

**MA Communication
2018 admission onwards**

SYLLABI

18CMJ501	Media, Politics and Society	4 0 0 4
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UNIT 1

Role of media in the democratization process. Tracing the roots of democracy, political thought and media. Modern day threats to democracy – media ownership, corporate interference and state control mechanisms. Freedom of expression and media in transition.

UNIT 2

Comparative politics and ideology, introduction to political socialization - Sources and effects. Roles of media in democracies and authoritarian regimes, Redefinition of media, additional responsibilities for the media, Advocacy Journalism, Muckraking, Comparative socio-political perspective of media as a political actor

UNIT 3

Media and Politics – social perspectives around the World: Political parties, electoral processes and media debates, political campaigns, media coverage and analysis. Europe, Americas, Africa, Asia, Australia and Middle East.

UNIT 4

Media and Politics – social perspectives around the World: National issues, political actors and media debates. Ethics, responsibilities and trends.

UNIT 5

Media and Politics – social perspectives around the World: Social media tools: Online political presence. Gender representation of political actors and audiences in online political space.

REFERENCES

1. Almond. (2003) *Comparative Politics Today: A World View*, 8/E , Pearson Education India,
2. Bennett, W. L. and Entman, R. M. (Eds.) (2001), *Mediated Politics: Communication in the Future of Democracy*, Cambridge University Press
3. Gunther, R. and Mughan, A. (Eds.) (2000) *Democracy and the Media: A Comparative Perspective*, Cambridge University Press
4. Hague, R. and Harrop, M. (2013) *Comparative Government and Politics: An Introduction*, Palgrave Macmillan
5. [Jan E. L.](#) (2003) *Mass Media and Politics: A Social Science Perspective (New Directions in Political Behavior)*, Houghton Mifflin Company.
6. Briggs, A. and Burke, P. (2010) *A Social History of the Media: From Gutenberg*, Third edition, Polity Press
7. Curran, J. (2002). *Media and Power*. Routledge, Taylor and Francis
8. O'Sullivan, T. and Yvonne, J. (2009) *The Media studies Reader*, Bloomsbury Academic.

UNIT 1

Media laws Focus: Journalism

Constitutional provisions and guarantees in various countries.

Media ethics Focus: Philosophy of ethics

Theoretical background for ethics – deontological theories vs. teleological theories. Moral development and journalism. Moral Justification for journalism.

UNIT 2

Media Law Focus: Freedom of Expression

National Security - comparing laws in US and UK. Indian Emergency. Provisions for restricting content providers (News of the week and Twitter, Facebook and Government of India).

Provisions for getting free access to important information (Indian RTI act).

Media Ethics Focus: War Reporting

Censorship. Fairness and Balance. Truth and Objectivity.

UNIT 3

Media Law Focus: Rights and duties

Human rights, minority rights, women's rights - legal provisions and constitutional guarantees in different countries. Defamation - libel, slander. Criminal and civil contempt. Shield Laws for Journalists. Privacy, Plagiarism and Copyright violations. Intellectual Property Rights.

Media Ethics Focus: Plagiarism, Whistle blowing.

Source Protection. Confidentiality. Conflict of Interest.

UNIT 4

Media Ethics Focus: Reporting Diversity

Ethics for - investigative journalism, covering communal disputes, natural calamities, ethnic conflict and reporting gender. Sexuality, age and disability

Media Laws: A discussion on evolving laws related to LGBT

UNIT 5

Media Ethics Focus: Evolving code of ethics

Code of ethics for different organizations. *Broadcasting Content Complaints Council.*

Advertising Standards Council of India, Editors Guild. Public broadcasting vs private channels.

The changing roles of journalism and journalists - Wikileaks, whistleblowers, citizen journalism and multimedia storytelling. Cross-cultural global perspectives on ethics–feminist, post-modern, communitarian and post-colonial.

Media Laws: Emerging cyber laws and broadcast regulations in India.

REFERENCES

1. Alia, V. (2004). *Media Ethics and Social Change*. New York: Routledge.
2. Dodd, M. and Hanna, M. (2014). *McNae's Essential law for Journalists*. Oxford: Oxford University Press
3. Jacquette, D. (2007). *Journalism Ethics: Moral Responsibility in the Media*. Pearson Education.
4. Klein, N. (2009). *No Logo*. Picador.
5. Meyers, C. (Ed.). (2010). *Journalism Ethics: A philosophical approach*. Oxford University Press.

6. Pavlik, J. (2008). *Media in the digital age*. New York: Columbia University Press.
7. Plaisance, P.L. (2009). *Media Ethics: Key principles for responsible practice*, New Delhi: Sage.
8. Price, M.E., Verhulst, S.G. and Morgan, L. (Ed.) (2013). *Routledge handbook of media law*. New York: Routledge.
9. Rosenstiel, T. and Mitchell, A. (Eds.) (2003). *Thinking clearly: Cases in Journalistic Decision Making*. New York: Columbia University Press.
10. Sanders, K. (2003). *Ethics and Journalism*. New Delhi: Sage.

WEB REFERENCES

1. <http://presscouncil.nic.in/>
2. <http://mib.nic.in/Codes%20Guidelines%20%20%20Policies.aspx>
3. http://www.nbanewdelhi.com/pdf/final/NBA_code-of-ethics_english.pdf
4. <http://www.ibfindia.com/>

18CMJ503

Communication Research

4 0 0 4

UNIT 1

Introduction and Overview: Meaning, concept, nature, types and characteristics of research. Scientific Inquiry. Philosophical and Sociological foundations of research. Interdisciplinary approach and its implications. Research practice: Critical analysis and writing of mass media research articles.

UNIT 2

Research proposal and its elements: Concepts, constructs, variables. Measurement: Levels and of measurement. Identification of research problem. Literature survey and review; The research question, Setting the objectives, framing of hypotheses. Research practice: Literature survey and review, Bibliography.

UNIT 3

The Research Design: Qualitative, quantitative and mixed approaches. Concept of sampling sample size; sampling error; Probability and non-probability samples, their characteristics and implications Tools of data collections. Research approaches: Quantitative – Survey- Survey accuracy -Cross-sectional surveys Repeated cross-sectional surveys –Pretesting. Qualitative: Content analysis, Case Studies, In-depth Interviews, Focus group. Research practice: Planning, designing and presenting a research proposal.

UNIT 4

Data Analysis: Statistical measures and their significance. Reliability, Validity, Central tendencies, variation, skewness, correlation, cross tabulation. Testing of Hypotheses: Parametric and Non parametric tests. Tabulation and graphical representations. Research practice: Presentation of data and findings

UNIT 5

Report Writing: The structure of a good research report- writing the research report, data analysis and presenting the findings. Plagiarism: Flipside, Avoiding Plagiarism, Using anti plagiarism software.

REFERENCES

1. Anderson, J. (1987). *Communication research: Issues and methods*. New York: McGraw-Hill.
2. Balnaves, M., & Caputi, P. (2001). *Introduction to quantitative research methods: An investigative approach*. London: Sage Publications.
3. Berger, A. (2000). *Media and communication research methods an introduction to qualitative and quantitative approaches*. Thousand Oaks, Calif.: Sage Publications.
4. Black, T. (2005). *Doing Quantitative Research in the Social Sciences: An Integrated approach to*
5. *Research Design, Measurement and Statistics*. New Delhi: Sage Publication.
6. Field, A. (2005). *Discovering statistics using SPSS* (2nd ed.). London: SAGE.
7. Francozi, R (2008). *Content Analysis* Volume1 -4, London: Sage Publications.
8. Jensen, Klaus, B (2002). *Hand book of Media and Communication Research – Qualitative and Quantitative Research Methods*, London: Routledge.
9. Krippendorff, K. (2013). *Content Analysis - 3rd Edition: An Introduction to Its Methodology*. Thousand Oaks: SAGE Publications.
10. McQuail, D. (2005). *Communication theory & research an ECJ anthology*. London: SAGE.
11. Priest, S. (2010). *Doing media research: An introduction* (2nd ed.). Los Angeles: Sage.
12. Wimmer, R., & Dominick, J. (2007). *Mass media research: An introduction*. USA: Thomson Wadsworth.

