students to the universe of communication and media through concepts, models and theories. They must be able to understand the media ecology and how it functions.

Learning Outcome :

After the completion of this paper students will get to :

- Conceptualise communication, process, history, types and levels
- Define mass communication from traditional to social media
- Understand about the theories and models of communication
- Learn Communication in relation with society at large

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Communication	10
II	Models of Communication	12
III	Theories of Communication	12
IV	Media & Everyday Life	11
Total		45

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1 : Introduction to Communication

- Concept and Definition of Communication, Concept of Sadharanikaran, Importance of Communication
- Types of Communication (Verbal and Non-Verbal), Forms/Levels of Communication
- Mass Communication & its process, Marshall McLuhan's Concept
- Barriers in Communication, Seven C's of Communication

Unit 2 : Models of Communication

- Aristotle's Model, Harold Dwight Lasswell's Model, Shannon and Weaver's Model, Osgood's Model, Wilbur Schramm's Model

- Berlo's Model, Newcomb's Model, George Gerbner's Model, Westley, and Mac Lean's Model, Dance's Model, Spiral of Silence Model
- Transmission Models, Ritual or Expressive Models
- Nature of Audience, Direct Effects & Indirect Effects

Unit 3 : Theories of Communication

- Normative Theories of Press: Authoritarian, Libertarian, Socialist, Communitarian, Social Responsibility, Development Media Theory, Democratic-Participant Theory
- Mass Society Theory, Media Effects: Hypodermic Needle Theory, Two-step flow, and Multi-step flow, Personal Influence Theory, Gate Keeping
- Sociological Communications Theories: Agenda Setting Theory, Cultivation Theory, Cultural Imperialism, Uses and Gratification theory
- Behavioural Theories: Individual Difference Theory: Selective Exposure, Selective Perception, Selection Retention, Cognitive Dissonance theory

Unit 4 : Media & Everyday Life

- Discussions around Mediated & Non-Mediated Communication
- Folk or Traditional Media: Concept, Types, and Scope
- Conventional Media, Social Media, Convergence Media
- Public Opinion, Publicity, Propaganda, Media & Public Sphere
- Discussions around Media & Everyday Life

Suggested Readings :

- Kumar. J. Keval, (2020) *Mass Communication in India*, Jaico Publishing House, Bombay, (New Ed.)
- McQuail, Denis. (2010). *McQuail's Mass Communication Theory*, Thousand Oaks, United States: Sage.
- Ruffner Michael and Burgoon Michael, (1981). *Interpersonal Communication*, New York, Holt, Rinehart and Winston.
- Fiske John, (1982). *Introduction to Communication Studies*, Routledge Publication.
- Gupta, M.R (2010). *Mass Communication : A Simple Approach*, New Delhi: Raj Publications.
- Adler. Ronald. (2013). *Understanding Human Communication*, Delhi: Oxford University.

SEM I : MJ P1 (PRACTICAL) [2 CREDITS]
(Based on MJ 1 - COMMUNICATION AND MEDIA)

Course Objective : The objective of this practical paper is to make students understand the world of communication and media through concepts, models and theories. They will be able to understand the media intersection and how it performs.

Learning Outcome :

After the completion of this paper students will get to :

- Understand communication, process, history, types and levels
- Express mass communication from traditional to social media
- Create the theories and models of communication
- Explore Communication in relation with society at large

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
N/A	30	N/A	3	N/A	1	N/A	N/A	N/A	25	N/A	25	N/A	10	N/A+25=25

Marks Distribution of End Semester Practical Examination

- Practical – 15 Marks
- Viva-Voce – 05 Marks
- Practical File – 05 Marks

1 CREDIT	30 Hrs.
<p>Practical (Studio/Field) Work :</p> <ul style="list-style-type: none"> • Prepare and present a PPT on multi-platforms of social media. • Compare and present front pages of any two national newspapers (Duration: 2 weeks) that covered recent events, focusing on framing, bias, and tone. • Analyze and write a report on the effectiveness of a recent advertising campaign using communication theories. • Prepare and deliver a 5-minute persuasive speech on a contemporary social issue. • Conduct a short survey or interview-based study on media consumption habits among a specific demographic. • Create a short video or visual story using tools like Canva, insta real, etc. to convey a powerful message. • Prepare a project report based on survey to study the media preference in a specific group • Prepare the above report in 1000 words types in Hindi font, (KrutiDev or Mangal) 	

Semester - II

Course Structure (Semester - II) for Four Year Undergraduate Programme (FYUGP) of Bachelor of Mass Communication - Video Production

Sem	Paper Code	Paper Title	L - T - P	Credits	Contact Hours
II	MJ - 2 (Theory)	Print Journalism: Understanding News	2 - 1 - 0	3	45
	MJ - 3 (Theory)	Print Journalism: Reporting and Editing	2 - 1 - 0	3	45
	MJ – P2 (Theory)	Print Journalism Practical	0 - 0 - 2	2	60

Abbreviations:

L – T - P (Lecture - Tutorial - Practical), **MJ** (Major Disciplinary/Interdisciplinary Courses)

SEM II : MJ 2 (THEORY) [3 CREDITS]

PRINT JOURNALISM: UNDERSTANDING NEWS

Course Objective: The objective of this major paper/course is to make students responsible print journalists. It intends to make students conversant with nuances of news and the functioning of print Journalism.

Learning Outcome:

After the completion of this paper students will get to:

- Know about print media & types
- Understand news and different journalistic writings
- Learn to write news report
- Know to gather news through different sources

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Print Media	10
II	Introduction to Print Journalism	12
III	Introduction to News	12
IV	Writing News Report	11
Total		45

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1: Introduction to Print Media

- Print Media: Concept and Definitions
- Print Media: The Beginning
- Types of Print Media: Newspaper, Magazine, etc.
- Recent Trends in Print Media

Unit 2: Introduction to Print Journalism

- Journalism: Concept and Definitions
- Journalism: Historical Perspective, Penny Press, Yellow Journalism, Paid News, Periodicals, Tabloid, Broadsheet
- Different types of Journalistic Writings: News Reports, Features, Articles, Editorials, Anchor Story, Columns, News Capsule, Infographics, Social Media in Print, Overflow of News

Unit 3: Introduction to News

- News: Concept and Definitions, The News Process
- Elements of News, Hard News, Soft News
- Sources for News: News agencies, Wire Copies, Reporters, Individual Sources, Bureau Reports, online Sources, and Social Media Platforms
- Verification of News Resources, News Selection: Criteria and Placement in the Newspaper

Unit 4: Writing News Report

- Basic Components of a News Story, Basic News Report Structure
- Different structures of the News Stories: 5W's and 1H, Inverted Pyramid, Hourglass, etc.
- Characteristics: Objectivity, Attribution, Embargo, Verification, Balance, Fairness, Brevity, Important Jargons: Dateline, Credit line, Byline, etc.
- Principles of Writing News, Robert Gunning: Principles of Clear Writing, Rudolf Flesch: Skills to Write News

Suggested Readings

- Natarajan, J. (2000). *History of Indian Journalism*, Publication Division.
- Briggs, A. (2008). *Social History of the Media: From Gutenberg to the Internet*, Polity Press.
- Natrajan, J. *History of the Press in India*, Delhi: Asia Publishing House.
- Stein L.M., Paterno Susan, Burnett Christopher R. (2006). *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing.
- Kamath M. V. (1963). *Professional Journalism*, Asia Publishing House.
- Franklin Bob, (2005). *Key Concepts in Journalism Studies*, Vistaar Publication.
- Spark David, Harris Geoffrey, (2010). *Practical Newspaper Reporting*, Sage, fourth Edition.
- Bruce D. Itule and Douglas A. Anderson (2000). *News writing and reporting for today's media*; McGraw Hill Publication.
- Allan Stuart, (2010). *The Routledge Companion to News Journalism*, Routledge NewYork.

SEM II : MJ 3 (THEORY) [3 CREDITS]

PRINT JOURNALISM: REPORTING AND EDITING

Course Objective: The objective of this major paper/course is to make students responsible print journalists. It intends to make students conversant with nuances of reporting and the editing of newspapers.

Learning Outcome:

After the completion of this paper students will get to:

- Understand newsroom
- Know the job responsibilities of working journalists
- Learn and practice Reporting
- Prepare headlines, types of headlines and framing of headlines
- Design the layout of the newspaper
- Prepare a news journal in QuarkXpress

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	News Reporting	12
II	Newspaper Organizational Structure and Work Division	11
III	News Editing	11
IV	Newspaper Production	11
Total		45

4 CREDITS = 3L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1: News Reporting

- Reporting: Concept and Definitions, Functions
- Approaches of Reporting: Objective, Interpretative, Investigative, Development Reporting
- Covering of Beats: Health, Hospitals, Education, Sports, Crime, Court, MCD, Environment, Science, Local Reporting, City Reporting, Page3
- Digital Copy: Realtime Reporting, Keywords, Headings, Short Heading, Kicker, Paragraph, Bilingual

Unit 2: Newspaper Organizational Structure and Work Division

- Organisational Setup of a Newspaper, Newsroom, Editorial Department
- Role of sub/copy-editor, News Editor and Editor, Chief of Bureau, Correspondents, Stringer,
- News Meetings, News Plannings, Focus Area of Newspaper

- Reporter's Role & Responsibilities: Working on a Beat, General Assignment Reporting, News Agency Reporting, Covering Speeches, Meetings, & Press Conferences, Interviewing
- Qualities of a Good Reporter

Unit 3: News Editing

- Principles of Editing
- Headlines: Importance, language, functions of headlines, types of headlines, Leads, Intro, selection of news pictures, Picture Editing, and Caption Writing
- Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, Op-ed page.
- Trends in sectional news: week-end pullouts, Supplements, Background

Unit 4: Newspaper Production

- Principles of Layout and Design: Layout and format, Typography, Colour, Style, Style Sheet
- Copy Preparation & Design process: size, anatomy, grid, design
- Handling text matter: News Reports, headlines, pictures, Infographics, advertisements
- Page make-up: Print and Electronic copy; Front page, Editorial page, and Supplements
- Softwares used for print: QuarkXpress, Adobe Photoshop, Adobe InDesign, etc.
- Modern Printing Processes

Suggested Readings

- Natarajan, J. (2000). *History of Indian Journalism*, Publication Division.
- Briggs, A. (2008). *Social History of the Media: From Gutenberg to the Internet*, Polity Press.
- Natarajan, J. *History of the Press in India*, Delhi: Asia Publishing House.
- Stein L.M., Paterno Susan, Burnett Christopher R. (2006). *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing.
- Kamath M. V. (1963). *Professional Journalism*, Asia Publishing House.
- Franklin Bob, (2005). *Key Concepts in Journalism Studies*, Vistaar Publication.
- Spark David, Harris Geoffrey, (2010). *Practical Newspaper Reporting*, Sage, fourth Edition.
- Bruce D. Itule and Douglas A. Anderson (2000). *News writing and reporting for today's media*; McGraw Hill Publication.
- Allan Stuart, (2010). *The Routledge Companion to News Journalism*, Routledge New York.

SEM II : MJ P2 (PRACTICAL) [2 CREDITS]

(Based on MJ 2 - PRINT JOURNALISM: UNDERSTANDING NEWS & MJ 3 - PRINT JOURNALISM: REPORTING AND EDITING)

Course Objective: The objective of this practical paper is to make students good print journalists. It intends to make students report & write news with precision. This practical paper also intends to make students conversant with editing of newspapers.

Learning Outcomes :

After the completion of this paper students will get to :

- Understand news and different journalistic writings
- Learn to write news report
- Know to gather news through different sources
- Work in newsroom
- Know the job responsibilities of working journalists
- Learn and practice Reporting
- Prepare headlines, types of headlines and framing of headlines
- Design the layout of the newspaper
- Prepare a news journal in QuarkXpress

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
N/A	60	N/A	3	N/A	2	N/A	N/A	N/A	50	N/A	50	N/A	20	N/A+50=50

Marks Distribution of End Semester Practical Examination

- Practical – 30 Marks
- Viva-Voce – 10 Marks
- Practical File – 10 Marks

1 CREDIT	30 Hrs.
Practical (Studio/Field) Work : <ul style="list-style-type: none">• Visit any print media house and make a detailed report of its various departments and their functioning.• Front page analysis of any two newspapers.• Make a front page of a newspaper.• Write editorial for any national daily• Write a feature on a topic of your interest	

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work : <ul style="list-style-type: none"> • Write a human interest story for a local daily • Take ten English words from nay newspaper and translate them into Hindi • Write a press release of the event organized by your college • Prepare 5 news reports of different types. Support your news report with relevant photographs. • Do the proof reading and editing of any three given reports. Also give headlines. • Publish a 4 page campus e-newsletter using Adobe InDesign/Quark Xpress 	

Semester - III

Course Structure (Semester - III) for Four Year Undergraduate Programme (FYUGP) of Bachelor of Mass Communication - Video Production

Sem	Paper Code	Paper Title	L - T - P	Credits	Contact Hours
III	MJ - 4 (Theory)	Development of Print and Electronic Media	2 - 1 - 0	3	45
	MJ - 5 (Theory)	Basics of Camera and Photography	2 - 1 - 0	3	45
	MJ (Practical - 3)	Development of Print and Electronic Media, Basics of Camera and Photography	0 - 0 - 2	2	60

Abbreviations:

L – T - P (Lecture - Tutorial - Practical), **MJ** (Major Disciplinary/Interdisciplinary Courses)

SEM III : MJ 4 (THEORY) [3 CREDITS]

DEVELOPMENT OF PRINT AND ELECTRONIC MEDIA

Course Objective: The objective of this major paper/course is to acquaint students with the historical journey of media in India and their contribution in the freedom movement and development of the nation. The paper aims to explore the strengths and limitations of each conventional media and its remarkable journey till date

Learning Outcome :

After the completion of this paper students will get to :

- Develop an insight about the History of Print and Electronic Media
- Understand the Penetration of Radio in Urban & Rural Areas.
- Analyse the Significance of Print and Electronic Media in Freedom Struggle and nation building
- Learn the development of media and significant milestones.
- Learn about the contribution of major media professionals.

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	History of Print Media: Pre Independence	12
II	History of Print Media: Post Independence	11
III	History of Radio	11
IV	History of Television	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
<p>Unit 1 : History of Print Media: Pre Independence</p> <ul style="list-style-type: none"> ● Introduction to Press in India: Colonial Period, Print Culture. The emergence of Journalism in India. History of 'Bengal Gazette' and 'Udant Martand'. Expansion of Vernacular Press from 1780-1857 ● Role of National and Vernacular Press in National Freedom Movement (1857-1947) Censorship by Colonial Rule on Journalism ● Contribution of Prominent Journalists: Raja Ram Mohan Roy, Lokmanya Tilak, Ganesh Shankar Vidyarthi, Mahatma Gandhi, etc. <p>Unit 2 : History of Print Media: Post Independence</p>	

- Formation of Press Commission, Press Council of India, Office of the Registrar of Newspapers for India (RNI)
- Post-Independence Journalism: Major Newspapers and Magazines, Emergency Era
- Print Media in the era of Liberalisation, Privatisation & Globalisation, Recent trends
- Major International and National News Agencies: Reuters, AP, AFP, TAAS, PTI, UNI, ANI, Hindi News Agencies, etc.

Unit 3 : History of Radio

- Emergence, Growth, and Advancement in Radio as a Medium of Mass Communication
- The Beginning and Evolution of Radio in India, Role of AIR in National Independence & Development, Eminent Radio Personalities
- Various Committees Reports: Chanda Committee, Varghese Committee, Joshi Committee, Formation of Prasar Bharati
- Recent Trends: Radio Privatisation, Digitalisation, Community Radio, Podcasts, etc.