UNIT I

Understanding Cinema: The language of film – Mise en Scene, Cinematography, Editing, Sound, Formalism and Realism, Film Techniques and Film Form. Early Cinema, Mainstream and Alternative Film Forms. Exp – Distribution and Exhibition of Cinema.

UNIT II

Critical Approaches to Film: Authorship – Reflections on Authorship, Post-structuralism and Recent Developments. Genre – Film Genre and Narrative, Film genre, society and history, Contemporary Film Genres and Postmodernism. Stars – The Real Person, Economic capital/commodity, Role character and Performance, Image, Representation and Meaning. Meaning and Spectatorship - The evolution and rise of Film Movements - Experimental Film.

UNIT III

Film Narratology: The semiotics of narrative, Film as a narrative art, Contemporary models of formal structure, Plot and sub-plot analysis, Semantic and syntactic approaches, The problem of point-of-view, Focalization and filtration, Narration in film, Types of filmic narrator, character narration, Gender in voice-over narration, Unreliability, The cinematic narrator, Enunciation and cinematic narration, Cognitive approaches to narration, Recent theories of the cinematic narrator and Tense.

UNIT IV

Film Theories: Structuralism and semiotics - the foundations of contemporary film theory. Structuralism and Psychoanalysis. Apparatus theory - Jean-Louis Baudry and Christian Metz, Screen theory: Colin McCabe and Stephen Heath. Auteur Theory. Feminism and film - Visual pleasure and identificatory practices. Cinema of the other - Postcolonialism, race and queer theory. Philosophers and film - Gilles Deleuze and Stanley Cavell. Film as art - History poetics and neo-formalism. The cognitive turn - Narrative comprehension and character identification.

UNIT V

Film Analysis and Appreciation – Choice of shots, camera movement, angle, design and expression – Technical film review and analysis – Approaches to Research in Film Studies.

REFERENCES

1. Abrams, Bell and Udris (2001). *Studying Film*, London: Arnold.
2. Boggs M. Joseph and Petrie W. Dennis (2008), *The Art of Watching Films*, Boston: McGraw- Hill.
3. Monaco, J. (1977). *How to read a film?* Oxford University Press.
4. Mulhall (2001). *On Film*, 2nd Editing. New York: Routledge.
5. Nelmes (1996) *Introduction to film studies*. Fifth Edition, London: Routledge.
6. Nichols, B. (Ed.) (1985). *Movies and Methods: An Anthology*, Volume 2. USA: University of California Press.
7. Proferes T. Nicholas (2005). *Film Directing Fundamentals: See your film Before Shooting*. New York: Focal Press, 2005.
8. Rabiger and Hurbis-Cherrier (2008), *Directing Film Techniques and Aesthetics*, Burlington: Focal Press.
9. Rushton and Bettinson (2010). *What is Film Theory? An Introduction to Contemporary Debates*. UK: McGrae Hill.
10. Stam, Burgoyne and Flitterman-Lewis. (2009). *New vocabularies in film Semiotic: Structuralism Post-Structuralism and Beyond*. London: Routledge.

18CMJ505

Contemporary Issues: I

1 0 0 1

Looking through Regional stories - National issues at a glance – Brief summary of International Issue - Understanding Indian Politics: the hypes and hoopla - The World of Sports: Events, people and issues - Money matters: Understanding Financial and Economic news - Environmental issues: The space around us - In-depth analysis of relevant National issues - Analyzing the India connect in International stories - Editorials and Op-Eds Government Agencies and Public broadcasting- DAVP, DFP, Prasar Bharti, PrivateChannels.

REFERENCES

1. Newspapers: The Hindu, The Times of India, The Indian Express, The Economic Times,
2. The Guardian, The New York Times, The Wall Street Journal, The Independent
3. News Websites: www.bbc.com, www.livemint.com, abcnews.go.com, www.huffingtonpost.co.uk, www.thehoot.org.
4. News Agencies: – Reuters, AFP, AP, PTI, IANS
5. Magazines: - Outlook, India Today, Sportstar, TIME
6. Radio News: AIR News, BBC World Service
7. Television News: CNN-IBN, NDTV 24 x7, Times Now, BBC, CNN, Al Jazeera, Doordarshan.

18CMJ506

Environment and Social Issues: Global Perspectives

3 0 0 3

UNIT 1

Perspectives on global environmental issues: Climate change. Global dimming. The UN conference on the human environment – Stockholm (1972). Brundtland commission report (1987) and sustainable development. United Nations Framework Convention on Climate

Change (UNFCCC): Rio Earth Summit-Agenda 21 (1992). Johannesburg (2002). Copenhagen Summit (2009). UN Climate Summit, New York (2014).

Video screening of UN Climate Summit opening film – Make a world of difference.

UNIT 2

Environmental concerns facing the international community: An overview of the geographical location of countries, including trouble spots and conflict zones across the globe. Geographical concerns. Climate change and energy alternatives. Global warming and glacier issues across the boundaries.

Global changes and their impact on domestic scenario: International environment protection.

The Arctic Circle and Global Commons. Nations claiming territory around the arctic ocean.

Discussion: Biodiversity: The sixth great wave *Planet Under Pressure. BBC World News*

Assessing media coverage - past and present, issues of 'balance' and expertise in global warming debate. Scientific evidence. Media coverage. Public opinion.

UNIT 3

The impact of economic growth on the environment: Economic liberalization and environmental journalism.

Marine and nuclear pollution: Coastal pollution due to Industrial effluents, nuclear radiation.

Development and environmental concerns: Relations with other countries. Conflict of interests between economic and environmental concerns. Profit impacts.

Discussion: Development issues in the media

UNIT 4

Environmental movements in India: Chipko movement (1973). The Silent valley project (1978). Jungle Bachao Andolan, (1982). Navdanya Movement, (1982). Development Alternatives, (1983). Narmada Bachao Andolan, (1985).

Industrialized economies and environmental movements: USA- Forest movements. Philippines- Mining. Australia- wilderness. Britain. Anti-roads. Germany-Anti-nuclear.

Asian movements: Taiwan, Japan- Forest grant movement. Malaysia: Environment policies.

Analyse what groups are most affected by global environmental challenges

UNIT 5

Social issues and environment: Environmentalism. Environmental discrimination. Environment and health issues. Consumer and waste products. Urban problems related to energy. Migration and environment issues. Communication strategies of environmental NGOs - Grassroots outreach. New media in environmental activism.

Covering environmental issues: Reporting on risks and hazards in environment. Case studies and discussion.

REFERENCES:

1. Acharya, K. and Noronha, F. (Eds.) (2010). *The Green Pen: Environmental Journalism in India and South Asia*. New Delhi: Sage.
2. Doyle, T (2004). *Environmental Movement in Majority and Minority Worlds: A Global Perspective*. London: Rutgers University Press.
3. Guha, R. (2013). The past & present of Indian environmentalism. *The Hindu*. March 27, 2013.
4. Hansen, J (2004). Defusing the Global Warming Time Bomb, *Scientific American* 290, 69-77.

5. Ken.C. and Dabelko, G (2004). *Green planet blues: Environmental politics from Stockholm to Johannesburg*, Westview Press.
6. Nepal, P. (2009). *Environmental Movements in India: Politics of Dynamism and transformations*. Authorpress.
7. V. Shiva, (1999). *Staying alive: Women, ecology and development*, London: Zed Books.
8. Wapner, P. (2003). World summit on sustainable development: Toward a Post Jo'burg Environmentalism. *Global Environment Politics*, 3. pp 1-10.
9. Wapner, P. (2010). *Living through the end of Nature*, MIT Press.
10. World Commission on Environment and Development, *Our Common Future*, Oxford: Oxford University Press, 1987.

UNIT 1

News: Accuracy, Objectivity and Fairness, Writing the lead, News story structure, Hard and Soft news.

UNIT 2

Nose for news, story ideas, covering events and speeches. Converting news articles into long features. Book reviews.

UNIT 3

Interview techniques – profile interviews, getting the most out of interviews – preparing for interviews.