Unit 3 : History of Television

- Emergence, Growth, and Advancement in Television as medium of Mass Communication
- The Beginning of Doordarshan in India, Role of Doordarshan
- Commercialisation of Programming 1980s, Cable Industry in India, Invasion from the Skies: The Coming of Transnational Television(1990s)
- Development of Private Television Channels in India, Recent Trends: IPTV, OTT, etc.

Suggested Readings :

- Kumar. J. Keval, (2020) *Mass Communication in India*, Jaico Publishing House, Bombay, (NewEd.)
- Briggs, A and Burke, P., (2010) *Social History of Media: From Gutenberg to the Internet*, PolityPress.
- Rangaswamy Parthasarathy, (1989). *Journalism in India from the Earliest to the Present Day*, Sterling Publishers.
- Rogers M. Everett., (1997). *A History of Communication Study*. New York: Free Press.
- McQuail, Denis. (2010). *McQuail's Mass Communication Theory*, Thousand Oaks, United States:Sage.
- Sahu, RN and Pandey, K.S. *The Press in India: Perspective in Development and Relevance*.Kanishka Publishers, New Delhi.
- Chatterjee, P.C, (1991). *Broadcasting in India* page. Sage, New Delhi.
- Natrajan, J. *History of the Press in India*. Asia Publishing House, Delhi.

SEM III : MJ 5 (THEORY) [3 CREDITS]

BASICS OF CAMERA AND PHOTOGRAPHY

Course Objective : The objective of this major paper/course is to produce adept photographers and cinematographers. The paper aims to school them in the technique and aesthetics of photography for still and moving frames.

Learning Outcome :

After the completion of this paper students will get to :

- Develop an insight into visual culture and history of photography
- Hands on knowledge of photography and photojournalism
- Learn digital photography, editing and will be able to use it
- Learn and practice shooting with video camera, and lighting

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Camera & Still Photography	10
II	Understanding Lights & Lighting Techniques	12
III	Video Camera	12
IV	Camera Shots & Angles	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
Unit 1 : Introduction to Camera & Still Photography <ul style="list-style-type: none"> • A brief History of Camera - Obscura to the daguerreotype process • Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR) • Lenses (types and their uses perspective/angle of view), normal, telephoto lens, wide-angle lens & Zoom lens, Cinema Lens • Exposure Triangle: ISO, Aperture (f-stop & T-stop), Shutter Speed • Shutters (Focal plane & Lens shutter) • Light meters, Incident, reflected & through Lens: Average, Center-weighted, Spot and metrics and focus and depth of field. • Still Photography: Concept & Techniques, Significance & Scope • Types of Still Photography: Photojournalism, War Photojournalism, Sports, Crime, Fashion, Portrait, Wedding, Corporate, Wildlife, Stock Photography 	

Unit 2 : Understanding Lights & Lighting Techniques

- Natural light and Artificial Light, Importance of lighting, The Nature of Light- Direct Light, Softlight, Hard light, Directional Light
- Brightness, Contrast, Mid tones, Highlights, Colour tones Shadow and Silhouettes,
- Lighting equipment, and control (Softboxes, umbrellas), Use of a Flash, Triggers
- Three-Point Lighting Technique and Metering for Light
- Sensor Sizes, Formats, RAW images, and Storage
- Mobile photography, Characteristics, and editing
- Introduction to Editing and Digital Manipulation, Photo editing software: Adobe Photoshop, Adobe Lightroom, Snapseed

Unit 3 : Video Camera

- Parts of a video camera
- Different controls on video camera, Power switch, preheat, genlock, gain, iris,
- Zoom control: servo, manual, remote, zoom extenders, Focus control: auto, manual
- White balance: Process and need, Black balance
- Colour temperature, Balancing of Colours of a Video Camera
- Camera filters, ND Filters
- Camera Control Unit (CCU)
- History of video Cameras: Tape-based cameras, HD Video cameras
- Various Types of Video recording Formats, RAW, LOG footage
- Tripod, types of tripod heads, dolly, trolley, & other equipment, accessories

Unit 4 : Camera Shots & Angles

- Shots, Scene, Sequence
- Basic rules of framing
- Basic shots terminology
- Different types of camera angles and usage
- Camera movement: Types & usage

Suggested Readings :

- Barthes, R., & Howard, R. (2010, October 12). *Camera Lucida: Reflections on Photography* (Reprint). Hill and Wang.
- Ahuja, V. K. (n.d.). *Law Relating to Intellectual Property Rights*.
- Dilwali, A. (2022, September 22). *All About Photography*. All About Photography.
- Hughes, H. (n.d.). *The Beginner's Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from your Digital Camera*. Dorling Kindersley.
- Peterson, B. (2020, August 4). *Understanding Portrait Photography: How to Shoot Great Pictures of People Anywhere* (Revised). Watson-Guptill.
- IEng., H. P. F. F. (1995, March 1). *Video Camera Operator's Handbook* (1st ed.). Focal Press.
- Peterson, B., & Schellenberg, H. S. (2017, August 29). *Understanding Color in Photography: Using Color, Composition, and Exposure to Create Vivid Photos* (Illustrated). Watson-Guptill.
- Vineyard, J., & Cruz, J. (2022, September 22). *Setting up Your Shots (Setting up Your*

Shots: Great Camera moves every filmmaker should know/second edition) (2nd ed.).
Michael Wiese Productions.

- Millerson, G., & Owens, J. (2008, September 19). *Video Production Handbook, Fourth Edition* (4th ed.). Focal Press.

SEM III : MJ P3 (PRACTICAL) [2 CREDITS]

MEDIA RELATED ASSIGNMENTS & CAMERA HANDLING, STILL & VIDEOGRAPHY

(Based on MJ 4 - DEVELOPMENT OF PRINT AND ELECTRONIC MEDIA & MJ 5 - BASICS OF CAMERA AND PHOTOGRAPHY)

Course Objective: The objective of this major practical paper is to give comprehensive understanding of the historical backgrounds of the media, their emergence and integration in the society, gradual development through various recommendations of constitutional committees. The paper also aims to train students in handling camera, still photography, and videography.

The objective of the paper is to embolden students to navigate into history to locate and map the media in India. It also intends to make them understand the strengths and limitations of all different media. The purpose of the syllabus to make them explore the significant contributors in the field of media, especially in Indian context.

The paper encourages students to have hands-on-practices of camera handling and operating. They will be learning to operate camera, taking professional and aesthetic still photographs & recording videos. The paper aims to make them proficient in still photography & videography.

After completing this course, they must be ready with camera skills and better understandings of media. The students must be industry-ready & to take up these skills to entrepreneurial venture.

Learning Outcomes :

After the completion of this paper students will get to :

- Know about the emergence of different media
- Learn among Socio-cultural-political interrelationships
- Explore the significant contributors of different media in Indian context
- Learn Still Photography & Videography
- Learn through hands-on practices on lighting techniques
- Practice about different image editing software

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
N/A	60	N/A	3	N/A	2	N/A	N/A	N/A	50	N/A	50	N/A	20	N/A+50=50

Marks Distribution of End Semester Practical Examination

- Practical – 30 Marks
- Viva-Voce – 10 Marks
- Practical File – 10 Marks

1 CREDIT	30 Hrs.
Practical (Studio/Field) Work : <ul style="list-style-type: none"> • Prepare a presentation of important six media personalities of Print Media (three from pre-independence & three from post-independence) (PPT slideshow with pictures & text) • Compile at least 5 stories daily for a week from any news agency. • Prepare a presentation of five important media personalities Radio (PPT with Audio) • Find history of any FM/Community Radio and report. • Prepare a presentation of five famous media professionals Television (PPT with Audio Video) • Find history of any private television and write a report. • Do the SWOT analysis of any media of your choice. • Visit any one local print or any media institution and prepare a report of its history and current status. 	

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work : <ul style="list-style-type: none"> • Identify different controls & parts of DLSR camera • Learn to differentiate between various types of lenses • Practice exposure triangle, light & lighting techniques • Click Mobile Photographs & Edit the Images • Learn to Setup Light for photoshoots, digital photography and editing of images • Prepare a photo feature with raw photographs of a given theme. • Edit any 5 photos using the editing tools and software • Identify different Equipment & Accessories • Give demonstration of your Camera handling / operating skills. • Operate a Video Camera of different Video Formats • Shooting with video camera with lighting setups for indoor & outdoor shoots • Identify various Shots, Scene, Sequence with Basic Rules of Framing Camera Angles, Movements types • Take a movie and identify different shot, take screen shot, compile and present as report. • Prepare a short film (not more than 2 minute) using maximum shots, movements & angles and edit it. Justify the shots, angles, lights, movements 	

Semester IV

Course Structure (Semester - IV) for Four Year Undergraduate Programme (FYUGP) of Bachelor of Mass Communication - Video Production

Sem	Paper Code	Paper Title	L - T - P	Credits	Contact Hours
IV	MJ - 6 (Theory)	Radio & TV Journalism	2 - 1 - 0	3	45
	MJ - 7 (Theory)	Audio Programme Production	2 - 1 - 0	3	45
	MJ - 8 (Theory)	Media Laws and Ethics	2 - 1 - 0	3	45
	MJ - P4 (Practical)	Reporting, Audio Production, and Media Law Case Studies	0 - 0 - 3	3	90

Abbreviations:

L – T - P (Lecture - Tutorial - Practical), **MJ** (Major Disciplinary/Interdisciplinary Courses)

SEM IV : MJ 6 (THEORY) [3 CREDITS]

RADIO & TV JOURNALISM

Course Objective : The objective of this course is to produce skillful Broadcast journalists. The course intends to acquaint them with the functioning of the newsroom and train them in news production.

Learning Outcome :

After the completion of this paper students will get to :

- Write and edit Radio news and TV news
- Learn the basic terminologies used in Radio and TV newsroom
- Be proficient in reporting and preparing news package
- Be acquainted with Media Landscape in Journalism

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Sound for the Media	12
II	Radio News Production	11
III	Television Newsroom	11
IV	Television News Production	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
<p>Unit 1 : Sound for the Media</p> <ul style="list-style-type: none"> ● Concept of sound and Sound wave, Concept of Loudness, Pitch and Timbre; Understanding Echo and Reverberation, Noise ● Types of Sound, Classification and Functions of Sound Effects ● Introduction to Microphones: Definition, Working Principle, Classification of microphones, Directional Properties, Factors governing microphone selection, microphone accessories, microphone care ● Introduction to Sound recording techniques: Studio-based and field recording ● Basic Principles of Audio Editing <p>Unit 2 : Radio News Production</p> <ul style="list-style-type: none"> ● All India Radio: News Service Division, Organisation of Radio Newsroom, News Production Team and their Role ● Radio News Formats: Bulletins, Radio reports, Radio Newsreel, Radio Bridge 	

- Preparing Radio News Story: Sources of Gathering Information, techniques of news Collection, Reporting, Writing of Radio News
- Production of News Bulletins: Duration based Selection & Compilation of news reports, Guidelines for writing and editing radio News bulletin

Unit 3 : Television Newsroom

- TV Newsroom and Studio Layout: Physical infrastructure, major technical installation, studiocontrol room, studio plan
- Acquaintance with Studio Equipment: studio camera, studio lighting, and sound systems,Teleprompter, Chroma Screen
- News Production Team and their Responsibilities: Field Production Team, Input Team, OutputTeam, Above the line & below the line
- Functioning of a Newsroom, Newsroom Jargons: Package, Anchor Link, VO, Phono, OB, Disco, Feed, Ingest etc.

Unit 4 : Television News Production

- Elements of T.V News: audio, visuals, and anchor
- News Programme Format: News Package, News Bulletins, News Feature, and NewsDocumentary, Panel discussions, Interviews, etc
- News Gathering: News Gathering (ENG/MNG), Outdoor Broadcasting Van, Mobile othersources
- Fundamental Rules for writing T.V news: writing for visuals, P to G style and P-P-F style of news script, Basic Editing, Final Packaging

Suggested Resources & Documentaries :

- News Bulletins in English and Hindi on National and Private channels
- Documentaries, Feature Films, Web Series based on Journalism

Suggested Readings :

- Zettl Herbert, *Television Production Handbook*. (Page nos: 20-80, 85-135)
- Robert c Allen and Annette Hill (Ed- 2004), *The Television Reader*, Routledge (Page nos: 10-40)
- P.C Chatterjee, *Broadcasting in India*, New Delhi, Sage 1987(Page nos- 25- 78)
- Carrol Fleming, *The Radio Handbook* Routledge (London & New York 2002) (Page nos: 47-105)

SEM IV : MJ 7 (THEORY) [3 CREDITS]

AUDIO PROGRAMME PRODUCTION

Course Objective : The objective of this major paper/course is to make skilled radio programme producers. It aims to teach and train students on the process, techniques, and formats of audio production. It aspires to develop understanding of the aesthetics of sound. It also proposes to make them acquaint with different broadcast platforms.

Learning Outcome :

After the completion of this paper students will get to :

- Understand about the various radio programme formats and production
- Learn Scripting and Voice Over
- Learn about microphones, recording techniques, and audio editing software
- Know working of community radio, podcasts and private FM Stations

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Audio Programmes	10
II	Writing for Audio	12
III	Audio Programme Production	12
IV	Post Production	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
<p>Unit 1 : Introduction to Audio Programmes</p> <ul style="list-style-type: none"> • Basic Category of Audio Programmes: Music Programmes, Spoken Words, and News • Format for Music Programme, Spoken Words Programmes, Special Audience Programmes • Programme Formats in AIR, Three Tier System, News Division • Emerging Trends in Radio: FM, Podcast, Community Radio, Satellite Radio <p>Unit 2 : Writing for Audio</p> <ul style="list-style-type: none"> • Basic Elements of Audio Programmes: Spoken words, Music, Effects and Pause; 	

Challenges for the medium; Difference between the language of print, radio, and TV

- Scripting for different audio programme formats, Scripting for theme based programme
- General Steps for Scripting: Identify the listeners, Research the topic, Attractive Beginning, Maintain the flow, Precautions taken while ending
- Preparations required for unscripted format: Phone-in Programmes, Live running commentary of sports and non-sporting events; Broadcasting Codes of Conduct

Unit 3 : Audio Programme Production

- Role and Responsibilities of Programme Production Personnel
- Stages of Programme Production: Pre Production, Production, Post Production
- Pre - Production: Identifying the aim and defining the scope, Content planning and research, Selection of format, Selection of Scriptwriters and other talents, Selection of time slot, and completing contractual formalities
- Production Stage - Studio Recording: Studio setup, Recording Chain-microphone, console, recording machine, storage medium, Field Recording equipment
- Recording and Mic Placement techniques for Single speaker, interview, panel setup, drama recording, music recording, and OB, Recording Sound Effects

Unit 4 : Post Production

- Post Production: Meaning, Concept of Sound Editing, Difference between editing sound and editing pictures
- Digital Audio Workstation (DAW): Meaning, Components, Functionality; Software Interface: Sound Forge, Adobe Audition, Audacity; Basic tools for editing
- Preparation before editing: Know the script, preview the tracks, chart the tracks, organise the edit track, name the file; Guidelines for editing speech, dialogue, sound effects, and music; Transitions
- Equalising and Mixing: Maintaining aesthetics perspective
- Audio File Formats: *wav*, *mp3*

Suggested Resources & Documentaries :

- Akashvani News Bulletin English and Hindi
- Doordarshan, Private News Channels and YouTube News Platforms

Suggested Reading :

- Herbert Zettl , *Television Production Handbook*
- Allen , Robert c and Hill Annette Hill , *The Television Reader*, Routledge, Ed- 2004
- Aspinall, R. (1971) *Radio Production*, Paris: UNESCO
- Flemming, C. (2002) *The Radio Handbook*, London: Routledge
- Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press

- McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
- Nisbett, A. *Using Microphones*, London: Focal Press.1994
- Reese, D.E. & Gross, L.S. *Radio Production Work*, London: Focal Press.1977
- Siegel, E.H. *Creative Radio Production*, London: Focal Press.1977

SEM IV : MJ 8 (THEORY) [3 CREDITS]

MEDIA LAWS AND ETHICS

Course Objective: The objective of this major paper/course is to educate students on general & specific media ethics and media laws, and its major case studies. It aspires to acquaint students with the rights & duties of a media professional.