UNIT 4

Editing: Introduction to News Editing: What Editors do; Style and Mechanical Mistakes; Editing for Grammar and Editing for Style, Rewriting

UNIT 5

Business reporting – budgets, stock markets, currency movements

REFERENCES

1. Brady, John Joseph (2004) *The Interviewer's Handbook: A Guerilla Guide*(Techniques& Tactics for Reporters & Writers). Waukesha, WI: Kalmach.
2. Butcher, Judith, Drake C and Leach, M (2006) *Butcher's Copy Editing: The Cambridge Handbook for Editors, Copy-Editors and Proofreaders* New York: Cambridge University Press.
3. Hakemulder, Jan R and De Jonge Fay (2002) *AC News Reporting and Editing* New Delhi: Anmol Publications.
4. **Hayes**, Keith (2014) *Business Journalism - How to Report on Business and Economics* Springer Verlag.
5. Mencher, M (2003) *News Reporting and Writing*, Boston: McGraw Hill, 2003.
6. Pape, S (2006) *Feature Writing A Practical Introduction* UK: Sage Publication.
7. Rich, C (2010) *Writing and Reporting News* Wadsworth series in Mass communication and Journalism: Wadsworth.
8. Rosenauer, K. (2004). *Storycrafting: A process approach to writing news*.New Delhi: Surjeet Publications.

9. Stein, M.L, Paterno, S and Burnett, R.C (2006) News Writer's Handbook: An Introduction to Journalism, Oxford, U.K: Blackwell Publishing.

UNIT 1

Overview of earlier theories of mass communication: The rise of media industries and mass society theory. The rise of media theory in the age of propaganda. The Chicago School: social change, electronic media and democracy. Mead. Dewey. Cooley. Normative theories. Press as the fourth estate. Mass society, functionalism and pluralism. Lasswell. Media effects tradition. Early perspectives on media and society: dominant and critical paradigm. Rise of cultural theories in Europe. Post World War II- development of critical theory in North America and Europe.

UNIT 2

The Frankfurt School: Emergence of critical and cultural theories. Marxist versions. class conflict. Bourdieu. Critical cultural theory. Ideology and resistance. Hegemony. Gramsci. Critique of commodity culture society. Bourgeoisie society. Adorno, Horkheimer, Marcuse and Lowenthal.

Neo Marxism. Development of neomarxist theory in Britain. Pluralistic public forum. Critical political economy. Social constructionism.

The Toronto School: Communication technology determinism. McLuhan and Innis.

Birmingham School: Hoggart and Stuart Hall. Popular culture. Reception analysis. Feminist media studies.

Critical feminist perspective: Gender biased critique. Feminist theories. Class and gender in the hegemonic process. Post-modernism.

UNIT 3

The Annenberg school: Media and Audience: Audience theories. Use and gratification. Cultivation analysis. Gerbner.

Catharsis. Pluralism and the public sphere. Social theory: dominant positions. Social to media theory. Foucault. Actor Network theory (ANT). Social Learning Theories and Social Change. Public Sphere and Opinion: Manufacturing consent. Chomsky.

Media systems and political systems. Gunther and Mugham 2000. Effects of globalization. Media imperialism. Thussu, 2000. Neoliberalism and social movements. Political and social context. Democratic public sphere. Individualisation. Remaking of the working class.

UNIT 4

Development perspectives: Trends in development theory- Classical, modernization, dependency, cultural dependency theory (Anti imperialism). Global hegemony and development theories. Actors in the development field: State and local actors. Deconstruction of the West. Theorizing world development. Alternative development. Human development. UNDP. Human development report.

UNIT 5

Alternatives to the western model: China, India, Vietnam, Japan, Iran, Turkey and Mexico. NGO's. Social capital and digital capital. ICT4D. Cyber utopia. Development pluralism.

Asian Perspectives: The three models of media and politics: The Mediterranean or polarized pluralist model. The North/ Central European or Democratic corporatist model. The North Atlantic or Liberal model. Hallin and Mancini 2004. Sahridayata: The sadharanikaran model of communication.

REFERENCES:

1. Baran, S.J. and Davis, D.K. (2000). Mass communication theory: Foundations, ferment and future. Canada: Wadsworth Thomson Learning.
2. Boyd-Barrett, O. and Newbold, C. (Eds.).(1995). *Approaches to media; A reader*. Great Britain: Arnold.
3. Dennis, M.(2005). McQuail's mass communication theory. 5th edition. London: Sage.
4. Dissanayake, W. (Ed.). (1988). *Communication theory: The Asian perspective*. Singapore: Asia Mass Communication Research and Information Centre.
5. Hallin, D.C. and Mancini, P. (2004). *Comparing media systems: Three models of media and politics*. Cambridge: Cambridge University Press.
6. Hallin, D.C. and Mancini, P. (2011). *Comparing media systems: Beyond the western world..* Cambridge: Cambridge University Press.
7. Melkote , S.R. and Steeves, L.H. (2001). *Communication for Development in the Third World: Theory and Practice for empowerment*. New Delhi: Sage.
8. Pieterse, J.N. (2010). *Development theory: Deconstruction/ reconstructions*. 2nd edition. Singapore: Sage.
9. Sachs, W. (2010). (Ed.) *The development dictionary: n. A guide to knowledge as power*. 2nd edition. London and New York: Zed Books.
10. Yin, J (2008): *Beyond the four theories of the press: A new model for the Asian and the World press*. AEJMC.

18CMJ512 Techniques of Graphic Communication and Visual Design 202 3

UNIT 1

Introduction: Define fundamentals of design like point, line, space, shape, size and proportion, colour, tone, texture. Identification of design and graphic design. Select appropriate colour scheme for intended use. Colour: Colour theory-hue, shade, tint.

Color wheel - knowledge of various types of colour schemes-colour combination. Selection of colour, emotional appeal of colour, and response of colour.

UNIT 2

Principles of graphic design: Appreciate composition in design -Effective composition in design. art work – physical characteristics of artwork. Originals: Types of originals - Line original, Continuous original. Typeface anatomy – Variables of typefaces, Styles & six family of types, Legibility and readability of types - Selection of typefaces /fonts suitable to the subject and relation between type face and product. Printing process and paper/substrate - Creation of symbol & slogan - Knowledge of logo, monogram, trademark, copy writing.

UNIT 3

Layout - Purpose, importance and function of layout - types of layout, rough and finished layout - composition methods- arrangements of illustration, text matter, logo (symbol), slogan, address- Available Indian paper sizes, choosing a suitable paper: characters, paper varieties, finishes - Various imposition schemes, sheet work, half sheet work, types of folding - dummy preparation

and its importance. Printing Inks – base ink formulation –specific properties-drying mechanism – ink suitability for printing

UNIT 4

Offset press operations- sheet fed - web fed- roller and blanket, trouble shooting checklist. Screen printing process- concept of stencils-frame-masking –squeeze and ink- high speed presses machine. - gravure-concepts-cylinder preparations-printing process -flexography printing-concept-printing process.

UNIT 5

Digital image: Types, file formats, digital inputs, digital workflow -digital press, digital color process. Bit mapped fonts, post script fonts. Illustrations and images - Editing software - software for image solutions and page layouts, printing accuracy, image assembly. Digital half tones - computer to plates. Digital proofing, Moving and storing Data.

REFERENCES

1. Ambrose, G., & Harris, P. (2010). *Design thinking*. Lausanne: AVA Academia ;.
2. Bain, E. (1970). *The theory and practice of typographic design*. New York: Hastings House.
3. Barnard. M. (2000), *Print Production Manual*, Surrey:Pira International
4. Evans, H. (1972). *Editing and design; a five-volume manual of English, typography, and layout*. New York: Holt, Rinehart and Winston.
5. Ryan, W., & Conover, T. (2004). *Graphic Communication today* (4th ed.). New York: Delmar Learning
6. Tumball, A. (1999). *Graphic Communication*. New York: Sage Publications.
7. Software Used: Adobe Master collection CS5 – Illustrator- to Create Vector Images, Photoshop – Colour correction and Photo editing. Indesign - Layout and page makeup

18CMJ513

Advanced Research: Qualitative Approaches

4 0 0 4

UNIT 1

Introduction: A qualitative frame of mind. Historical roots of qualitative research. Philosophy: Epistemological and ontological. Perspectives: Positivist and constructivist. Interpretivist or critical. Etic and emic. Grounded theory. Inductive process.

Ethics in qualitative research: Ethical theory: Transformative perspective- non-maleficence, beneficence, respect, self-determinism and justice. Informed consent. Research protocol. confidentiality and anonymity. Informants.

Methodology, methods and tools in qualitative research: Research design, population, sampling, formulation of conceptual model. Data collection techniques- Memos, diaries, recording, transcripts. multiple sources of data. Validity, reliability, rigour and credibility in qualitative research.

UNIT 2

Field observation- participant, nonparticipant. Studying events in their natural settings. Discussion: Street corner society: The social structure of an Italian slum. Whyte. W.F. In-depth interviewing: Semi-structure, conversational, interview guide.

Case study: Characteristics, purposes- intrinsic, instrumental. Single, multi-site case studies. Comparative case studies. Longitudinal case studies. Case study reports.
Focus groups: Group interviewing, moderator, preparing for the focus group, mechanics, venue.
Qualitative content analysis. Framing and framing analysis.
Case discussions.

UNIT 3

Data Analysis: Data records. Coding data. initial coding. focused coding. theoretical coding. coder reliability. Thematic content analysis. Synthesis and pattern. Analytical coding. Identifying themes and patterns. Computer application for qualitative analysis. Atlas Ti, NVIVO.

Writing qualitative research: presentation of results, pragmatic function of writing, theories as a form of presentation, tales from the field, reflexive function of writing. descriptive summaries- The 'Insider view'

UNIT 4

Ethnographic research: Auto ethnography. Thick description. Cultural interpretation. Multi-sited ethnographies, working in the field. Everyday life.

Discussion: Notes on love in a Tamil family. Trawick, M.

Screening culture, viewing politics. Mankekar, P

Narrative inquiry: stories lived, stories told. Reflexive knowledge.

Ethnographic journalism: Media ethnography

Discussion: Maximum City: Mumbai. Mehta. S.

UNIT 5

Feminist research. Historical roots. Guiding principles. Gender. Reflexivity. Politics of representation. Lived experiences. Feminist ethnography. Feminist scholarship and feminism.

Contemporary biography and life story research. Oral history. Genre analysis. Discourse and conversation analysis. Semiotic analysis. Textual analysis. Visual analysis. Meta analysis.

Construction and understanding of texts. Reception analysis.

REFERENCES:

1. Altheide, D., & Snow, R. P. (1979). *Media Logic*. Beverly Hills, CA: Sage
2. Creswell, J.W. (2007). *Qualitative inquiry and research design: Choosing among five approaches*. Thousand Oaks, CA: Sage.
3. Flick, U (2009) *An Introduction to Qualitative Research*. South Asia edition: Sage.
4. Jensen, K.B. and Jankowski, N.W. (Eds.) (1991). *A handbook of qualitative methodologies for mass communication research*. London and New York: Routledge.
5. Lapan, S.D., Quartaroli M.T. and Riemer, F.J (Eds.) (2012). *Qualitative research: An introduction to methods and designs*. San Francisco: John Wiley & Sons.
6. Lorio, S.H.(Ed); (2004). *Qualitative Research in Journalism: Taking it to the Streets*. USA. Lawrence Erlbaum Associates
7. Mankekar, P. (1999). *Screening culture, viewing politics: An ethnography of television, womanhood and nation in post-colonial India*. Durham and London: Duke University Press.
8. Mehta, S. (2004). *Maximum city: Bombay lost and found*. Penguin India.
9. Richards, L (2009). *Handling qualitative data: A practical guide*. New Delhi: Sage.
10. Trawick, M. (1992). *Notes on love in a Tamil family*. London & California: The University of California Press.

11. Whyte, W.F. (1943). (1981. 3rd edition). *Street corner society: The social structure of an Italian slum*. Chicago and London: The University of Chicago Press.

18CMJ514

Advanced Skills in Broadcast Journalism

204 4

UNIT 1

What's 'news' and what's not in Broadcast media - Bi-media reporting - Inside the newsroom: Who's who and what's what - On the road: gathering raw material for radio and television. Asking questions. News selection.

UNIT 2

Interviewing for Television and Radio – Before, during and after interview – Post-Interview summary. Interview preparation. Exercises for 2 min and 10 min interviews. Handling the difficult interviewee.

UNIT3

Sound – Aesthetics, gadgets and technology – Microphones – Studio sound systems. Sound on the go. Sound bytes vs. voice over.

UNIT4

Video – Multi-camera set up, camera movements and shots for news bulletins and chat shows - Writing, editing and packaging for television and radio–The making of news-based Chat Shows

UNIT5

Producing Television Documentaries, News Features and Community Radio programmes – Reporting techniques for covering News Features and Vox-Pop Packages–Editing news packages for various time-slots.

REFERENCES

1. Boyd, Andrew (2001). *Broadcast Journalism: Techniques of Radio and Television News*. Fifth Edition, Great Britain:Focal Press.
2. Chapman, Jane and Kinsey, Marie (2009). *Broadcast Journalism: A critical introduction*. London: Routledge.
3. Ted White (2005). *Broadcast News Writing, Reporting and Producing*, Fourth Edition, USA: Elsevier.
4. Tim Crook (1998). *International Radio Journalism: History, theory and Practice*. London: Routledge.

18CMJ515

Contemporary Issues: II

100 1

Country or region-specific issues from a post-colonial perspective - Analysis of Racism and Xenophobia across the world - Hierarchy, status and power: the caste system, reservations and its implications - Society and Politics: Indian and International perspectives - The trajectory of Secularism and Secularization in the global context - The Communalism of today - Linking Fundamentalism and Women - In an era of War and Conflict - The conflict between Multiculturalism and Pluralism - State, Civil Society and Nationalism. Role of UN, WTO, IMF, UNICEF, and World Bank. Diplomacy and International Relations.

REFERENCES

1. Newspapers: The Hindu, The Times of India, The Indian Express, The Economic Times,
2. The Guardian, The New York Times, The Wall Street Journal, The Independent
3. News Websites: www.bbc.com, www.livemint.com, abcnews.go.com, www.huffingtonpost.co.uk, www.thehoot.org.
4. News Agencies: – Reuters, AFP, AP, PTI, IANS
5. Magazines: - Outlook, India Today, Sportstar, TIME
6. Radio News: AIR News, BBC World Service
7. Television News: CNN-IBN, NDTV 24 x7, Times Now, BBC, CNN, Al Jazeera, Doordarshan.

18CMJ516

Integrated Marketing Communications

3104

UNIT 1

Overview of the Advertising Industry: The world of advertising and integrated brand promotion. The advertising business. Components of the advertising industry. IMC perspectives. Types of agencies, Integrated structure. Compensation. Desired response. Target audience. Globalisation and impact on marketing communication. Ethics in the global advertising scenario.

UNIT 2

The Audience: Identifying target segments. Demographic, geographic, psychographic, values and lifestyles. Usage patterns and loyalty.

The Consumer: To understand the psychology behind consumer purchases and the process of buying decisions. The consumer learning process. Consumer behavior. Motivations, perception and influences. The consumer decision making process. The Consumer buying process..

UNIT 3

An introduction to e-marketing basics and the tools for e-marketing: Viral marketing/ Buzz marketing. Old media vs. digital media. Interactive media. Social media and mobile marketing.

Digital Advertising in the IMC mix. Principles of Internet marketing. Advertising, branding and communication on the Internet. Internet advertising formats, types and online tools.

Measuring effectiveness -Consumer motivations for using internet advertising.

Online Advertising effectiveness. Eye-tracking studies. Web advertising metrics.

Research on affiliation, frequency, reach and stickiness.

Creating digital advertisements.

UNIT 4

Steps in creating the IMC Campaign: Situation Analysis. Market, audience and competition. Setting Objectives, communication vs. marketing objectives. Budgeting for IMC.