Learning Outcome :

After the completion of this paper students will get to:

- Learn about the brief introduction of Indian Constitution, Fundamental Rights and Duties
- Know the Ethical Aspects of different Media specially in India
- Understand different Media Laws and its Case Studies
- Critically Analyse the significance of Media Ethics and Laws in India

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Ethical Framework and Media Practices I	10
II	Ethical Framework and Media Practices II	12
III	Media Laws	12
IV	Media Technology and Ethical Parameters	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
<p>Unit 1 : Ethical Framework and Media Practices I</p> <ul style="list-style-type: none"> Indian Constitution: Brief Introduction, Fundamental Rights and Duties Freedom of Speech and Expression Article 19(1)(a) and Article 19(2) Defamation Contempt of Courts Act 1971 Media Ethics, The Idea of Fair Trial/Trial by Media <p>Unit 2: Ethical Framework and Media Practices II</p> <ul style="list-style-type: none"> Right to Privacy: Concept and Significance, Issues of Privacy and Surveillance in Society Legal and Ethical Issues: Sting Operations, Phone Tapping, Live Reporting Official Secrets Act 1923 	

- Right to Information Act 2005

Unit 3 : Media Laws

- Press and Registration of Books Act, 1867
- Cinematograph Act 1952
- Working Journalists Act 1955
- Intellectual Property Rights, Copyright Act 1957

Unit 4 : Media Technology and Ethical Parameters

- Information Technology Act 2000
- Pornography (Section 67, 67A, 67B of IT Act 2000 and IPC Section 292)
- Indecent Representation of Women (Prohibition) Act, 1986
- Broadcasting Act 1997, Prasar Bharati (Broadcasting Corporation of India) Act 1990, AIR Broadcast Code
- Regulatory Bodies: PCI, BCCC, News Broadcasting Standards Authority, Editors Guild of India, ASCI

Suggested Resources & Documentaries :

- Documentaries, Feature Films, and Web Series based on trials
- Debates and Talk Shows on National and Private Channels

Suggested Reading :

- Bakshi, P.M., (2017). *The Constitution of India*. Universal Law Publishing Co. Pvt. Ltd.
- Basu, D.D. *Press law*. Prentice hall publication, New Delhi.
- Chandra, B. (2003). *In the Name of Democracy*. Penguins Book Pvt. Ltd.
- Das, G. (2000). *India Unbound: From Independence to Global Information Age*. Penguin Books, India.
- Thakurta, Paranjy Guha, (2009). *Media Ethics*, Oxford University Press.
- Shrivastava, K.M., *Media Ethics, Veda to Gandhi & Beyond*, Publication Division, New Delhi.

SEM IV : MJ P4 (PRACTICAL) [3 CREDITS]
REPORTING AND AUDIO PRODUCTION
*(Based on MJ 6 - RADIO & TV JOURNALISM,
 MJ 7 - AUDIO PROGRAMME PRODUCTION, MJ 8 - MEDIA LAWS AND ETHICS)*

Course Objective: The objective of this course is to train in skilful Broadcast journalism. The course intends to make them practice the art of anchoring & reporting and hands-on training in the functioning of the newsroom. The practicals aim to make them master news production. It also aims to train students on the process, techniques, and formats of audio production. It aspires to make students practice sound design.

The practical paper will also prepare students to critically analyse the media case studies. It also aims to make them critically evaluate the practice of media ethics in the present scenario. It also aspires to make students acquainted with the rights & duties of a media professional.

Learning Outcomes :

After the completion of this practical paper students will get to :

- Practice the basic terminologies used in Radio and TV newsroom
- Be proficient in reporting and preparing news package
- Understand about the various radio programme formats and production
- Practice the placement of microphones, recording techniques, and audio editing software
- Discuss the Ethical Aspects of different Media, especially in India
- Analyse different Media Laws and its Case Studies

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
N/A	90	N/A	3	N/A	3	N/A	N/A	N/A	75	N/A	75	N/A	30	N/A+75=75

Marks Distribution of End Semester Practical Examination

- Practical – 45 Marks ● Viva-Voce – 15 Marks ● Practical File – 15 Marks

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 6 <ul style="list-style-type: none"> ● Practice on pronunciation, accent, diction, and recording voice over ● Practice of microphone placements, and handling of equipment for news production ● Practice of Identifying & recording News ● Practice News Reporting as Radio Correspondent/TV Correspondent ● Prepare a 5 minute interview for Radio/Television ● Vox Pop on any relevant issue with PTC ● Prepare a 5 minute News bulletin for Akashvani ● Prepare a 5 minute news package for TV ● Practice Sessions on Radio/TV News Anchoring 	

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 7 <ul style="list-style-type: none"> ● Collecting and recording various Sound Effects ● Write a script for a 10-minute Yuvani Talk Show for Radio on a given subject ● Prepare a script for compering, and produce a radio entertainment programme ● Learn to record the audio programme in various formats using microphone, equipment, and software ● Practical session on audio editing using Sound Forge/Adobe Audition/Audacity ● Group Project: <ul style="list-style-type: none"> ● Practical session on Phone-in-Programme ● Translate and prepare an announcement script for Radio based on press releases/notices from Central Govt./State Govt./Local Administration ● Plan and produce a 15-minute Radio Feature/Documentary ● Prepare and produce a 30-minute Yuvani Show for Radio 	

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 8 <ul style="list-style-type: none"> ● Discuss major Case Studies on Freedom of Expression ● Prepare a presentation on major Case Studies of Media Trial ● Prepare a presentation on major Case Studies of Defamation ● Prepare a presentation on Intellectual Property Rights ● Write an article on the implementation of Media Laws in India on a given topic 	

Semester V

Course Structure (Semester - V) for Four Year Undergraduate Programme (FYUGP) of Bachelor of Mass Communication - Video Production

Sem	Paper Code	Paper Title	L - T - P	Credits	Contact Hours
V	MJ - 9 (Theory)	Video Programme Production	2 - 1 - 0	3	45
	MJ - 10 (Theory)	Film Production	2 - 1 - 0	3	45
	MJ - 11 (Theory)	Documentary Production	2 - 1 - 0	3	45
	MJ – P5 (Practical)	Video Programme, Film & Documentary Production Practicals	0 - 0 - 3	3	90

Abbreviations:

L – T - P (Lecture - Tutorial - Practical), **MJ** (Major Disciplinary/Interdisciplinary Courses)

SEM V: MJ 9 (THEORY) [3 CREDITS]

VIDEO PROGRAMME PRODUCTION

Course Objective: The objective of this major paper/course is to train students in video programme production. It also proposes to make them understand the scope and process of video production and light and sound usage.

Learning Outcome:

After the completion of this paper students will get to:

- Understand the concepts and process of video production
- Learn about single and multi-camera shoots
- Learn sound and studio language
- Learn lighting and editing techniques and related software

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Video Production	12
II	Basics of Sound Design	11
III	Lighting for Video Production	11
IV	An Overview of the Video Production Process	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
Unit 1: Introduction to Video Production <ul style="list-style-type: none"> • Video Production: Definition and Scope • Video Production Process: Pre Production, Production, Post Production • Production personnel with their duties & responsibilities • Types of video production 	
Unit 2: Basics of Sound Design <ul style="list-style-type: none"> • The acoustics of the Studio, Decibels, Quality of Sound, Frequency Response, Signal Processors • Speaker: Loudspeaker, Tweeter, Squawker; Distortions • Types of sound: Sync, Non-Sync, Natural sound, Ambience Sound, Sound Effects, Folley • Differences in recording, editing & mixing for different media formats • Sound Design: It's Meaning with examples from different forms • Post Production: Dubbing, Editing, laying tracks, Sound mixing, Audio sweetening, Audio 	

Mastering, Sound safety, Sound Recordist's role in a production crew

Unit 3: Lighting for Video Production

- Aesthetics of Light, Objectives and aims of lighting for various video production
- Qualities & direction of lighting
- Different ways of controlling lighting
- The lighting equipment: HMI, Fresnel, Par, LED, Banks, Skimmers, Reflectors, Filters
- Basic Planning & Positioning of lighting for various types of video production
- Lighting Techniques and Challenges

Unit 4: An Overview of the Video Production Process

- Planning for Video Programmes: Programme Research and Selection of Content, Structure and Treatment
- Writing for Video/TV Programmes: Script Writing Elements, Process, Video Script Template
- Producing Video Programmes: Familiarity with Video Equipment, Recording Video Production Techniques - Studio and Field Production
- Single and Multi-Camera Production
- Basic Video Editing Principles
- Final Compilation and Capsuling of TV/Video Programmes

Suggested Readings:

- Zettl, H. (2014, January 1). *Television Production Handbook, 12th* (12th ed.). Cengage Learning
- Owens, Jim. (2012) *Video Production Handbook*. Focal Press.
- Malkiewicz, K. (2012, February 7). *Film Lighting: Talks with Hollywood's Cinematographers and Gaffers* (Revised). Touchstone.
- George, N. (2010, January 1). *Film Crew: Fundamentals of Professional Film and Video Production* (1st Edition). Platinum Eagle Publishing.
- Millerson, Gerald. (2009) *Television Production*. Focal Press.
- Sonnenschein, D. (2001, November 1). *Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema* (1st ed.). Michael Wiese Productions.
- Subramanyan, N., & Lal, B. (2000, May 17). *A Textbook of Sound [Sep 01, 1999]* Subrahmanyam, N.; Lal, B. and Subramanyan, N. Sangam Books Ltd.
- Rowlands, A. J. (1987, October 1). *The Production Assistant in TV and Video*. Focal Press
- Wurtzel, Alan. (1979) *Television Production*. McGraw-Hill.

SEM V: MJ 10 (THEORY) [3 CREDITS]

FILM PRODUCTION

Course Objective: This course aims to give students a comprehensive understanding of the film and web series production process, from concept development to final distribution. By the end of the course, students will be equipped with the practical skills required to create and manage professional content for films, TV serials, and OTT platforms.

Learning Outcome:

- Create compelling stories, structured scripts, and pitch-ready presentations for films and web series
- Effectively manage pre-production tasks, including location scouting, scheduling, and production design
- Handle shooting logistics, crew coordination, equipment management, and problem-solving during production
- Perform professional editing, integrate VFX, and sound design, and prepare content for final distribution
- Develop promotional strategies, trailers, and social media campaigns while understanding OTT and theatrical distribution channels

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Preliminary Stage	10
II	Pre-Production	12
III	Production	12
IV	Post Production	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
Unit 1: Preliminary Stage <ul style="list-style-type: none"> ● Concept development / Idea, Story Development, Broad Story ● Episodic story development (for Web Series and Tv serials) ● Screenplay writing (for films), Bible ● Pitch deck for Producer or OTT ● Final approval with LF signature, NDA signing, or Contract agreement between developer and producer / OTT channel. 	

Unit 2: Pre-Production

- Locking
- Production Design/Breakdowns
- Test and Trials
- Recce (to visit and lock location as per schedule.)
- Prepare the call sheet the day before the shoot.

Unit 3: Production

- Preparing call sheet and shoot report. Actors travel and lodging.
- On-location editing, DIT, On-location data conversion, Making backups of the shoot footage.
- Shooting, Equipment and Crew members, On location challenges
- Production Management, Set and Settings, Time management

Unit 4: Post Production

- Post Studio Lock, Editing, Vfx studio lock, to send files for Vfx (after edit lock), DI - digital intermediate / Grading after edit lock, BGM,
- Music, Song record, Folley, Sfx, Sound mixing, Credit scroll, Final film mixing, DCP making.
- Promotion, Teasers, Trailers, Publicity design, Poster, Print & Electronic Media, Social Media campaigns
- The dominance of Production houses, Distribution & Exhibition Technologies, and Methods.

Suggested Readings:

- Edgar, Robert. (2015) *The language of Film*. Bloomsbury: London.
- Belavadi, Vasuki. (2013) *Video Production, India*: Oxford University Press.
- Ward, Peter. (2013) *Picture Composition for Film and Television*. Burlington, MA: Focal Press.
- Ward, Peter and Bermingham Alan (2013) *Multi-skilling for Television Production*. Burlington, MA: Focal Press.
- Hayward, Susan. (2012) *Cinema Studies*. New York: Routledge.
- Honthaner, E. L. (2010). *The Complete Film Production Handbook*. Routledge
- Sikov, ed. (2010) *Film studies and production*. New York: Columbia University Press.
- Wheeler, Paul. (2009) *High-Definition Cinematography*. Burlington, MA: Focal Press
- Hirschfeld, Gerald. (2005) *Image Control-Motion Picture and Video Camera Filters and Lab*
- Mascelli, Joseph V. (1998) *The Five C's of Cinematography*. Los Angeles, CA: Silman James Press.
- B. Steven, (1994). *Film Production*
- Winston, B., & Keydel, J. (1986). *Working with Video: A Comprehensive Guide to the World of Video Production*. Watson-Guptill Publications.
- G. Gregory, (1982). *Independent Feature Film Production*
- Monaco, James. (1977) *How to Read a Film*. Oxford University Press.

SEM V: MJ 11 (THEORY) [3 CREDITS]

DOCUMENTARY PRODUCTION

Course Objective: The objective of this course is to make them understand the making process of documentary making. It aims to provide step-by-step guidelines for documentary filmmaking. It offers hands-on practice in fiction & nonfiction filmmaking.