Creative brief Explain the role of creative brief and its effect on the artistic expression in an ad or commercial. Creative Strategy. Visualization. Purpose. Visualization. Purpose. Creating Print Ads. Use of Visuals. Creative pyramid and format elements

Creative Execution: To understand and execute print advertisement layouts employing the principles of design. Formats: Copywriting: Headlines and Subheads. Body Copy

To learn to write radio and television scripts and develop a television storyboard.

Campaign continuity.

Evaluation: Advertising effectiveness. Copy testing

Project: Creative campaign for a brand including print, television and web.

UNIT 5

Media Strategy: Media objectives. Competitor analysis. Target audience analysis. Media habits. Media selection rationale. Media strategy and Ad spends.

General procedures in media planning. Principles for selecting media vehicles. Media options and media vehicles.

Media execution: Integrating media. Scheduling and appropriate media mix.

Basic measurements: Nielsen television rating, Arbitron radio ratings, Audience measurement.

GRP. Gross impression. Coverage, circulation, reach, frequency, OTS. NRS, IRS, TGI, TRPs. Duplication. Multiple media and combined reach. Business aspects of costs.

Sample media plan presentation.

REFERENCES

1. Altstiel, T. & Grow, J. (2006). *Advertising Strategy*. California: Sage.
2. Clow, K.E & Baack, D. (2003). *Integrated Advertising, Promotion and Marketing Communications*. New Delhi: Prentice Hall.
3. Duncan, T. (2002). *Principles of Advertising and IMC*. New Delhi: Tata McGraw Hill.
4. Hackley, Chris: *Advertising & Promotion Communicating Brands*, London, Sage Publications, 2005.
5. Mooij, de, M (2005). *Global Marketing & Advertising*. UK: Sage.
6. Odih, P. (2007). *Advertising in Modern & Post Modern Times*, London: Sage.
7. Ogilvy, D. (1985). *Ogilvy on Advertising*. New York: Vintage Books.
8. Shah, K. & D'Souza. (2009). *Advertising & Promotions – An IMC Perspective*, New Delhi: Tata McGraw Hill.
9. Semenik, Chris, O'Guin and Kaufmann. (2012). *Advertising & Promotions: An integrated branded approach*. 6th edition. New Delhi: Cengage Learning.
10. Sissors, J. Z. and Baran, R.B. (2010). *Advertising Media Planning*. 7th edition. New Delhi: Tata McGraw -Hill.

WEB REFERENCES

1. www.afaqs.com
2. www.campaignidia.com

NEWSPAPER REFERENCES

1. Economic times- Brand Equity
2. Business line: Catalyst
3. Financial Express: Brand Wagon.

Elective Paper I (any one)

18CMJ517

Advanced Reporting and Editing

1 1 6 4

UNIT 1

Layers of Reporting: News Sources and developing contacts for reporting on each layer. Finding background - Interpretation and explanation.

UNIT 2

Beat Reporting: Building Beats, developing contacts; different beats – crime, education, courts, science, public administration, healthcare, arts and culture, politics.

UNIT 3

Electronic Sources: Documents and Databases for Journalists and Online Resources; Computer Assisted Reporting.

UNIT 4

Editing: Relevance of a stylebook. Editing for Structure. Editing for Accuracy. Editing for Errors.

UNIT 5

Interviews: Need for preparation. Knowing the subject. Interviewing techniques. Spot news interview. Personality and profile interviews.

REFERENCES

1. Brady, J. J. (2004) *The Interviewer's Handbook: A Guerilla Guide* (Techniques & Tactics for Reporters & Writers). Waukesha, WI: Kalmach.
2. Butcher, J., Drake, C. and Leach, M. (2006) *Butcher's Copy Editing: The Cambridge Handbook for Editors, Copy-Editors and Proofreaders* New York: Cambridge University Press
3. Hakemulder, J.R and De Jonge, F. (2002) *AC News Reporting and Editing* New Delhi: Anmol Publications
4. Mencher, M. (2003) *News Reporting and Writing*, Boston: McGraw Hill, 2003
5. Pape, S. (2006) *Feature Writing A Practical Introduction* UK: Sage Publication
6. Rich, C. (2010) *Writing and Reporting News* Wadsworth series in Mass communication and Journalism: Wadsworth
7. Rosenauer, K. (2004). *Storycrafting: A process approach to writing news*. New Delhi: Surjeet Publications.
8. Stein, M.L, Paterno, S. and Burnett, R.C. (2006) *News Writer's Handbook: An Introduction to Journalism*, Oxford, U.K: Blackwell Publishing.

18CMJ518

Writing, Reporting and Producing Television News

2044

UNIT 1

Television News – challenges, risks and opportunities for the television journalist – technological development affecting modes and methods of reporting: advent of portable editing machines and implications of direct uplinking and digital transmission – qualities of a TV correspondent in the changing times – demand for AV orientation for TV journalists – factors affecting composition of news teams.

UNIT 2

Audio-visual production patterns for news – terminologies in news production – camera vs human eye – news treatment – importance of sound – production equipment – recce – EFP lighting – selection and order of news – importance of visuals - voice over picture – editing techniques – audio-visual editing - vision mixing – capsuling. Critical analysis of news: Bulletin, News-based programmes and News channel Review - Structure, Content and Operations. Distinct identity for the programme.

UNIT 3

Approaching news – news sources and values – news conferences – the changing brief – copy tasting – ways of approaching the same story – preliminary research – calling up – treatment and

structure – back grounding and further research – lending focus – lending focus to a breaking news story – setting up the interview – questions and interviews – visuals and actuality – organizing the sound bite – chasing the pictures – news feed – piece to the camera – structuring the report. Horizontal-vertical tie-ups. Anticipatory trend analysis.

UNIT 4

News Writing – writing for the viewer – importance of conversational writing – techniques and tools of holding attention – attributions – tenses – intro – signposting – leads – bridges and throw lines – body of the news story – writing for visuals – order of importance – chronology – rewriting feeds for TV. In studio – organizing the bulletin – running order – detailing – levels of finesse in feature - Dispatch Writing.

UNIT 5

News Reading – script writing for news readers – converting agency copies to broadcast style – Reading with the teleprompter – different presentation styles based on the nature of stories.

REFERENCES

1. Boyd, A. (2001). *Broadcast Journalism: Techniques of Radio and Television News*. Fifth Edition, Great Britain:Focal Press.
2. Millerson, G. and Owens, J. (2009). *Television Production*. 14th Edition, Canada: Focal Press
3. Zettl (2000). *Television production*. New York; Wadsworth.

18CMJ519

Advertising Practice for Print, Web and Broadcast

3 0 2 4

UNIT 1

Opening perspectives on advertising: To understand the nuances of print, web, radio and television as an advertising medium.

Creative Strategy: Print- Creative brief. Message theme. The concept and elements of print advertisement design.

AM/FM. Flexibility. Mental imagery. Clutter. Developing concepts for radio and television commercials.

Introduction to the digital advertising space: The online advertising eco system.

Practice: Designing the print advertisement. Concept, Visualization and campaign continuity.

Ideation and developing concepts. Developing radio and television concepts- storyline

UNIT 2

Creative Execution: The visual. Visualisation and the art of creating print ads. Create print ads applying formats, appeal and execution styles. Designing for outdoor. Copywriting for print: Copy formats. Caption/Headlines – Significance and types, Subheads. Body copy- Styles, formats. Lead para, interior para, trial close and close. Slogans. Taglines. Writing for print ads.

Translating Copy. Advertising effectiveness. Copy testing

Practice: To create a copy-heavy print adcampaign for product and service.

UNIT 3

Web: Theories on web effects. Web advertising formats. Social media marketing Audiences.

Advertisers: Engaging consumers with web , consumer segmentation.

Case study discussion on effective digital advertising.

Practice: Creating an Internet communication campaign

UNIT 4

The art of writing radio scripts: Formats for radio. Message characteristics. Spots, Dialogue, Jingles. Preproduction: Formats and structure. Imagery transfer.