Learning Outcome:

After the completion of this paper students will get to:

- Understand the concept and process of documentary production
- Understand the concepts and research for the documentary
- Make a documentary film and documentary web series
- Prepare a proposal for a documentary film

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Documentary	10
II	Making of a Documentary	12
III	Documentary Production	12
IV	Important Documentaries	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
Unit 1: Introduction to Documentary <ul style="list-style-type: none"> • Documentary: Concept, Scope, Development of Documentary, Significance of Documentaries, Documentary as tool • Types of Documentaries based on Subject, Treatment, Purpose, Medium, POV, Structure • Commissioned and Independent Documentary • Documentary: Funding agencies, Exhibition Platforms 	
Unit 2: Making of a Documentary <ul style="list-style-type: none"> • Finding the Subject for Documentary • Researching for Documentary, Research: Library, Archives, Location, Life stories, Events, Ethnography • Writing Proposal/Pitching Deck, Budget 	

- Scripting of the documentary: Story Telling, Script as Structure, Writing narration, Voiceover, Treatment

Unit 3: Documentary Production

- Pre-Production: Permissions, Crew Locking, Location Locking, Subject Locking, Platform to be released, Final Output Specification, Budgeting and Scheduling
- Production: On Location Challenges, On-Location Audio Recording, Backups, Data management
- Post Production: Footage Breakup, Final Storyboarding before Editing, Editing, Sound Design, VO Recording, Supers and Credit Preparation, Mixing, Mastering
- Packaging, Ready for Final release, Publicity

Unit 4: Important Documentaries

- Sports Documentary
- Person based Documentary
- Environment Documentary
- Art & Culture Documentary
- Situational Documentary (War, Disaster, Achievements, Incidents, Corporate, Politics)

Suggested Readings:

- Hart, P. (2024). *Crafting contemporary documentaries and docuseries for global screens: Docu-Mania*.
- Singhanian, Y., & Vyas, I. (2020). *Writing documentary and film script*. Prakhar Goonj.
- Chasse, B. (2019). *The Documentary Filmmaking Master Class: Tell Your Story from Concept to Distribution*. Allworth.
- Martin, J. (2018). *Documentary directing and storytelling: How to Direct Documentaries and More!* CreateSpace Independent Publishing Platform.
- Bernard, S. C. (2015). *Documentary storytelling: Creative Nonfiction on Screen*. Routledge.
- Hampe, B. (2007). *Making documentary films and videos: A Practical Guide to Planning, Filming, and Editing Documentaries*. Macmillan.
- Nichols, B. (2001). *Introduction to documentary*. Indiana University Press.
- Charles Musser "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
- Michael Renov *The Truth about Non-Fiction and Towards a Poetics of Documentary* in Michael Renov edited book *Theorising Documentary* AFI Film Readers, New York and London, Routledge: 1993, pp 1-36

Suggested Screenings:

- Michael Moore: Roger and Me
- Nanook of the North by Robert J Flaherty
- Night Mail by Basil Wright
- Bombay Our City by Anand Patwardhan
- Black Audio Collective
- City of Photos by Nishtha Jain
- Films by PSBT
- The Elephant Whisperer

SEM V: MJ P5 (PRACTICAL) [3 CREDITS]
VIDEO, FILM AND DOCUMENTARY PRODUCTION
*(Based on MJ 9 - VIDEO PROGRAMME PRODUCTION,
 MJ 10 - FILM PRODUCTION, MJ 11 - DOCUMENTARY PRODUCTION)*

Course Objective: The objective of this course is to train the students in video, film and documentary production. The course intends to make them practice the art of filmmaking in studio and outdoor environments. The practical aim to make them master the art of film production. It also aims to train students on the process, techniques, and formats of audio-video production.

The practical paper will also prepare students to critically appreciate fiction and nonfiction films. It also aims to make them critically analyse and practice the latest trends in film production. It also aspires students to make a career as a filmmaker.

Learning Outcome:

After the completion of this practical paper students will get to:

- Practice the basic terminologies used in Video Studio Production
- Be proficient in filmmaking tools & techniques
- Understand about the various audio-video programme formats and production
- Practice the placement of lighting, camera, microphones, recording techniques, and video editing software
- Discuss the Ethical Aspects of Documentary & Feature Films
- Know the latest trends in filmmaking

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
N/A	90	N/A	3	N/A	3	N/A	N/A	N/A	75	N/A	75	N/A	30	N/A+75=75

Marks Distribution of End Semester Practical Examination

- Practical – 45 Marks ● Viva-Voce – 15 Marks ● Practical File – 15 Marks

1 CREDITS

30 Hrs.

Practical (Studio/Field) Work: MJ 9

- Write a script for a 10-minute audio-visual Talk Show on a given subject
- Plan & Shoot a Chat show/quiz/ interview/panel discussion
- Practice camera placements, and handling of equipment for studio production
- Prepare a 5-minute studio-based interview programme
- Prepare a 5-minute news package for TV
- Practice Sessions on Sound Recording, placement of various microphones, audio mixer and accessories
- Practical session on video editing using Adobe Premiere Pro
- Practice three-point lighting setup for a panel discussion
- Prepare and produce a 5-minute drama for TV
- Edit raw footage into a compelling 3-5 minute segment. Focus on pacing, transitions, and

narrative structure to ensure a smooth flow.

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 10 <ul style="list-style-type: none">• Write a one-page concept for a short film or web series episode• Write a 3-5-page screenplay for a short film• Prepare a pitch deck (PowerPoint or PDF) for a project• Select a real location for a scene and take pictures• Prepare a detailed call sheet for a mock shoot, including crew list, scene numbers, location, schedule, and contact details• Shoot a 1-minute scene with proper camera angles, lighting, and blocking• Practice backing up footage from a camera to a hard drive and creating organized folders• Edit the previously shot 1-minute scene using editing software like Premiere Pro or DaVinci Resolve• Record custom sound effects (walking, door creaks, ambience) for a scene• Create a 30-45 second teaser for a film/web series	

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 11 <ul style="list-style-type: none">• Write a complete Proposal for a Documentary Film• Write a script for a documentary film• Develop a documentary concept and conduct in-depth research• Create a detailed pre-production plan, including budget, timeline, and shooting locations• Shoot a short documentary segment using a variety of camera techniques, such as close-ups, wide shots, and tracking shots, to enhance visual storytelling• Create a documentary segment that highlights the importance of sound design. Record and synchronize ambient sounds, interviews, and voiceovers, ensuring clarity and impact• Produce a short documentary that highlights a pressing social issue (e.g., climate change, poverty, or inequality) and present it through interviews, facts, and visuals• Find and incorporate archival footage into a documentary. Edit the historical material to enhance a modern narrative, showing the connection between the past and present• Prepare a release /publicity plan for a documentary film	

Semester VI

Course Structure (Semester - VI) for Four Year Undergraduate Programme (FYUGP) of Bachelor of Mass Communication - Video Production

Sem	Paper Code	Paper Title	L - T - P	Credits	Contact Hours
VI	MJ - 12 (Theory)	Film Appreciation	2 - 1 - 0	3	45
	MJ - 13 (Theory)	Advertising & Public Relations	2 - 1 - 0	3	45
	MJ - 14 (Theory)	Online Journalism and Media Literacy	2 - 1 - 0	3	45
	MJ - 15 (Theory)	Digital Content Creation & Marketing	2 - 1 - 0	3	45
	MJ – P6 (Practical)	Film Appreciation, Advertising & Public Relations, Online Journalism and Media Literacy, Digital Content Creation & Marketing Practicals	0 - 0 - 4	4	120

Abbreviations:

L – T - P (Lecture - Tutorial - Practical), **MJ** (Major Disciplinary/Interdisciplinary Courses)

SEM VI : MJ 12 (THEORY) [3 CREDITS]

FILM APPRECIATION

Course Objective : The objective of this major paper/course is to make students cinephile and cine writer. It aims to school them in the language of cinema & approaches to reading cinema. It also proposes to educate them on cinema as an influencer with special focus on India.

Learning Outcome :

After the completion of this paper students will get to :

- Understand the language of cinema
- Learn cinema in relation to socio-political and cultural factors
- Know the historical development of Cinema worldwide and in India
- Learn movements, theories and auteurs of cinema
- Critically write on and about cinema

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Cinema	12
II	Journey of Indian Hindi Cinema	11
III	Understanding Appreciation	11
IV	Appreciating Cinema: Approaches	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
Unit 1: Introduction to Cinema <ul style="list-style-type: none"> ● Defining Cinema, Cinema as assimilation of Art forms, Cinema as Unifier of Art and Science, Discussion around Cinema/ Film/Movie, Debate on Cinema as Fiction or Real Story ● Cinema as Mass Media, Relationship of Cinema with Culture, Society, Politics, Economy, Technology, Impact of Cinema ● The Beginning and Development of Cinema in the West, Silent, Talkie, Studio films, Films by Production Houses, Indie Films Culture, OTT Films 	
Unit 2: Journey of Indian Hindi Cinema <ul style="list-style-type: none"> ● The Beginning of Cinema in India, Indian Cinema and the World, Characteristics of Indian Cinema. ● Silent Era, The Talkie, The Studio System and Studio Films, Cinema for Social Reforms, 	

Cinema for Nation Building, Golden Age, Indian NewWave, Parallel Cinema

- Cinema in Liberalisation & Globalisation Era of India, Rise of Multiplex Cinema, Indie Cinema, Trends in Cinema, Legends of Indian Hindi Cinema

Unit 3: Understanding Appreciation

- Film Appreciation, Reading Cinema as text, making of Visual Grammar, Content Writing on Cinema: Available Media, Various formats, language style and scope
- Significance of Framing & Composition, Shots, Angles, Camera Movements, Transitions, POV, Sound: Diegetic & non-diegetic sound, Background score
- Significance of Colour, Setting, Costume, Performance, Music & Dance, Mise-en-scene, Discussion on Storytelling, Narrative technique, Character progression
- Significance of Editing, Editing: Continuity, Cuts, Transitions, Montage, Contribution to Storytelling

Unit 4: Appreciating Cinema: Approaches

- Major Movements: German Expressionism, Italian Neorealism, French New Wave, Third Cinema
- Film Theories: Formalism, Feminist Theory, Psychoanalytical Theory, Ecocriticism Theory, Queer Theory, Postmodernism, Auteur Theory
- Film Forms /Genres: Western Film, Anthology Film, Film Noir, Gangster Film, Musicals, Adaptation, etc.

Recommended Screening :

- *Rear Window* by Alfred Hitchcock (Language of Cinema)
- *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema)
- *Man with a Movie Camera* by Dziga Vertov
- *Germany Year Zero* directed by Roberto Rossellini (Italian NeoRealism)
- *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (*German Expressionism and FilmNoir*)
- *Pathar Panchali* by Satyajit Ray
- *The hour of the Furnaces* by Fernando Solanas
- *Nishant* by Shyam Benegal/*Aakrosh* by Govind Nihalani (Indian New wave)
- *Pyaasa* by Guru Dutt

Suggested Readings :

- Andre Bazin, *The Ontology of the Photographic Image* from his book *What is Cinema Vol .I* Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, *A Dialectic Approach to Film Form* from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/HarcourtBrace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, *Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films*, InThomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British

Film Institute, 1990, 86-94.

- David Bordwell, *Classical Hollywood Cinema: Narrational Principles and Procedures* in Philip Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.
- Paul Schraeder *Notes on Film Noir* in John Belton ed. *Movies and Mass Culture* New Brunswick, New Jersey: Rutgers University Press: 1996 pg. 153-170
- Robert Stam, *The Cult of the Auteur, The Americanization of Auteur Theory, Interrogating Authorship and Genre* in *Film Theory: An Introduction*. Massachusetts & Oxford: Blackwell Publishers: 2000, 83-91 & 123-129.
- Richard Dyer *Heavenly Bodies: Film Stars and Society* in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, P 603-617
- Madhava Prasad *Ideology of Hindi Film*, New Delhi: Oxford University Press. 1998

SEM VI : MJ 13 (THEORY) [3 CREDITS]

ADVERTISING & PUBLIC RELATIONS

Course Objective : The objective of this major paper/course is to prepare proficient advertising and public relations personnel for the government & Industry. This course also familiarises students with the marketing communication.

Learning Outcome :

After the completion of this paper students will get to :

- Understand advertising, public relations and marketing
- Critically analyse media for advertising and public relations
- Able to implement the theories of advertising and public relations
- Prepare an effective advertising campaign and public relations campaign

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Advertising	10
II	Marketing, Advertising and Ad Agencies	12
III	Public Relations: Concepts and Practices	12
IV	Tools & Techniques of Public Relations	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial

45 Hours = 30 Hrs. (L) + 15 Hrs. (T)

Unit 1 : Introduction to Advertising

- Advertising: Concept & Definitions, Need, Role, Importance and Functions
- Growth and Development of Advertising
- Types of Media for Advertising, Classifications of Advertising
- Advertising Models: AIDA, DAGMAR, Maslow's Hierarchy Model
- Career in Advertising, Trends in Advertising

Unit 2 : Marketing, Advertising and Ad Agencies

- Marketing, Role of Advertising in Marketing Mix, Product Life Cycle
- Advertising Appeals: Rational and Emotional, Elements of Advertising for Print, Electronic and Digital Media
- Market and Media Research, Media Selection, Advertising Budget, Advertising Strategy - Segmentation, Positioning and Targeting
- Advertising Department vs. Advertising Agency: Structure and Functions

- Ethics of Advertising, Apex Bodies in Advertising: AAAI, ASCI

Unit 3 : Public Relations: Concepts and Practices

- Public Relations: Concept & Definitions, Importance, Role
- Functions and Scope, Qualities of a Public Relations Professional
- Growth and Development of PR, Basic Models of Public Relations
- Organization of Public relations: In-House Department vs Consultancy
- PR in Government, Private and Public Sectors

Unit 4 : Tools & Techniques of Public Relations

- Principles and Tools of Public relations: Press Release, Press Conferences, House Journal, Annual Report, Newsletters, Media Tour, Exhibitions, Events, Corporate Film, Minutes and Memo
- New Media and Public Relations tools: Online Media Relations, Online Media Releases, Social Media, and others
- PR Campaign: Research, Planning, Execution, Evaluation
- Crisis Management: Concept & Definitions, Role of PR in Crisis Management
- Ethical Issues in PR, Apex bodies in PR: IPRA, PRSA, PRSI

Suggested Readings :

- Butterick, Keith. (2012). *Introducing Public Relations*. New Delhi, India: Sage Publications India Pvt. Ltd.
- Reddi, C V Narasimha. (2009). *Effective Public Relations and Media Strategy*. New Delhi, India: PHI Learning Pvt. Ltd.
- Tiwari, S., (2008). *The Uncommon Sense of Advertising*. Response Book, New Delhi.
- Chunawalla, S.A. (2008). *Foundations of Advertising: Theory & Practice*, Himalaya PublishingHouse, New Delhi.
- Pathak, Ajit. (2008). *Public Relations Management*. New Delhi, India: Ocean Books Pvt. Ltd.
- Banik, G. C. (2006). *PR & Media Relations*. Mumbai, India: Jaico Publishing House.
- Nayyar, Deepak. (2006). *Public Relations Communication*. Jaipur, India: ABD Publishers.
- Lesly, Philip. (2002). *Handbook of Public Relations and Communication*. Delhi., India: Jaico Publishing House.
- Garbett, Thomas F., (1981). *Corporate Advertising; The What, The Why and The How*, McGraw-Hill.
- Barton, Roger, (1970). *Handbook of Advertising Management*, McGraw Hill Pub. US.
- Dutta K., *Brand Management*, Oxford Publishing.

SEM VI : MJ 14 (THEORY) [3 CREDITS]

ONLINE JOURNALISM AND MEDIA LITERACY

Course Objective : The objective of this major paper/course is to make students an informed citizen and media literate. It also aims to produce online Journalists by providing them with thorough knowledge of online journalism mechanism.

Learning Outcome :

After the completion of this paper students will get to :

- Understand Virtual Cultures and Digital Journalism
- Know visual design, content strategy and audience analysis for digital media
- Learn about website creation and promotion of a blog/vlog
- Create and promote blogs, YouTube, and portals
- Understand media literacy and counter fake information

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Digital Media	10
II	Understanding Online Journalism	12
III	Content Designing and Countering Strategies	12
IV	Understanding Media Literacy	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
Unit 1 : Introduction to Digital Media <ul style="list-style-type: none"> • Digital Media: Concept, Definitions, Web Media, New Media, Online Media, Historical perspective and current status of Digital Media in India • User Generated Content and Web 2.0, Social Media • Characteristics of Digital Media: Interactivity, Convergence, Immediacy, Archiving, Linkages • Impacts of New Media on Society 	
Unit 2 : Understanding Online Journalism <ul style="list-style-type: none"> • Online News Room Setup, Team, Workflow, Online content management system CMS, Response management- readership, reach-out, feedback • Recent trends: Data-driven journalism, digital stories, mapping journalism, Networked Journalism, Alternative Journalism, Citizen Journalism • Authorship and what it means in a digital age. Concept of Piracy, Copyright, Copyleft and 	

Open Source Digital archives, Creative Commons, New Media Ethics

- Web Writing: Linear and Nonlinear, Techniques, Linking, Multimedia, Storytelling structures

Unit 3 : Content Designing and Countering Strategies

- News Portal: planning and visual design, Content strategy, Promotion Strategies: SEO, SMO, Keywords
- Blog/Vlog/YouTube Planning: visual and content, Creating and Promoting a Blog/Vlog
- Challenges of Digital Media: Fake Information, Deep Fake, Online-abuse and Threats, trolling
- Countering Strategies: Software, Google Reverse Search

Unit 4 : Understanding Media Literacy

- Media Literacy: Concept and Definitions, Media Influence on the Society, Critical Thinking
- Misinformation, Disinformation, and Information War in the Digital Age
- Fake Information: Conspiracy Theory and Post-Truth Era
- The Role of Technologies in Distorting Reality: Filter Bubbles, Echo Chambers
- Criteria for Fact Checking: Signature, Origin, Contrast, Errors, Format, Date, URL, Audio Visual Resources

Suggested Readings :

- Vincent Miller. *Understanding Digital Culture*. Sage Publications, 2011.
- Lev Manovich *What is New Media? In The Language of New Media* Cambridge, MIT Press. pp19-48. 2001.
- Siapera, Eugenia. *Understanding New Media*. Sage Publication, 2011. Introduction
- Baym, Nancy K. *Personal Connections in the Digital Age*. Polity, 2010. Chapter 3
- Goldsmith, Jack, and Tim Wu. 2006. *Who Controls the Internet? Illusions of a Borderless World*. Oxford University Press, US
- O'Reilly, Tim, *What is web 2.0: Design Patterns and Business Models for the Next*, 2005
- *Generation Software*. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
- Grossman, *Iran Protests: Twitter, the Medium of the Movement*
- Lemann, Nicholas. 2006. *Amateur Hour: Journalism without Journalists*
- The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. *Gender, Dowry and the Migration System of Indian Information Technology Professionals*. Indian Journal of Gender Studies 12: 357-380

SEM VI : MJ 15 (THEORY) [3 CREDITS]

DIGITAL CONTENT CREATION & MARKETING

Course Objective : The objective of this major paper/course is to develop an understanding of the fundamental concepts and the importance of convergence in digital content creation among students. This course also familiarises them with the necessary tools and techniques for multimedia content creation and curation, digital marketing, and the role of social media platforms.

Learning Outcome :

After the completion of this paper students will get to:

- Know the concept of content creation, content strategy and curation for digital media platforms
- Develop skills to create content in multimedia format
- Be acquainted with the fundamentals, strategies, tools & terminologies of digital marketing
- Understand the significance of social media & social media marketing
- Learn the concept of digital media measurement or analytics

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Digital Content Creation	10
II	Content Creation & Submission	12
III	Fundamentals of Digital Media Marketing I	12
IV	Fundamentals of Digital Media Marketing II	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
Unit 1: Introduction to Digital Content Creation <ul style="list-style-type: none"> • Elements of Digital Multimedia: Text, Graphics, Infographics, Audio, Video & Animation, News, Content Generation • Basics of Visuals: Elements, Composition and Principles • Basics of online story writing: Story idea development and updates, composing a Succession of Stories, Sustaining Viewership • Turning Interviews, archival tapes and other recorded material into Sound, Oral and Visual Stories, using animation, special effects • Digital Content and Intellectual Property: Paid & Unpaid Digital Content (News and Advertisements) • Ethics in Content Creation, Social Responsibility, Do's & Don'ts 	

Unit 2: Content Creation & Submission

- Introduction to Photography, Composition, Rule of Thirds, Photo Editing: Cropping, Blurring, Colour Correction, Enhancement, Principles of Layout & design, Typography, Graphics Design
- Introduction to Video Production: Pre production, production, post production, Sound for video, Video Editing Concept, process techniques and software
- Importing and Capturing Footage, Sequence and Clip Management, Timeline, Video & Audio Tracks, Using Multiple Sequences, Compression techniques for Audio and Video, Creating Titles and Graphics, Editing for different platforms
- Sound Basics: Frequency, Pitch, Intensity of Sound, Timbre, Tone Color, Digital Audio basics, Sampling Rate, Channels, Bit depth, Bit rate, Digital Audio file formats
- Tips for writing for Audio, Tools and Techniques for Voice Over
- Podcasting: Formats, Planning, Scripting, Recording a Show, Podcast Production Process Terms and Tools of Podcast
- Tools of Online Content: Mapping, Timeline, Infographics, Explainer videos
- Uploading content on the web, Titles, Description, Thumbnails, Hashtags, Tagging

Unit 3 : Fundamentals of Digital Media Marketing I

- Fundamentals of Digital Marketing & Its Significance, Evolution of Digital Marketing, Traditional Marketing Vs Digital Marketing, Digital Marketing Landscape, Key Drivers
- Display Advertising, Terminology, Types of Display Ads, Different Ad formats, Different types of Ad tools, Buying Models (CPC, CPM, CPA, CPL), Ad Placement Techniques, Programmatic Digital Advertising, Digital Marketing Plan, Skills in Digital Marketing
- Online Marketing, Social Media Marketing, Affiliate Marketing, Email Marketing, Mobile Marketing, Segmenting & Customizing Messages, Contextual Targeting, Demographics, Geographic & Language Targeting, Targeting & Optimisation
- Digital Consumers, The Digital Users in India, Digital Advertising Market in India, Digital Marketing Strategy, POEM Framework, Consumer Decision Journey

Unit 4 : Fundamentals of Digital Media Marketing II

- Fundamentals of Social Media Marketing & its significance, Necessity of Social Media Marketing, Building a Successful Strategy: Goal Setting, Implementation, Social Media Reach
- Facebook, X (Twitter), Instagram, YouTube, LinkedIn: Ad formats, Campaigns, Hashtags, Types of YouTube Ads, Display Campaigns, Designing & monitoring video campaigns
- Search Engine Working & Algorithm, Introduction to SEO, SEO Techniques, SEO Tactics Google Search Engine, Googlebot (Google Crawler), Site Search, Keywords, Keyword Advertising, Keyword Planner tools
- On-page Optimization: Technical Elements, HTML tags, Meta Tags, Descriptions; Off-page Optimization: Backlink, Blog Posts, Forums, Unnatural links
- Google Web-Master and Analytics Overview, Unique Visitors, Technical Reports, Benchmarking, Page Performance, Analytics: Facebook insights, Twitter analytics, YouTube analytics, Social Ad analytics, ROI measurement

Suggested Readings :

- Mayya, V., & Mayya, A. S. (2025). *The Content Creator Handbook*. Ebury Press.
- Lewis, J., & Lewis, J. (2023). *Digital Marketing Content creation: Engaging Your Target*

Audience. Mastering Business Communication: The Ultimate Toolkit for Success.

- Dongre, V. (2021). *Video Creation & Online Teaching*. Notion Press.
- Loring, M. E. (2020). *Content creator: How To Stand Out Amongst The Noise*.
- Gupta, S. (2023). *Digital Marketing*. Mc-Graw Hill
- Kumar, S., & Kaur, S. (2023). *Taxmann's Digital Marketing*. Taxmann Publications Private Limited.
- Babu, K. R. S., Anbazhagan, B., & Meenakumari, S. (2023). *Digital Marketing*. Sultan Chand & Sons.
- Kamat, N., & Nitin Kamat, C. (2021). *Digital Marketing*. Himalaya Publishing House.
- Ahuja, V. (2015). *Digital Marketing*. Oxford University Press, USA.

SEM VI : MJ P6 (PRACTICAL) [3 CREDITS]
FILM APPRECIATION, ADVERTISING & PUBLIC
RELATIONS, ONLINE JOURNALISM AND MEDIA LITERACY, DIGITAL
CONTENT CREATION & MARKETING PRACTICALS

(Based on MJ 12 - FILM APPRECIATION,
 MJ 13 - ADVERTISING & PUBLIC RELATIONS, MJ 14 - ONLINE JOURNALISM AND MEDIA
 LITERACY, MJ 15 - DIGITAL CONTENT CREATION & MARKETING)

Course Objective: The objective of this practical paper is to make students understand and practice the basics of advertising and public relations, the fundamentals of film appreciation, the necessity of online journalism and media literacy, and the mechanism of digital content creation and marketing. This paper aims to give them hands-on practice in advertisement creation, film reviews, online journalism and digital marketing.

Learning Outcome :

After the completion of this practical paper students will get to :

- Analyze, appreciate, and review the films
- Create and practice ad-making, and prepare campaigns for advertising and public relations
- Practice online journalism
- Become media literate
- Create digital content and prepare marketing and promotional strategies

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
N/A	120	N/A	3	N/A	4	N/A	N/A	N/A	100	N/A	100	N/A	40	N/A+100=100

Marks Distribution of End Semester Practical Examination

- Practical – 60 Marks
- Viva-Voce – 20 Marks
- Practical File – 20 Marks

1 CREDITS

30 Hrs.

Practical (Studio/Field) Work: MJ 12

- Watching World & Indian Films followed by Discussion and Writing Film Appreciation (World/ Indian Classics, World/Indian Contemporary)
- Critically appreciate any 4 movies of your choice
- Analyze a film based on Sound/Colour/Location
- Choose a classic film and analyze its use of cinematography, lighting, sound, and editing. Discuss how these elements contribute to the overall narrative and tone of the film.
- Write an analysis of a specific culture or historical period film, and how accurately and respectfully the culture time period is portrayed, using filmic techniques and storytelling.
- Choose a film known for its use of sound design. Analyze how sound and music contribute to the emotional atmosphere, character development, and narrative structure.
- Select a film by a famous director. Discuss the director's unique style and how it influences the film's visual, narrative, and thematic elements.
- Watch a film with innovative editing techniques. Analyze how the editing contributes to the

pacing, mood, and storytelling of the film.

- Choose a film that explores themes of gender or identity. Analyze how the film portrays these themes and discuss its cultural significance or impact on societal views.
- Choose a film with strong symbolic elements. Write an analysis of how these symbols contribute to the meaning of the film.

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 13 <ul style="list-style-type: none"> • Collection of different types of Advertisements. • Group discussion on Socio-Economic and Cultural Impact of Advertising. • Screening and discussion on ten FMCG Advertisements based on Social Issues. • Case studies of leading Advertising Agencies. • Design an advertisement copy for a product for Print Advertisement. • Prepare an audio jingle for a product. • Presentation on the 'Current Status of Advertising Agencies in India'. • Study of Advertisements using Different Appeals. • Analysis of Ad campaigns. • Planning and designing of an advertising campaign. • Develop a Press Release and a Print ad on any Social Issue. • Present a success story of a Public Relations Consultancy. • Design poster for any social awareness programme. • Public relations best practices for launching products or ideas. 	

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 14 <ul style="list-style-type: none"> • Critically evaluate the content of two different news websites. • Choose a current event and write an engaging, objective, and fact-based news article for an online publication. • Monitor how a news event spreads across social media platforms (e.g., Twitter, Facebook, Instagram). Create a report on the trends, hashtags, and viral posts. • Find any 10 examples of misinformation or disinformation on social media. Analyze the source and create a presentation on your findings. • Start a personal news blog and write at least five posts using SEO techniques about current events or trending topics. • Evaluate three different online news sources for credibility and trustworthiness. • Create a short video news report on a local event. Include interviews, b-roll footage, and a voiceover. • Choose a controversial or ethically challenging online news story. Analyze it in terms of journalistic ethics, such as privacy, accuracy, fairness, and objectivity. Prepare Power point presentation on it. 	

Practical (Studio/Field) Work: MJ 15

- Design a digital marketing campaign for an imaginary brand of your choice
- Develop a comprehensive digital content strategy for a chosen brand or business. Include details such as target audience, content themes, preferred content formats (blog posts, videos, infographics, etc.), and a publishing schedule.
- Create a 30-day social media content calendar for a company. Include post types (image, video, blog link, etc.), and proposed captions or hashtags.
- Choose an existing blog or website, conduct an SEO audit, and identify areas for improvement. Provide recommendations on how to optimize the content for search engines, including keyword suggestions, meta tags, and backlink strategies.
- Develop a video marketing campaign for a brand or product. Outline the type of videos (tutorials, product reviews, behind-the-scenes, etc.), the platforms to be used (YouTube, Instagram Stories), and the campaign objectives.
- Identify an influencer in a particular niche (e.g., fashion, tech, fitness) and create a proposal for a collaboration. Include details on why they are a good fit for the brand, the type of content they would create, and the expected outcomes of the partnership.
- Choose a brand's digital content and analyze its performance on social media or a website. Use tools like Google Analytics or native social media insights to evaluate metrics such as engagement, reach, and conversion.
- Create a plan for repurposing one piece of long-form content (like a blog post, whitepaper, or podcast) into multiple formats (infographic, social media posts, videos, etc.). Provide specific examples of how each format would be used across different platforms and why it's an effective strategy for content marketing.
- Design an email marketing campaign for a new product launch. Include the email sequence, subject lines, visuals, and call-to-action buttons. Explain the rationale behind your email content and how it ties into the overall marketing strategy.
- Develop a personal brand strategy for yourself on a chosen social media platform (Instagram, LinkedIn, YouTube). Create content that showcases your expertise or interests, and define your target audience. Include content examples and strategies for growing your followers.

Semester VII

Course Structure (Semester - VII) for Four Year Undergraduate Programme (FYUGP) of Bachelor of Mass Communication - Video Production

Sem	Paper Code	Paper Title	L - T - P	Credits	Contact Hours
VII	MJ - 16 (Theory)	Communication For Development	2 - 1 - 0	3	45
	MJ - 17 (Theory)	Media Management	2 - 1 - 0	3	45
	MJ - 18 (Theory)	Media for Marginalised	2 - 1 - 0	3	45
	MJ - 19 (Theory)	Communication Research	2 - 1 - 0	3	45
	MJ – P7 (Practical)	Communication For Development, Media Management, Media for Marginalised Communication Research Practicals	0 - 0 - 4	4	120

Abbreviations:

L – T - P (Lecture - Tutorial - Practical), **MJ** (Major Disciplinary/Interdisciplinary Courses)

SEM VII : MJ 16 (THEORY) [3 CREDITS]

COMMUNICATION FOR DEVELOPMENT

Course Objective: The objective of this major paper/course is to teach communication design for the development sector. It aims to educate students on development theories and models. It also proposes to instruct on the role of media in development through case studies.