Radio commercial production: Recording a radio spot. To execute the radio script to a recorded spot/ jingle/ dialogue/drama. Production process. Cutting the spot: Words, SFX, Music, Voice-overs.

Practice: Record the radio commercial based on the brief, using any method-jingle, dialogue, spot, announcement, explaining the format used.

UNIT 5

Copywriting for Television: Script and story board. Formats for television commercials.

Basics of television script. Script Formats. Timing copy. Balancing audio and video.

Mechanics of developing the storyboard.

Television commercials elements- Video, audio, music

Shot information; Distance- camera to image : LS, FS, MS, WS, CU, ECU, XCU

Camera movement: Zoom in and out. Dolly in and out. Pan right and left

Shot transition: Cut, dissolve, lap superimposition, wipe

Practice: To develop a television script and storyboard depicting the elements, shot information, camera movement and shot transition.

REFERENCES:

1. Altstiel, T and Grow, J: *Advertising Creative: strategy, copy and design*. New Delhi: Sage.
2. Arens, W. F. (2006). *Contemporary Advertising*, New Delhi, Tata McGraw- Hill.
3. Belch, G.E & Belch, M.E. (2004). *Advertising & Promotion – An IMC Perspective*, New Delhi: Tata McGraw- Hill.
4. Clow, K.E & Baack, D. (2003). *Integrated Advertising, Promotion and Marketing Communications*. New Delhi: Prentice Hall.
5. Duncan, T. (2005). *Principles of Advertising and IMC*. New Delhi: Tata McGraw- Hill.
6. Meeske, M.D. (2006). *Copywriting for the electronic media: A practical guide*. 6th edition. Boston: Wadsworth Cengage Learning.
7. Russell, T. and Lane, R.W. (2002). *Kleppner's Advertising Procedures*. New Jersey, Prentice Hall.
8. Schumann, D.W and Thorson, E. (1999). *Advertising and the World Wide Web*. Psychology Press.
9. Shah, K. and D'Souza, A. (2009). *Advertising & Promotions – An IMC Perspective*, New Delhi: Tata McGraw- Hill.
10. Tuten, T.L. (2008). *Advertising 2.0: social media marketing in a Web 2.0 world*. Praeger Publishers.
11. Yoo, C.Y. (2007). *Preattentive Processing of Web Advertising*. Cambria Press.

WEB REFERENCES

1. <http://www.agencyfaqs.com>
2. www.campaignindia.com

NEWSPAPER REFERENCES

1. Economic times- Brand equity

2. Business line: Catalyst
3. Financial Express: Brand Wagon.

18CMJ601	Internship and Viva Voce	4
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Internships are intended to give students practical work experience in Journalism, New Media, Broadcast, Corporate Communications, Event management and Advertising. It is a requisite to complete the internship in a media organization of their choice, for a period of at least 2-3 months, and submit a report. The internship report should consist of the internship certificate, company profile, nature of work done, job progress, work diary on a daily basis and documents/ scanned copies of work done for the organization. For example, published news reports, photographs, design, online content, creatives. A viva voce will be held to examine the students' internship report and learning from the industry.

18CMJ602	Animation and Web Designing	1 0 4 3
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UNIT 1

Introduction to Internet. History & structure of the internet. Understanding Browsers. Types of graphics and multimedia available. Types of websites. Good design vs. bad design. Usability. Readability. Loading time. Basic Typography concepts – readability and legibility. Responsive Web Design, Web safe fonts. Colour schemes. Image choices. Advertisements/pop-ups.

UNIT 2

Adobe Illustrator. Drawing basic shapes. Drawing objects. Creating vector images. Using blends gradients and patterns. Create symbols. Type Formatting. Add graphs.

UNIT 3

HTML skeleton. HTML tags for text. Links. Lists. HTML tags and web standards for images (graphics). Simple layouts

UNIT 4

Adobe Photoshop. User interface Design. Advanced Compositing. Painting-Working with Images. Preparing Files for the Web-Producing and Printing Consistent Color.

UNIT 5

Basic methods used to generate *animations*. Animation Principles: weight and overlapping action, Convey emotions like joy, devastation and concern through sketchbook, Understand overlapping action by animating motion and follow through.

REFERENCES

1. Ambrose, G. and Harris, P. (2011) *The Fundamentals of Typography* A&C Black.
2. Botello, C. (2012) *Adobe Illustrator CS6 Revealed*, Cengage Learning.
3. Barksdale, K and Turner, S. (2005) *HTML Basics*, Course Technology.
4. Dayley, B and DaNae, D. (2012) *Adobe Photoshop CS6 Bible*, John Wiley & Sons.
5. James, K. L. (2010) *The Internet: a User's Guide*, PHI Learning Pvt. Ltd.
6. Smith, J. AGI Creative Team (2013) *Photoshop CC Digital Classroom*, John Wiley & Sons.

7. Weixel, S., Morse, C. and Morse, B. (2003) *Graphics and Animation Basics*, Thomson/Course technology.
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18CMJ603	Research Review	2
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The student is exposed to core quantitative and qualitative research process across the first two semesters. He/she ideate individually on a preferred area of research interest related to any field of Mass Communication within the traditions of social and behavioural sciences. A Research Guide is assigned to each student to help him/her through the process of preparing a Research Proposal. A 2 credit research review is undertaken at this phase (III Semester), and the student is expected to have completed the data collection and analysis.

18CMJ604	Advanced Photography	112 3
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UNIT 1

Photography – Facets of photography, How photography works today? Picture structuring, the roles photography play, Changing attitudes towards photography, Personal styles and approaches, Measuring success.Latest trends. Pros and cons of digital photography.

UNIT2

Controlling the image –Lens, Aperture and f-number, Depth of field, Depth of focus. Composition – Simplicity, Finding your center, Visual orientation, Rule of thirds, Linear thinking, Balance, Framing, Fusion/Separation. Sound and Images.

UNIT3

Lighting Principles and equipment – Basic characteristics of lighting, Types of lighting, Lighting equipments, Practical lighting problems.Emergingapproaches to lighting.

UNIT4

Daylight Photography – How to use light, Shooting in Bright sunlight. Flash Photography – Creating own light, Flash, Types and sizes, Exposure control. The plus and minus of digital technology. Shooting in harsh daylight/top light. Foreground / background techniques

UNIT5

Understanding dynamics of photography – Fashion, Product, Wild-life, Nature, and Portrait, Industrial photography. Photo Journalism –Photography in films and documentaries.

REFERENCES

1. David D. Busch (2005). *Mastering Digital SLR Photography*, USA: Thomson.
2. Greene. (2007). *Panoramic Photography – From composition and exposure to final exhibition*, France: Elsevier.
3. Langford. (2000). *Basic Photography*, London: Focal Press.
4. Millerson, G. (1998). *Basic Lighting Techniques*, New Delhi: Focal Press.
5. Sheppar. (2008). *Digital Photography simplified*, Canada: Wiley.

18CMJ607	Feature Writing	1 1 6 4
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UNIT 1

Introduction to Feature Writing: News and features - the soft and hard news continuum. Difference between Newspaper and Magazine Features. Feature story formats and themes.

UNIT 2

Reporting for Feature Stories; Sources for News Features; Researching for a Feature Story.

UNIT 3

Interview techniques for Feature Stories – types of interviews.

UNIT 4

Writing a Feature Story; Language of Features; Types of Features. Photo features.

UNIT 5

Introduction to News Editing: What Editors do; Style and Mechanical mistakes. Common Errors in Editing

REFERENCES

1. Friedlander, E.J and Lee, J (2004) *Feature Writing for Newspapers and Magazines*, 5th edition, New York: Longman
2. Houston, B., and Len B., Steve, W. (2002). *The Investigative Reporter's Handbook – A Guide to Documents, Databases and Techniques*. 4th Ed. Boston: Bedford/St. Martin's.
3. Pape, S (2006) *Feature Writing A Practical Introduction* UK: Sage Publication
4. Stein, M.L, Paterno, S and Burnett, R.C (2006) *News Writer's Handbook: An Introduction to Journalism*, Oxford, U.K: Blackwell Publishing.

18CMJ608

Technological Approaches to Television Journalism 2044

UNIT 1

News and Features production, news presentation using single and multi-cameras. Studio and Studio personnel. Working of the camera. Lenses. Microphones. Lighting conditions. Audio Pickup and Sound control. Switching.

UNIT 2

Post-production and visual effects. Scenic design. Elements of Broadcast Television: Image source, sound source, transmitter, receiver, display device.

UNIT 3

Broadcast Television signals. Broadcast TV vs. Satellite TV and Cable TV. Television Transmission – Terrestrial and satellite transmission – networking of CPT, HPT, Foreign/Indian satellite print bandwidth considerations. Analogue and digital transmission. DTH and debates on broadband frequencies, HITS. Politics/business of cable.

UNIT 4

Challenges in the area of TV news gathering and production. Demands – professional and technological – on television newsmen facing real time broadcasting. Production and Editing of News Features and News Reports. Writing, presentation for recorded and editing modules.

UNIT 5

Putting theory into practice – Playing with devices – Final application of theoretical elements gathered from all the other modules in bringing out local news bulletins and news programmes.

REFERENCES:

1. Boyd, Andrew (1996). *Broadcast Journalism Techniques*. New York: Focal Press.
2. Goodwin, Andrew (1997). *Understanding Television*. London: Routledge.
3. Mayeux, Peter (1985). *Writing for the Broadcast Media*. Boston: Allyn and Bacon.
4. Zettl. (2000). *Television production*. New York; Wadsworth

18CMJ609

Brand Management

3 1 0 4

UNIT 1

Introducing the brand concept: Opening perspectives. Brand vs. product. Globalisation Individualism. Brand value. Positioning. Brand personality. Brand image. The global brand. Global vs. local brands. Glocalisation. The need for global brands to transcend borders and adapt to national cultures. Brand franchise.

Case examples and video screening: Analyze the logo concept, design, brand positioning, brand personality, brand image, competition and communication for a national and international brand

UNIT 2

Product placement and co-branding strategies. Visibility. Appropriateness. To understand the significance of subtle brand messages and association with the characters in the film.

Co-branding strategies: Ambassadors and co-branding. Co-branding for films. Internet branding. Events and co-branding. Event sponsorship. Branded entertainment

The concept of brand equity. Customer based brand equity. Sources of brand equity. Using cause marketing to build brand equity. The 'green' brand.

Film screening and analysis: In-film branding and co-branding strategies.

UNIT 3

Brand positioning: Identifying and establishing brand positioning. Nature of market. Positioning guidelines. Approaches. Points of parity and points of difference. Brand perceptual mapping.

Brand repositioning: The significance of positioning in the competitive market and the strategies for repositioning.

Brand extensions: Category related and image related extensions. Unrelated extensions. Sub-brands. Reinforcing brands and maintaining brand consistency. Tauber's framework.

The concept of brand equity: Customer based brand equity. Sources of brand equity.

Using cause marketing to build brand equity.

Case study: Positioning and re-positioning strategies. National and global FMCG and luxury brands.

UNIT 4

Brand personality: Celebrity and brand personality. Definitions to brand personality. Human-centered and emotion centered.

Brand image: Brand image and imagery. Celebrity Image Management.

Brand identity: The concept. Identity and image. Brand identity prism. Kapferer's model. The six facets of identity. Sources of identity.

Brand architecture: Branding strategies. Retailer branding strategies.

Design in branding: Consistency and change. Product design- logo, colour, name, typeface, graphic motifs , visual style, packaging, sound, smell, taste and touch.

Merchandise environments: Signage, A study of store- design highlighting the interplay of signs, fixtures, lighting and product displays in visual merchandising.

Portfolios and case studies: Landor associates. Interbrand. Visual merchandising of retail brands.

UNIT 5

Creating a brand: Launching new brands. To develop brand strategy and communication. Service brands. Luxury brands. FMCG branding.

Branding commodities: To focus on the shift from loose to branded products and the nuances of branding in the commodity market.

Retail branding: To study the dynamics of branding in rural and urban retail contexts.

To provide an understanding of how brand management decisions are made in practice, with attention to real-world constraints.

Case study discussions.

REFERENCES

1. Aaker, D. (2014). *Aaker on Branding: 20 principles that drive success*. New York: Morgan James Publishing.
2. Aaker, D. (1996). *Building strong brands*. New York, Simon & Schuster,
3. Kapferer, J.N. (2008). *The new strategic brand management*. London: Kogan Page.
4. Keller, K.L. (2004). *Strategic brand management: Building, measuring and managing brand equity*. New Delhi: Prentice Hall.
5. Kevin, K.L (2008). *Best practice cases in branding: Lessons from the World's strongest brands*. New Delhi, PHI.
6. Sengupta, S (2005). *Brand Positioning*. New Delhi: Tata McGraw Hill.
7. Healey, M. (2008). *What is branding?* Switzerland and U.K.: Rotovision S.A.
8. Temporal, P.(2002). *Advanced brand management*. John Wiley & Sons.
9. Parameswaran, M.G. (2001). *Fcb-Ulka- Brand building advertising: Concepts and cases*. New Delhi: Tata McGraw Hill.
11. Desai, S & Gujarat Co-operative Milk Marketing Federation (2012). *Amul's India: Based on 50 years of Amul advertising*. Noida: Harper Collins.

WEB REFERENCES

<http://www.jcdecaux-oneworld.com>

www.brandingasia.com

18CMJ611

New Media and Digital Culture

3 0 0 3

UNIT 1

Introduction to history and theory of digital media. Historical foundations (philosophies of McLuhan, Manovich, Shapin, and Jenkins). Theories of technology and society in a networked age (Castells, Lesig). Interactivity. Desire for immediacy. Hypermediacy and remediation.

UNIT 2

Identity, Culture and Community. Digital identity formation. Digital natives. Youth culture (Danah Boyd). Gaming. Digitization of race, class, gender

UNIT 3

Internet, mobile, technology and practices of commerce, entertainment, work, society. DigitalPublic Sphere (Castells). Media and Democracy.Civic media

UNIT 4

Digital Knowledge economies.Social production of Knowledge andInformation.Digital media economies (Deuze, Shirky).Online reputation economies

UNIT 5

Digital media, power and society.Restrictions on media freedom online.Digital infrastructure equality.Surveillance and privacy. Internet governance.Legal regulation.Collective action (group formation, political mobilization, activism, campaigns, governance, and global social movements)

REFERENCES

1. Andrew C. (2013) *The Hybrid Media System: Politics and Power*, Oxford University Press
2. Castells, M. (2005) *The Rise of the Network Society: The Information Age*, Vol 1, Wiley
3. Castells, M and Cardoso, G, (Eds.) (2005) *The Network Society: From Knowledge to Policy*, Washington, DC: Johns Hopkins Center for Transatlantic Relations.
4. David T. and Jason R. (2012) *News on the Internet: Information and Citizenship in the 21st Century*, Oxford University Press
5. Henry J. (2008) *Convergence Culture: Where Old and New Media Collide*, NYU Press
6. Iyengar, S., Beckett, C. and Ball, J. (2013) *WikiLeaks: News in the Networked Era*, John Wiley & Sons
7. John P. and Urs G. (2010) *Born Digital: Understanding the First Generation of Digital Natives*, Basic Books
8. Matthew H. (2009) *The Myth of Digital Democracy*, Princeton University Press
9. Miller, V (2011) *Understanding Digital Culture*, Sage
10. Mizuko I., Heather A. H., Matteo B. and Boyd, D. (2009) *Living and Learning with New Media: Summary of Findings from the Digital Youth Media*, MIT Press
11. Nancy. K. B. (2013) *Personal Connections in the Digital Age. Digital Media and Society Series*, John Wiley & Sons
12. Yochai B. (2006) *The Wealth of Networks; How Social Production Transforms Markets and Freedom*, Yale University Press

WEB REFERENCES

1. Center for Digital Discourse and Culture (Virginia Polytechnic U) - <http://www.cddc.vt.edu/?q=node/1>
2. Ctheory.net - <http://www.ctheory.net/home.aspx>

18CMJ613

Communication Research Project and Viva Voce

4

During this phase, students work on their final Research Project culminating in a Viva Voce conducted by an external expert. A student will have to publish his/her research in a peer-reviewed quality journal.