Learning Outcome:

After the completion of this paper students will get to:

- Understand Development and Development Communication
- Critically Analyse the Significance of Various Models and Theories of Development
- Learn the Paradigms Shifts of development in India and the World
- Know the Importance of Major Case Studies in Development of India like SITE, KCP, JDCP, INSAT, MNREGA and SWAYAM

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Development	10
II	Understanding Development Communication I	12
III	Understanding Development Communication II	12
IV	Development Communication and Media	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial

45 Hours = 30 Hrs. (L) + 15 Hrs. (T)

Unit 1: Introduction to Development

- Development: Concept & Definitions, Importance
- Basic Terms: Development, Growth, Human Development, Sustainable Development
- Development Communication: Concept & Definitions, Approaches
- Developing and Developed Countries: Characteristics & Gaps

Unit 2: Understanding Development Communication I

- Paradigms of Development: Dominant Paradigm, Dependency, Alternative Paradigm
- Modernization Theory, Dependency Theory, Diffusion of Innovation
- Gandhian and Nehruvian Model of Development
- Five Year Plans, Rolling plan, Panchayati Raj, Niti Aayog of India

- Participant Models of Development, Magic Multiplier, Trickle-down Effect

Unit 3: Understanding Development Communication II

- Dominant Models of Development Communication
- Alternative Development Communication Approach
- Participatory Development, Inclusive Development
- Development Support Communication
- Foreign Agencies: World Bank, Ford Foundation, UNDP, USAID and others

Unit 4: Development Communication and Media

- Major Areas of Development Communication, Rural Reporting in India
- Role of Media for Development Communication
- Information and Communication Technologies for Development
- Role of Development Agencies, Role of NGOs in Development Communication
- Major Case Studies and Schemes: SITE, KCP, JDCP, INSAT, MNREGA, SWAYAM

Suggested Readings :

- Prasad Kiran, (2009). *Communication for Development*, Volume 2, B.R. Publishing Corporation, New Delhi.
- Rogers Everett M., (2000), *Communication and Development- Critical Perspective*, Sage, New Delhi.
- Melkote R. Srinivas and Steeves Leslie H., *Communication For Development In The Third World*, Sage Publications.
- Belmont C.A., (2001). *Technology Communication Behaviour*, Wordsworth Publication, New Delhi.
- Gupta, M.R (2010). *Mass Communication : A Simple Approach*. Raj Publications, New Delhi.
- Kumar Anil Dr. (2007) *Mass Media and Development Issues*, Bharti Prakashan, Upadhyay Varanasi.
- Sen Amartya, (1999). *Development as Freedom*, Alfred A Knopf, New York.

SEM VII : MJ 17 (THEORY) [3 CREDITS]

MEDIA MANAGEMENT

Course Objective : The objective of this major paper/course is to acquaint students with the organisational set up and management of Media Industry. It aims to provide the understanding of work flow, work division, and working professions of media houses in digital media landscapes.

Learning Outcome :

After the completion of this paper students will get to :

- Understand Media Management and its functions
- Develop an Insight about the Ownership Pattern of Mass Media in India and the World
- Know about the Organisational Structure of Different Media Departments
- Critically Analyse Advertising & Sales Strategy, Competition & Survival Strategy

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to Management	10
II	Media Ownership Patterns & News Agencies	12
III	Print Media Management	12
IV	Electronic Media Management	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial

45 Hours = 30 Hrs. (L) + 15 Hrs. (T)

Unit 1: Introduction to Management

- Management: Concept & Definitions, Characteristics
- Need for Management and its Functions, Human Resource Management
- Hierarchy of Management
- Principles of Media Management and their significance
- Media as an Industry and Profession, SWOT analysis

Unit 2: Media Ownership Patterns & News Agencies

- Ownership Patterns of Mass Media: Sole Proprietorship, Partnership, Private Limited & Public Limited Companies, Trust, Society, Religious Institutions, Conglomerates, etc.
- Major International Media Organizations, Management and Organization of News Agencies
- Revenue models: advertising, subscription, sponsorship, etc.

Unit 3: Print Media Management

- Print Media Organizations: Structure and Functions of Different Departments
- Role and Responsibilities of Editorial Staff, Administration, Finance, Advertising, Circulation and Marketing of Newspaper/Magazine
- Challenges and opportunities of Print Media Industry
- Audience Research: ABC, NRSC, MRUC, etc.

Unit 4: Electronic Media Management

- Radio and Doordarshan: Structure and Functions of Different Departments
- Production: Planning and Execution of Program, Production Team, Control, Practices, and Procedures
- Administration and Management of Program in Media: Scheduling, Transmission, Record Keeping, Quality Control, and Cost Effective Techniques
- Advertising, Public Relations, and Brand Promotion for Building and Sustaining Audiences by Media Organisations
- Challenges and opportunities of the Radio and Television Media as Industry
- Audience Research: BARC, TRP, Listenership Survey, IMDB, etc.

Suggested Readings :

- Chiranjeev, A., (2000). *Electronic Media Management*, Authors Press.
- Dibankar, P., & Biswaroy B.K., (1993). *Media Management in India*, Kanishka Publishing House.
- Chaturvedi K.B., (2014). *Media Management*, 2nd edition, Global Vision Publishing House.
- Kotler, P. (1994)., *Marketing Management Analysis, Planning, Implementation & Control*, Prentice Hall of India, New Delhi.
- Kotler, P., & Armstrong, G. (1997). *Principles Of Marketing*, Prentice Hall of India, New Delhi.
- Arun, K., & Meenakshi. (2009). *Marketing Management*, Vikas Publishing House, New Delhi.

SEM VII : MJ 18 (THEORY) [3 CREDITS]

MEDIA FOR MARGINALISED

Course Objective: This course explores the role of media in representing and empowering marginalized communities. It critically examines media narratives, access, and participation, aiming to develop students' understanding of inclusive communication practices and strategies for advocacy, visibility, and social change.

Learning Outcome:

After the completion of this paper students will get to:

- Analyze representations of marginalized communities in media.
- Identify biases and stereotypes in mainstream media content.
- Understand the role of media in amplifying marginalized voices.
- Develop media content that reflects inclusive and ethical storytelling.

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Media and Gender	10
II	Media and Marginalized Community	12
III	Media and Children	12
IV	Media and Farmers	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial

45 Hours = 30 Hrs. (L) + 15 Hrs. (T)

Unit 1: Media and Gender

- Gender sensitization: Concept, Issues and challenges, Women, Transgender, LGBTQ community, Understanding Patriarchy, Sex/Gender, Feminism
- Gender Stereotyping, Gender Portrayal in different media, Gender representation in Advertisement and Cinema
- Media as tool for empowering women
- Legal protection to women: Acts, Policies and Programmes, Significant Organization

Unit 2: Media and Marginalized Community

- Social & Cultural structure of India, Various reasons for marginalization & divides
- Representation of Dalits, Tribals & Minorities in mainstream media: challenges, ethical issues, imbalance in representation

- Media for empowering marginalized
- Global Media Scenario for Marginalized Community

Unit 3: Media and Children

- Children in Indian demography & segmentation
- Major issues related to children
- Representation of Children in mainstream media: existing conditions & possibilities
- Legal protection to Children: Acts, Policies and Programmes, Significant Organization

Unit 4: Media and Farmers

- Indian Rural Scenario: social, political, cultural & Economic, landscape & issues of health, education & human rights
- Farmers in Indian demography, Major issues related to Farmers
- Representation of Farmers & Agriculture issues in mainstream media: Status and possibilities
- Media as tool for empowering Farmers

Suggested Readings :

- Ahmed, A. (2024). Beyond the stereotypes: Examining the media representation of minorities and the road to equitable portrayals.
- AlDahoul, N., Ibrahim, H., Park, M., Rahwan, T., & Zaki, Y. (2024). Inclusive content reduces racial and gender biases, yet non-inclusive content dominates popular culture.
- Reddy, C. R. (2023). The challenges and opportunities of using social media to advocate for the rights of marginalized groups.
- Randev, D. J. (2022). Role of the media in an unequal world: LGBTQ gender identity and portrayal. *Journal of Media, Culture and Communication*.
- Carilli, T. (2021). Marginalized voices in the global media dialogue. *Oxford Research Encyclopedia of Communication*.

SEM VII : MJ 19 (THEORY) [3 CREDITS]

COMMUNICATION RESEARCH

Course Objective: The objective of this course is to develop students' ability to understand, design, and apply qualitative and quantitative research methods. The students will be able to analyse communication processes, media effects, and audience behaviour, with critical thinking in various communication frameworks.

Learning Outcome:

After the completion of this paper students will get to:

- Enhance their Communication Research Knowledge and Aptitudes
- Identify the Research Problems and Prepare Research Design
- Conduct a Survey and collect data from different Fields
- Write empirical Communication Research Report

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Basics of Communication Research	10
II	Communication Research Design & Methodology - I	12
III	Communication Research Design & Methodology - II	12
IV	Data Analyses and Report Writing	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial

45 Hours = 30 Hrs. (L) + 15 Hrs. (T)

Unit I: Basics of Communication Research

- Research: Concept & Definitions, Significance
- Scopes for Communication Research
- Steps of Communication Research Process
- Types and Approaches of Communication Research

Unit II: Communication Research Design & Methodology - I

- Variables: Concept & Definitions, Types of Variables
- Research Questions, Hypotheses, Types of Hypotheses
- Research Design, Types of Research Designs
- Data Collection Sources: Primary and Secondary

Unit III: Communication Research Design & Methodology - II

- Sampling: Concept & Definitions, Types of Sampling

- Survey: Concept & Definitions, Types and Steps, Pre-poll, and Exit-poll Survey
- Data Collection Tools: Observation, Interview, Questionnaire, Interview Schedules, and Focused Group Studies
- Public Opinion Research, Case Study, Content Analysis, etc.

Unit IV: Data Analyses and Report Writing

- Scales & Measurement of Data: Nominal, Ordinal, Interval and Ratio, Likert
- Data Analyses in Microsoft Excel and SPSS, Reliability & Validity, Tabulation, Graphical Representation of Data
- Indexing, Citation & References, Plagiarism Checking Tools, Referencing Tools
- Basic Terms: Research Paper, Research Article, Research Report Writing, Dissertation, Thesis
- Ethics in Communication Research

Suggested Readings :

- Kothari, C. R., Research Methodology: Methods and Techniques, New Delhi: New Age
- Kumar, Ranjit, Research Methodology: A step by step guide for Beginners, Australia: Pearson Education, 2009
- Gunter, B., Media Research Methods Measuring Audiences Reactions and Impact, SAGE Publications, 2000
- International (P) Limited Roger D Wimmer and Joseph R Dominick, Mass Media Research: An Introduction, Cengage Learning, Inc; 9th ed. Edition, 1 January 2010
- Denzin, N.K., Lincoln, Y.S., Hand book of Qualitative Research, Edited SAGE Publications
- Berger, A. A., Media and Communication Research Methods: An introduction to qualitative and quantitative approaches, California: Sage Publications and Thousand Oaks, 2000

SEM VII : MJ P7 (PRACTICAL) [4 CREDITS]

(Based on MJ - 16 COMMUNICATION FOR DEVELOPMENT, MJ - 17 MEDIA MANAGEMENT, MJ - 18 MEDIA FOR MARGINALISED & MJ - 19 COMMUNICATION RESEARCH)

Course Objective: The course aims to give field based practical training to the students in the field of development, Media management, and communication research. The students will be able to understand the condition of marginalized and their poor representation in the media by doing research. The practical assignment related with communication research aims to make them able to interpret the media in a better way.

Learning Outcome :

After the completion of this practical paper students will get to :

- Understand media management and ownership pattern
- Apply research skills for better research on media
- Analysis of the present condition of marginalized
- Understand present participation of Marginalized in media houses
- Evaluate marginalized communities representation in media

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
N/A	120	N/A	3	N/A	4	N/A	N/A	N/A	100	N/A	100	N/A	40	N/A+100=100

Marks Distribution of End Semester Practical Examination

- Practical – 60 Marks
- Viva-Voce – 20 Marks
- Practical File – 20 Marks

1 CREDITS

30 Hrs.

Practical (Studio/Field) Work: MJ 16

- Study any community radio stations of Jharkhand used to communicate development messages to tribal communities.
- Choose any one Sustainable Development Goals and analyze how mass media/ social media has contributed to awareness and action in Jharkhand.
- Examine any local/Regional newspaper cover rural development, health, or education in Jharkhand.
- Write an article on Traditional Folk Media as a Tool for Development Communication
- Explore a recent social media campaign by WHO/UNICEF/UNDP focused on development, communication strategies and assessing its impact.
- Analyze a specific TV or radio program that focuses on development communication. Evaluate the language, format, reach, and effectiveness.
- Design a Media Literacy Campaign for Rural Communities in Jharkhand.

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 17 <ul style="list-style-type: none"> • Prepare a report on the organisational structure and basic management functions of any local/regional newspaper and also talk to the editor about managerial level challenges. • Prepare a report on the organisational structure and basic management functions of any local/regional TV/Radio channel and also talk to the producer/director about managerial level challenges. • Analyze ownership patterns of any 3 major Indian media companies. • Conduct a SWOT analysis of any mainstream media. • Critically analyse the revenue models of any mainstream media. 	

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 18 <ul style="list-style-type: none"> • Analyze and write a report on the portrayal of women in television advertisement. • Analyze and write a report on the representation of children in the Indian cinema. • Create a photo essay that tells a story of gender inequalities in the Indian society. • Explore and write a report on the representation of LGBTQ in social media advertisement. • Analyze and write an article on the coverage of farmers and agriculture related news in any newspaper over a one-month period. 	

1 CREDITS	30 Hrs.
Practical (Studio/Field) Work: MJ 19 <ul style="list-style-type: none"> • Prepare a questionnaire with 20 closed-ended questions on health communication • Prepare a questionnaire with 20 open-ended questions on gender equality • Write a report on various plagiarism checking tools for communication research. • Prepare a detailed research proposal on any dissertation topic including objectives, hypotheses, literature review, methodology, and chapterization. • Write a report on APA and MLA style of referencing for a thesis. 	

Semester VIII

Course Structure (Semester - VIII) for Four Year Undergraduate Programme (FYUGP) of Bachelor of Mass Communication - Video Production

Sem	Paper Code	Paper Title	L - T - P	Credits	Contact Hours
VIII	MJ - 20 (Theory)	International Communication	3 - 1 - 0	4	60
	RC (Theory)	Research Project Dissertation		12	
		OR			
	AMJ - 1 (Theory)	Theatre for Communication	3 - 1 - 0	4	60
	AMJ - 2 (Theory)	Corporate Communications	3 - 1 - 0	4	60
	AMJ - 3 (Practical)	Practical For AMJ 1 & AMJ 2	0 - 0 - 4	4	120

Abbreviations:

L – T - P (Lecture - Tutorial - Practical), **AMJ** (Advanced Major Courses)

SEM VIII : MJ 20 (THEORY) (4 CREDITS)

INTERNATIONAL COMMUNICATION

Course Objective: This course examines global information flows, cross-cultural communication, and the impact of media and technology on international relations. It aims to develop students' understanding of communication across borders, emphasizing cultural sensitivity, media systems, global power dynamics, and the role of communication in diplomacy, development, and international cooperation.

Learning Outcome:

After the completion of this paper students will get to:

- Understand the socio-economic and cultural dimensions of international communication in India.
- Analyze the imbalance flow of information in the world.
- Distinguish different terms related to international communication.
- Know about the key Personalities in International Communication.

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	Introduction to International Communication	10
II	International Communication a Historical Preview	12
III	ICT and News Flow	12
IV	Key Personalities in International Communication	11
Total		45

4 CREDITS = 3 Lectures + 1 Tutorial

45 Hours = 30 Hrs. (L) + 15 Hrs. (T)

Unit 1: Introduction to International Communication

- International Communication: Concept & Definitions, Scopes
- Political, Economic & Cultural Dimensions in the Digital Age
- Communication & Information as a Tool of Quality & Exploitation
- International News Agencies and Syndicates: Concept, Functions, Prominent International News Agencies

Unit 2: International Communication a Historical Preview

- Imbalance in International Information Flow
- Communication as a Basic of Human Rights, UNO's Universal Declaration of Human Rights and Communication
- NANAP, UNESCO's Efforts to Remove Imbalance in News Flow, MacBride Communication, The New World Information and Communication Order (NWICO)

- Hegemony, Propaganda, Global Village, Globalization, Cultural Imperialism, Theories of information society

Unit 3: ICT and News Flow

- Impact of New Communication Technology on News Flow
- CNN, BBC, Al Jazeera Networks
- Online Social Media, News portals
- Information Superhighway, Global homogenization

Unit 4: Key Personalities in International Communication

- Key Personalities in International Communication: Sean MacBride, Marshall McLuhan, Bill Gates, Noam Chomsky, Herbert Schiller, Ted Warner, Ralph Akinfeleye, Walter Lippmann, Edward Herman, John Merrill, Cees Hamelink, Annabelle Sreberny and Hamid Mowlana

Suggested Readings :

- Wilkins, K. G., Straubhaar, J. D., & Kumar, S. (2014). *Global communication: New agendas in communication*. Routledge.
- Gunaratne, D. S. A. (2005). *The Dao of the press: A humanocentric theory*. Hampton Press.
- Lee, C.-C. (2014). International communication research: Critical reflections and a new point of departure. In J. Li (Ed.), *Internationalizing "international communication"*. University of Michigan Press.
- Rogers, E. M., & Steinfatt, T. M. (1999). *Intercultural communication*. Waveland Press.
- Alleyne, M. D. (1995). *International power and international communication*. St. Martin's Press.
- Jönsson, C. (1990). *Communication in international bargaining*. St. Martin's Press.
- Mancini, P. (2014). Professional models in journalism: Between homogenization and diversity. In J. Li (Ed.), *Internationalizing "international communication"* (pp. 19–34). University of Michigan Press.
- Curtin, M. (2014). Conditions of capital: Global media in local contexts. In J. Li (Ed.), *Internationalizing "international communication"* (pp. 35–50). University of Michigan Press.
- Rajagopal, A. (2014). Postcolonial visual culture: Arguments from India. In J. Li (Ed.), *Internationalizing "international communication"* (pp. 51–66). University of Michigan Press.
- Shuter, R. (2012). Intercultural new media studies: The next frontier in intercultural communication. *Journal of Intercultural Communication Research*, 41(3), 119–137.

SEM VIII : AMJ 1 (THEORY) (4 CREDITS)

THEATRE FOR COMMUNICATION

Course Objective: This course introduces Mass Communication students to the fundamental concepts of theatre and its intersection with communication, storytelling, and media. It explores theatre as a form of live communication, public discourse, and cultural expression. Students will learn how theatrical tools can enhance media practices such as scripting, acting, direction, and audience engagement.

Learning Outcome :

After the completion of this paper students will get to :

- Understand the basic components and history of theatre as a communicative art.
- Analyse the narrative and performative techniques used in theatre and apply them to media.
- Explore the use of space, voice, and body in performance for effective storytelling.
- Examine the role of theatre in social messaging, mass appeal, and public discourse.
- Develop creative thinking and group collaboration through theatre-based activities.

4 CREDITS = 3 Lectures + 1 Tutorial

60 Hours = 45 Hrs. (L) + 15 Hrs. (T)

Unit 1: Introduction to Theatre and Communication

- What is theatre? Theatre as a medium of communication, Theatre vs. film and media performance
- The role of the audience in live performance
- Theatre in oral traditions, rituals, and folk storytelling

Unit 2: Elements of Drama and Performance

- Plot, character, dialogue, setting, theme
- Voice modulation, body language, and space
- Role of the actor, director, and scriptwriter
- The process from script to stage, Introduction to script analysis and blocking

Unit 3: Theatre and Media: Intersections

- Adaptation of plays into film, television, theatre in radio, podcasts, and digital storytelling
- Theatre for social change and development communication. Street theatre, forum theatre, and activist performance, Case studies: Augusto Boal, Anna Deavere Smith, feminist and queer performance
- Media coverage of theatre and performance events
- Theatre in the digital age: Virtual theatre and livestreaming

Unit 4: Traditional and Contemporary Theories of Contemporary of Theatre

- Classical Western traditions: Greek, Roman, Medieval, Renaissance
- Eastern traditions: Sanskrit theatre, Chinese opera, Japanese Noh and Kabuki
- Indigenous and folk theatre practices
- Theatre of the 19th and 20th centuries: realism, absurdism, political theatre

Suggested Readings :

- **Schechner, Richard.** *Performance Studies: An Introduction*
- **Brook, Peter.** *The Empty Space*
- **Boal, Augusto.** *Theatre of the Oppressed*
- **Cohen, Robert.** *Acting One*
- **Hodge, Alison (Ed.).** *Twentieth Century Actor Training*

- **Schechner, Richard.** Performance Studies: An Introduction
- **Brockett, Oscar G., and Franklin J. Hildy.** History of the Theatre
- **Wilson, Edwin, and Alvin Goldfarb.** Theatre: The Lively Art
- **Esslin, Martin.** The Theatre of the Absurd
- **Cohen, Robert.** Theatre: Brief Version

SEM VIII : AMJ 2 (THEORY) (4 CREDITS)

CORPORATE COMMUNICATIONS

Course Objective: The objective of this major paper/course is to prepare proficient corporate communicators for the government & Industry. This course introduces the principles and practices of corporate communication, focusing on strategic messaging, reputation management, stakeholder engagement, and crisis communication.

Learning Outcome :

After the completion of this paper students will get to :

- Understand Corporate Communications and its significance
- Critically Analyse Media and tools for Corporate Communications
- Able to implement the theories of Corporate Communications into practice
- Prepare an Effective Corporate Communications campaign

4 CREDITS = 3 Lectures + 1 Tutorial

60 Hours = 45 Hrs. (L) + 15 Hrs. (T)

Unit 1: Understanding Corporate Communications

- Corporate Communications: Concept & Definitions, Role, Scope, Functions
- Introduction to Organizational Communication
- Public Relations vs Corporate Communications
- Corporate Image, Identity & Reputation
- Role of a Corporate Communicator and skills required

Unit 2: Internal Communications

- Employee Relations: Concept & Definitions, Significance
- Developing and Maintaining Employee Relations
- Corporate Communication tools for Internal Communication
- House Journals, Annual Reports, Communication through Mobile application

Unit 3: External Communication

- Brochures, Magazines, Corporate Literature, Coffee table book
- Corporate Films & Videos, Events, Exhibition, Sponsorships, Lobbying
- Using Mass Media for Image building and Reputation Management
- Corporate Advertising, Social Advertisements & Advertorials/ Infomercials

Unit 4: Crisis Communications

- Crisis: Definition, Various types of Crises, Crisis Communication
- Corporate Social Responsibility (CSR)
- Effective Corporate Communication Campaign Design
- Changing trends in Corporate Communications
- Ethics in Corporate Communications

Suggested Readings :

- Banik,G.C.(2006). PR & Media Relations. Mumbai, India: Jaico Publishing House.
- Butterick,Keith.(2012). Introducing Public Relations .New Delhi, India: .Sage Publications India Pvt Ltd.
- Center,AllenH.Jackson,Patrick. Smith,Stacey. Stansberry, Frank R (2008).Public Relations Practices. Delhi, India : PHI Learning Pvt.Ltd.
- Kaul,J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly,Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.
- Nayyar,Deepak.(2006).Public Relations Communication. Jaipur, India: ABD Publishers
- Reddi,C V Narasimha.(2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd.

SEM VIII : AMJ 3 (PRACTICAL) [4 CREDITS]
(Based on AMJ - 1 THEATRE FOR COMMUNICATION & AMJ - 2 CORPORATE COMMUNICATIONS)

Course Objective: The course aims to give hands-on practice in theatre and corporate communication. It also provides an assignment-based approach towards international communication to get better global exposure of the media landscape. The paper aims to make students equipped with skills to handle public relations and crisis management for the corporate. The practical knowledge of theatre aims to create actors and sensitive directors

Learning Outcome :

After the completion of this practical paper students will get to :

- Perform theatre
- Able to handle PR of any corporate
- Train in crisis management
- Understand the geopolitics and global media scenario

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
N/A	120	N/A	3	N/A	4	N/A	N/A	N/A	100	N/A	100	N/A	40	N/A+100 =100

Marks Distribution of End Semester Practical Examination

- Practical – 60 Marks ● Viva-Voce – 20 Marks ● Practical File – 20 Marks

GROUP 1

Practical (Studio/Field) Work for AMJ 1(Theatre For Communication)

- Compare theatre with another mass medium (TV, film, radio) in terms of immediacy, audience interaction, and message delivery.
- In pairs or small groups, rehearse and present a 3–5 minute scene with a focus on voice and body language.
- Choose a character from a play and write a detailed profile describing motivation, background, and role in the narrative.
- Choose a short play and adapt it into a podcast or short video. Submit script and rationale (300 words).
- In groups, devise and perform a 5-minute street play on a social issue. Submit a short report (500 words) on the concept and impact.
- Choose a theatre initiative (e.g., Jana Natya Manch, Augusto Boal's Theatre of the Oppressed) and present its relevance to communication.
- Explore a traditional form of theatre (e.g., Natyashastra, Commedia dell'arte) and present its historical and performative context.
- Compare and contrast two global theatre traditions and how they reflect their respective societies.
- Make a film based on any drama/ literature of your choice in any Indian language
- Close reading and analysis of nay resistance play

GROUP 2

Practical (Studio/Field) Work for AMJ 2 (Corporate Communications)

- Study and prepare a report on Corporate Communications tools used by business houses
- Investigate, prepare and present PPT on CSR done by business organization.
- Investigate, prepare and present PPT on Using Mass Media for Image building and Reputation Management by Corporates.
- Prepare a report on Case Studies of PSUs/ Corporates/Government Crises Management.
- Design an Effective Corporate Communications campaign for any business houses.
- Join any private/ public Corporate Communication or public relations office as intern, take a project and submit a report in the end.

----- **END** -----

Minor Paper for Mass Communication Students

Discipline - Library, Information, Media Sciences

**Course Structure & Syllabus for
Mass Communication-Video Production Programme
Under Four Year Under-Graduate Programme (FYUGP)
2022**

Minor (Vocational/Discipline Based)

Course – Digital Media Marketing Management

**As per NEP
2020
Regulations**

**Course Structure & Syllabus for
Mass Communication-Video Production Programme
Under Four Year Under-Graduate Programme (FYUGP) 2022**

As per NEP 2020 Regulations

Prepared and Proposed by:

Dr. Neha Tiwari

Professor In-charge,
Department of Mass Communication,
Assistant Professor (Sr), Department of English,
Karim City College, Jamshedpur, Jharkhand, India

Dr. Rashmi Kumari

Assistant Professor, Department of Mass Communication

In association with

Mr. Bapi Murmu

Guest Faculty, Department of Mass Communication

Ms. Taaseir Shahid

Guest Faculty, Department of Mass Communication

Declaration

This is to declare that this syllabus for UG is upgraded in accordance with the FYUGP curriculum framework (DHTE letter no 1072, dated /19/07/2022 and subsequent letter 1079, dated 20/07/2022) and as per the guidelines stated in it. The syllabus is as per the following

1. FYUGP Curriculum Framework
2. UGC LOCF
3. NET
4. Following top ranked Indian Universities
 - a) Indira Gandhi National Open University, New Delhi
 - b) Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal
 - c) Odisha State Open University, Sambalpur
5. Film and Television Institute of India, Pune
6. Indian Institute of Mass Communication, New Delhi
7. SWAYAM Portal
8. Guru Gobind Singh Indraprastha University, New Delhi
9. Industry Experts News, Radio, Television, New Media and Film Industry
10. Rourkela Institute of Management Studies, Odisha

Dr. Neha Tiwari
Prof. In-Charge
Dept. of Mass Communication,
Karim City College, Jamshedpur, Jharkhand, India

SEM 2: MINOR-2 DIGITAL MEDIA MARKETING MANAGEMENT
MN 2A – INTRODUCTION TO DIGITAL MARKETING (4 CREDITS)

Course Objective: This minor paper aims to understand the basic Concepts of Digital Media Management & Digital marketing and the road map for successful Digital marketing strategies.

Learning Outcome:

After the completion of this paper, students will get to:

- Understand the digital media management
- Know about the fundamentals of digital marketing
- Understand the strategies for digital marketing
- Learn to use the correct tools & terminology
- Know about the different types of advertising for digital marketing

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1 : Fundamentals of Digital Marketing

- Fundamentals of Digital Media Management, Traditional Marketing Vs. Digital Marketing, Marketing as part of Digital Media Management,
- Digital Marketing & Its Significance, Evolution of Digital Marketing
- Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities
- Youth & Netizen's expectation & Influence on Digital Marketing.

Unit 2: Digital Market in India

- The Digital Users in India, Digital Marketing Strategy- Consumer Decision Journey
- POEM Framework, Segmenting & Customising Messages
- Digital Advertising Market in India, Skills in Digital Marketing
- Digital Marketing Plan

Unit 3 : Digital Marketing: Terminology & Tools

- Terminology used in Digital Marketing
- PPC and Online marketing through Social Media, Social Media Marketing, SEO techniques Keyword Advertising
- Google Webmaster and Analytics Overview
- Affiliate Marketing, Email Marketing, Mobile Marketing

Unit 4 : Types of Advertising for Digital Marketing

- Different types of Ad tools, Buying Models
- Display Advertising, Terminology, Types of Display Ads, Different Ad formats
- Ad Placement Techniques, Programmatic Digital Advertising

Practical Work

- Take any brand as a case study & prepare a report on its digital marketing campaign.
- Design a digital marketing campaign for an imaginary brand of your choice.

Suggested Readings

- Digital Marketing –Kamat and Kamat-Himalaya Publication
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill Publication
- Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

MINOR-2 DIGITAL MEDIA MARKETING MANAGEMENT
SEM 4: MN 2B – SOCIAL MEDIA MARKETING & MANAGEMENT (4 CREDITS)

Course Objective: The Objective of this minor paper is to know the importance of Social Media Platforms in Digital Marketing, and to understand the various technical tools & their importance.

Learning Outcome:

After the completion of this paper students will get to:

- Know about the fundamentals of social media
- Understand the significance of social media in marketing
- Learn to use the correct tools & terminology
- Know about the strategies to optimize

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1 : Fundamentals of Social Media Marketing

- Fundamentals of Social Media Marketing & its significance,
- Necessity of Social Media Marketing,
- Building a Successful strategy: Goal Setting, Implementation

Unit 2 : Fundamentals of Social Media Marketing

- Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Adformats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising Campaigns, Facebook Avatar, Apps, Live, Hashtags
- LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign
- Twitter Marketing:- Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram& Snapchat basics.

Unit 3 : Fundamentals of SEO

- Introduction to SEO, How Search engine works, SEO Phases, History of SEO, How SEO Works, Googlebot (Google Crawler), Types of SEO technique, Keywords, Keyword Planner tools
- On page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in
- Off page Optimization- About Off page optimization, Authority & hubs, Backlink, Blog Posts, Press Release, Forums, Unnatural links.

Unit 4 : Fundamentals of SEO

- Social media Reach- Video Creation & Submission, Maintenance- SEO tactics, Google Search

Engine, Other Suggested tools

Practical Work

- Study ICICI Bank's as India's Most Social Bank on Facebook
- Study the Barclays Business Banking SEO campaign (SEO)

Suggested Readings

- Digital Marketing –Kamat and Kamat-Himalaya Publication
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill Publication
- Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

MINOR-2 DIGITAL MEDIA MARKETING MANAGEMENT
SEM 6: MN 2C – ADVERTISING TOOL'S OPTIMIZATION & ANALYTICS
(4 CREDITS)

Course Objective: The Objective of this minor paper is to learn to create an effective Ad Words campaign & Advertising and Positioning with respect to the Digital marketing and management

Learning Outcome:

After the completion of this paper students will get to:

- Know about the fundamentals of advertising
- Understand the strategies for marketing and advertising
- Learn to use the correct types & tools for advertising
- Know about the social media analytics

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1 : Fundamentals of Advertising

- Advertising & its importance, Digital Advertising, Different Digital Advertisement

Performance of Digital Advertising:- Process & Players, Display Advertising Media, Digital Metrics

Unit 2 : Advertising Pricing Models

- Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship
- Targeting:- Contextual Targeting, remarking, Demographics, Geographic & Language Targeting.

Unit 3 : Advertising Types & Tools

- Display Advertising, different ad tools, terminology, types of display ads, and different ad formats
- Ad placement techniques, ROI measurement techniques, AdWords & AdSense
- YouTube Advertising:- YouTube Channels, YouTube Ads, Type of Videos, Targeting & optimisation, Designing & monitoring Video Campaigns, Display Campaigns

Unit 4 : Social Media Analytics

- Analytics : Facebook insights, Twitter analytics, YouTube analytics, SocialAd analytics /ROI measurement.
- Goals and E-Commerce Tracking: Setting up goals, Goal reports, E-commerce tracking
- Actionable Insights & The Big Picture: Finding actionable insights, getting the organisation involved
- Data-driven culture : Resources Common mistakes analysts make, Additional Web analytics tools.

Practical Work

- Create a display advertising

Suggested Readings

- Digital Marketing –Kamat and Kamat-Himalaya Publication
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill Publication
- Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

MINOR-2 DIGITAL MEDIA MARKETING MANAGEMENT
SEM 8: MN 2D – WEBSITE HOSTING, DEVELOPMENT & ANALYTICS
(4 CREDITS)

Course Objective: The Objective of this minor paper is to learn about developing and managing a website, and understanding web analytics

Learning Outcome:

After the completion of this paper students will get to:

- Know about the fundamentals of digital marketing
- Understand the strategies for digital marketing
- Learn to use the correct tools & terminology
- Know about the different types of advertising for digital marketing

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1 : Web Hosting

- Domain & Web Hosting:- Domain, Types of Domain, Where to Buy Domain, Web hosting, buying Webhosting
- Website Planning & Development- Website, Types of Websites, Phases of website development, Keywords: Selection process

Unit 2 : Wordpress & Tools

- Building Website using Word press- Introduction to WordPress, CMS, Post and Page, Pages and Landing Pages
- Wordpress Plug-ins- Different Plug-ins, social media Plug-ins, page builder plug-ins

Unit 3 : Web Analytics

- Web Analytics : What's analysis?, Small businesses, Medium and Large scale businesses
- Analysis vs intuition, Introduction to web analytic

Unit 4 : Google Analytics

- **Google Analytics** : Working of Google Analytics, Accounts, Profiles, Users navigation, Basic metrics, main sections of Google Analytics reports, Traffic Sources Direct, referring, search traffic, Campaigns AdWords, AdSense.
- **Content Performance Analysis** : Page Performance, Event Tracking and AdSense, Site Search.
- **Visitor Analysis**: Unique visitors, Geographic and language information, Technical reports, Benchmarking.

Practical Work

- Plan a display advertising campaign

Suggested Readings

- Practical Web Analytics for User Experience, How Analytics Can Help You Understand Your Users, By [Michael Beasley](#) · 2013
- Advanced Web Metrics with Google Analytics By Brian Clifton · 2010

Minor Paper for Non-Mass Communication Students

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Mass Communication-Video Production Programme Under Four Year
Under-Graduate Programme (FYUGP) 2022**

As per NEP 2020 Regulations

Prepared and Proposed by:

Dr. Neha Tiwari

Professor In-charge,

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5. Film and Television Institute of India, Pune
6. Indian Institute of Mass Communication
7. SWAYAM Portal
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Dr. Neha Tiwari
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Department of Mass Communication,
Karim City College, Jamshedpur, Jharkhand, India

SYLLABUS UG MINOR 1A UNDER MASS COMMUNICATION

MINOR- 1A – INTRODUCTION TO MASS COMMUNICATION (4 CREDITS)

Course Objective: The objective of this paper/course is to familiarise students to the universe of communication and media through concepts, different types of mass media and its importance. They must be able to understand the media ecology and how it functions. The aim is also to make them acquainted with print media and related personalities.

Learning Outcome:

After the completion of this paper students will get to:

- Understand communication, process, types and levels
- Define mass communication from traditional to new media
- Learn Communication in relation with society at large
- Understand the concept of print media

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1: Media: An Introduction

- Beginning of Communication: Historical Perspective
- Traditional Folk Media
- Print, Radio, Television
- Social Media, New Media

Unit 2: Introduction to Print Media - I

- Print Media: Definition, Characteristics and Significance
- Types of Print Media
- Journalism: Concept, Functions and Significance
- Trends in Journalism

Unit 3: Introduction to Print Media - II

- Major Newspapers: Bengal Gazette, Udant Martand, Jam-i-Jahan-Numa
- The Times of India, The Hindu, Prabhat Khabar
- Major Personalities in Print Media in India: Raja Ram Mohan Roy, Mahatma Gandhi,
- Bal Gangadhar Tilak, Ganesh Shankar Vidyarthi, B.R. Ambedkar

Unit 4: Media & Everyday Life

- Discussions around Media & Everyday Life
- Public Opinion, Publicity, Propaganda
- Media & Public Sphere
- Social Responsibilities of Media

Practical Work

- Prepare a Project File on Famous Journalists.
- Prepare a Report on the Given Contemporary Issue being Discussed in Media.

Suggested Readings:

- Kumar. J. Keval, (2020) *Mass Communication in India*, Jaico Publishing House, Bombay, (New Ed.)

- Adler. Ronald. (2013). *Understanding Human Communication*, Delhi: Oxford University.
- McQuail, Denis. (2010). *McQuail's Mass Communication Theory*, Thousand Oaks, United States: Sage.
- Gupta, M.R (2010). *Mass Communication: A Simple Approach*, New Delhi: Raj Publications.
- Fiske John, (1982). *Introduction to Communication Studies*, Routledge Publication.
- Ruffner Michael and Burgoon Michael, (1981). *Interpersonal Communication*, New York, Holt, Rinehart and Winston.

SYLLABUS UG MINOR 1B UNDER MASS COMMUNICATION

MINOR- 1B –INTRODUCTION TO RADIO AND TELEVISION (4 CREDITS)

Course Objective: This paper/course aims to familiarise students with the universe of radio and television through concepts, emergence, significance, and impact on audiences. They must be able to understand the functions and recent developments. The aim is also to acquaint them with radio and television as mediums for mass communication.

Learning Outcome:

After the completion of this paper, students will get to:

- Understand the role and responsibilities of radio and television as Public Service Broadcasters.
- Learn radio and television as mass communication concerning society at large.
- Explore recent trends in radio and television.
- Know the utility of radio and television in awareness, information, education, and entertainment.

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1: Radio in India - I

- Radio as a Medium of Mass Communication, Significance
- Emergence of Radio, The Beginning of Radio in India
- Public Service Broadcasting - Concept and Functions
- Establishment of Akashwani, Prasar Bharati

Unit 2: Radio in India - II

- Akashwani: Hierarchy, Major wings, Important Channels
- Radio: Different Types of Programmes,
- Transmission Methods: AM, FM, Satellite
- Major Private FM Channels in India, Role of Radio in India

Unit 3: Television in India - I

- Television as a Medium of Mass Communication
- Emergence of TV, The Beginning of Television in India
- Role of Doordarshan in Entertainment, Education and Awareness
- Different Channels of DD

Unit 4: Television in India - II

- Different Types of programmes format
- Major Private Entertainment Channels
- Major Private News Channels
- Impact of Television, Recent Trends

Practical Work

- Prepare a Project File on any five popular programmes of Akashwani.
- Prepare a Report on one entertainment programme and one news-based programme on Television.

Suggested Readings:

- Kumar. J. Keval, (2020) *Mass Communication in India*, Jaico Publishing House, Bombay, (New Ed.).
- Gupta, M.R., (2010). *Mass Communication: A Simple Approach*, New Delhi: Raj Publications.
- Fiske John, (1982). *Introduction to Communication Studies*, Routledge Publication.
- Singh DevVrat (2012). *Indian Television – Content, Issues and Debate*, Har-anand Publications, New Delhi.
- Chatterjee P. C. (1990). *Broadcasting in India*, Sage, New Delhi.
- Hasan Seema, (2013). *Mass Communication: Principles and Concepts*, CBS Publishers, New Delhi.
- Amanda, W. (2012). *Media Production: A Practical Guide To Radio And TV, T and F India*.

SYLLABUR UG MINOR 1C

MINOR - 1C - ONLINE JOURNALISM AND SOCIAL MEDIA (4 CREDITS)

Course Objective : This course aims to equip students with essential skills in online journalism and social media, focusing on digital journalism, content creation, audience engagement, ethical practices, and the use of emerging technologies to produce, distribute, and promote news effectively across various online platforms.

Learning Outcome :

After the completion of this paper students will get to :

- Understand Virtual Cultures and Online Journalism
- Analyze the impact of social media on journalism and news consumption
- Apply ethical and legal standards in online journalism practices
- Critically evaluate online journalism trends and emerging technologies
- Utilize social media tools for news gathering, reporting, and audience engagement

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1 : Understanding Online Journalism

- Definition and scope of online journalism
- Differences between traditional and online journalism
- Evolution of digital journalism
- Characteristics of news on the web (speed, interactivity, multimedia)
- Key terminology (hypertext, blog, vlog, podcast, etc.)

Unit 2 : Basics of News Writing for the Web

- Writing headlines, leads, and content for online platforms
- Principles of web readability (SEO basics, scannable text, bullet points)
- Use of hyperlinks, multimedia (images, audio, video) in storytelling
- Fact-checking and credibility in digital content
- Ethics in online journalism (clickbait, fake news, plagiarism)

Unit 3 : Understanding Social Media

- Overview of major social media platforms (Facebook, Twitter/X, Instagram, YouTube, LinkedIn, etc.)
- Role of social media in news gathering and dissemination
- Differences between social media content and journalistic content
- Citizen journalism and user-generated content
- Challenges of misinformation and echo chambers

Unit 4 : Practical Skills and Trends

- Creating a blog or micro-news site using basic tools (e.g., WordPress, Blogger)
- Introduction to content scheduling tools (e.g., Buffer, Hootsuite)

- Live tweeting and reporting via Instagram Stories or YouTube
- Analytics basics: understanding reach, engagement, and impressions
- Emerging trends: Mobile journalism (MoJo), AI in journalism, podcasting basics

Practical (Studio/Field) Work :

- Blog/Instagram post project on current events
- Short video or podcast on a local story
- Write a news story for online journalism on a topic of your choice

Suggested Readings :

- Vincent Miller. *Understanding Digital Culture*. Sage Publications, 2011.
- Lev Manovich *What is New Media? In The Language of New Media* Cambridge, MIT Press. pp19-48. 2001.
- Baym, Nancy K. *Personal Connections in the Digital Age*. Polity, 2010. Chapter 3
- Goldsmith, Jack, and Tim Wu. 2006. *Who Controls the Internet? Illusions of a Borderless World*. Oxford University Press, US
- O'Reilly, Tim, *What is web 2.0: Design Patterns and Business Models for the Next*, 2005
- *Generation Software*. O'Reilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
- Grossman, *Iran Protests: Twitter, the Medium of the Movement*
- Lemann, Nicholas. 2006. *Amateur Hour: Journalism without Journalists*

SYLLABUR UG MINOR 1D
MINOR – 1D – INTRODUCTION TO INDIAN CINEMA (4 CREDITS)

Course Objective : This course/paper provides an overview of Indian cinema, exploring its historical evolution, cultural impact, and key filmmakers. It aims to develop critical understanding of cinematic language, genre, and representation in Indian Cinema, while examining their role in shaping societal narratives and national identity.

Learning Outcome :

After the completion of this paper students will get to :

- Understand the language of cinema
- Know the historical development of Indian Cinema
- Learn cinema in relation to socio-political and cultural factors
- Understand the role of cinema in shaping Indian identity
- Evaluate the global impact and reception of Indian cinema

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1 : Overview of Indian Cinema

- Cinema: Definition and evolution, Indian cinema: Definition and scope
- Historical beginnings: Dadasaheb Phalke and *Raja Harishchandra*
- Growth of the film industry in pre- & post-Independence India
- Structure of the Indian film industry: Bollywood and regional cinemas

Unit 2 : Genres, Themes, and Film Language

- Major genres in Indian cinema: mythological, historical, social drama, romance, action, parallel cinema
- Common themes: family, tradition vs. modernity, patriotism, socio-political issues
- Basic elements of film language: narrative structure, character archetypes, song and dance sequences
- Role of music and melodrama in Indian films

Unit 3 : Indian Cinema and Society

- Portrayal of caste, class, gender, and religion in Indian films
- Cinema as a tool for social change and cultural identity
- Censorship, certification, and the role of CBFC
- Impact of digital platforms (OTT) on the Indian film landscape

Unit 4 : Film Appreciation and Analysis

- How to watch and analyze a film critically
- Narrative structure and character development
- Basics of film aesthetics: sound, editing, cinematography, color

- Film reviews and critiques

Practical (Studio/Field) Work :

- Write reviews or reflections on selected Indian films
- Short presentation on a regional cinema or filmmaker
- Comparative essay on Bollywood vs. regional cinema

Suggested Readings :

- Prasad, Madhava (1998). *Ideology of Hindi Film*, New Delhi: Oxford University Press
- Rajadhyaksha, Ashish (2016). *Indian Cinema: A Very Short Introduction*. Oxford University Press. ISBN 978-0-19-872309-7
- Saran, Renu (2012). *History of Indian Cinema*, Diamond Publication, New Delhi
- Taamrakar, Shriram. *Encyclopedia of Hindi Cinema*

SYLLABUS UG MDC UNDER MASS COMMUNICATION

MDC – UNDERSTANDING COMMUNICATION (3 CREDITS)

Course Objective: The objective of this paper/course is to familiarize students to the universe of communication and media through concepts, different types of mass media and its importance. They must be able to understand the media ecology and how it functions. The course will train them in designing and using communication in an appropriate way.

Learning Outcome:

After the completion of this paper students will get to:

- Conceptualize communication, process, types and levels
- Learn designing communication
- Learn communication in relation with society at large
- Understand the importance of correct communication and etiquettes

3 CREDITS = 2L + 1T

45 Hours = 30 Hrs. + 15 Hrs.

Unit 1: Understanding Communication

- Communication: Concept, Characteristics, Significance
- Communication: Elements, Process
- Communication: Classification
- Barriers in Communication

Unit 2: Designing Communication - I

- Designing Message of Communication
- Seven C's of Communication
- Criteria for Selection of Appropriate Medium
- Importance of feedback, Communication Ethics

Unit 3: Designing Communication - II

- Selection of Correct Language
- Importance of Voice Modulation
- Correct Body Language, Correct Dressing
- Basic Etiquettes in Communication

Suggested Readings:

- Kumar. J. Keval, (2020) *Mass Communication in India*, Jaico Publishing House, Bombay, (New Ed.)
- Adler. Ronald. (2013). *Understanding Human Communication*, Delhi: Oxford University.
- McQuail, Denis. (2010). *McQuail's Mass Communication Theory*, Thousand Oaks, United States: Sage.
- Gupta, M.R (2010). *Mass Communication : A Simple Approach*, New Delhi: Raj Publications.
- Fiske John, (1982). *Introduction to Communication Studies*, Routledge Publication.
- Ruffner Michael and Burgoon Michael, (1981). *Interpersonal Communication*, New York, Holt, Rinehart and Winston.