UNIT 1

History of Newspaper Design; Design process–pre-planning and copy tasting. Newspaper Design and Redesign. Analysis of newspaper design; Newspaper today. function, form and formats Redesign- Age, Audience, Architecture and Process. New elements of design.

UNIT2

Elements of page makeup: Publication Style: Type, Working with Letterform, Typography as communication. Tool, Working with elements of newspaper page makeup, Flag-Folio-Masthead: Treatments of visual and graphic images. Basics of In design.

UNIT3

Newspaper Layout and Design: The Architecture of the page-the modular system, the new front page. Design Versus Makeup: Headlines, Straps, Blurbs, white space managements. Creating Graphic Order – Front Page Workshop Inside pages. Working on Lifestyle and Feature Pages; Sports pages; Editorial pages and Business pages; International Pages

UNIT4

Magazine Production: Graphic Strategies; Strategies for positioning body and display Type; Copy fitting and types of page makeup; Color: How to use it and How readers Perceive it. Paper- Textures and quality.

UNIT 5

Layout Practice: Magazine. Responsive layout, order and continuity. Designing Advertisements.Designing Special Pages.Add-ons. Jackets. Food and Fashion. Health pages. Newspaper/Magazine Printing, Distribution and Challenges.

REFERENCES

1. Adam, M.J. (2001). *Printing Technology*, New York: Sage Publications.
2. APA Stylebook.
3. Barnard, M. (Ed.) (1986). *The Print and Production Manual*. 8th edition. U.K.: Pira International.
4. Garcia, M. (1981), *Contemporary Newspaper Design a Structural Approach*. Prentice Hall.
5. Niir, B. (2007) *The Complete Book on Printing Technology*, Asia Pacific Business Press Inc.
6. Ryan, B. and O’ Donnel, M.J. (2000). *TheEditor’s Toolbox: A Reference Guide for Beginners and Professionals*, New Jersey: Blackwell Publishing.

UNIT 1

Fiction production and stages of fiction production. Production single and multiple camera situations – Location, Plot, Screenplay, Script and Storyboard. Directing, creating video space and audio space.Fiction screenplay exercises. Methodology. Research.

UNIT 2

Documentary - Introduction, Modes of Documentary: Poetic, Expository, Observational, Participatory/Interactive, Reflexive and Performative Modes. Background and context of different modes. Understanding docu-drama. Approach.

UNIT 3

Applying the fundamentals concepts, genres, treatments, styles and professional approaches to pre-production, production and post-production in documentary and short film production. Conceptualizing, writing, directing and editing. Interview techniques. Sound design in visuals.

UNIT 4

Role of planning. Research and develop an idea. Being creative worksheet. Preparing proposal and turning proposal into working scripts, assigning of production roles and drawing up the production schedule. Budgeting. Marketing. Insights into the business. Selling skills/presentation. Mise en scene exercises

UNIT 5

Editing structure and development. Non-linear, Online and Live editing. Raw footages, Assembly and rough cut, fine cut. Completion and submission of edited documentary project and short film in Mini DV & DVD format with complete packaging.

REFERENCES

1. Beattie (2004). *Documentary Screens: Non-Fiction Film and Television*. China: Palgrave Macmillan.
2. Blum, Richard (1995). *Television and Screen Writing*. New Delhi: Focal Press.
3. Nichols (1993). *Movies and Methods*. Calcutta: Seagull.
4. Nichols (2001). *Introduction to Documentary*. Bloomington: Indiana University Press.
5. Rose (2008). *Abortion – A documentary and Reference Guide*. London: Greenwood Press.
6. Rosenthal (2002). *Writing, Directing, and Producing Documentary Films and Videos*. 3rd Edition. Carbondale and Edwardsville: Southern Illinois University Press.

18CMJ619

Corporate Communication and Event Management 3 1 0 4

UNIT 1

Introduction. Defining Corporate communication. Corporate communication in contemporary organisations. Conceptual foundations. Stakeholder management and communication. Stakeholder communication. Stakeholder salience model. The power-interest matrix.

Corporate identity: Corporate branding and reputation. Aligning identity, image and reputation. Media relations. Internal communication. Crisis communication. Crisis type matrix. Public affairs. From identity to reputation

Campaign for celebrities- cricket/ film personalities/ politicians

UNIT 2

New developments: CSR and community relations. The Birkigt and Stadler model of corporate identity.

CSR: The CSR communication strategy. Image building activities. CSR events. Mission and cause marketing. Social media and CSR. CSR- The societal role. Sponsoring local events.

Environmentally safe products. Community events. Altruistic activities. Green marketing. Cause-related marketing. Increasing credibility.
Video case discussion on CSR campaigns.

UNIT 3

Corporate communication strategy: Message. Strategic planning and campaign management. Analysis. Communication objectives. Timescales. Resources. Identify and prioritize target audiences. Tactics. Themed messages. Develop media strategy. Budgeting. Evaluation and review Contingency plan. Measuring effectiveness of corporate communication campaign.
Sponsorship marketing: Cross promotions. Sports sponsorship. Trade shows. Entertainment
Case-study discussion: Corporate communication strategy: Transnational corporations/MNCs and Government organizations.

UNIT 4

Key elements of event management: Role of event management in sustaining brand image and identity.
Event Management :Event design. Event process. Event planning. Typologies of events
5 Cs of the event. Legal requirement.
Event management in India- From traditional to branded events. Target audience.
Events tourism. Cultural tourism
Event sponsorship.
Events production. Equipment design. Lights . Venues. Associated equipment.
Case discussion: National events: cultural and economic impacts. Olympic games: political and economic impacts

UNIT 5

Dynamics of event management and control: Overview of event management decisions in practice, real-world constraints. The concept and facets of organising an event.
Event Control: Information system. Event practice. Sweat the details. Legal guidelines.
Brand and communication guidelines. Event scheduling checklist. During the event: Event logistics. Audience management. Operational tasks. Media Coverage. Crisis management.
After the event.
Event Practice: Planning and organizing an event.

REFERENCES

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2. Bowdin, G. et al (2006). *Events management*, Great Britain: Elsevier Ltd.
3. Dolphin, R.R. (1999). *Fundamentals of corporate communications*. Oxford: Butterworth-Heinemann.
4. Goodman, M.B. (1994). *Corporate communication: Theory and practice*. USA: State University of New York Press.
5. Joep, C. (2011). *Corporate Communication: A guide to theory and practice*. 3rd edition. New Delhi: Sage.
6. Kilkenny, S. (2006). *The complete guide to successful event planning*. Florida: Atlantic Publishing Group.
7. Shone, A. & Parry, B. (2004). *Successful event management: A practical handbook*. Thomson Learning.
8. Razaq, R, Walters, P & Rashid, T (2009). *Events management: An integrated practical approach*. New Delhi: Sage Publications

Unit 1

Health Communication.

Introduction to theories in Health Communication.

Awareness on Health Issues – Epidemic Diseases, knowledge about vaccination for various diseases- Health campaign will be organized with the help of Medical Practitioner.

Unit 2

Radio for Social Change.

Awareness on Edaphic Issues- Soil Pollution, Water Pollution and other forms of pollution. Anti – Pollution campaign will be organized with the help of Environmental Scientist or Journalist.

Unit 3

Social Media Activism

Awareness on Blood Donation – How a tiny red drop makes someone’s life Green. Awareness campaign will be organized based on Eye Donation.

Unit 4

Development Communication and Social Learning

Locating the remote village where basic amenities like Water, Toilet facilities are not available- A campaign with the involvement of government officials and social scientists.

Unit 5

Participatory Communication for Social Change

Organic Farming- Awareness of Organic Farming. Benefits of organic farming in the materialistic world. A campaign cum workshop will be conducted by inviting experts from Agricultural Husbandry.

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1. Tillman, C. (2006). *Principles of occupational health and hygiene: an introduction*. Allen & Unwin.
2. Thayer, Lee, (2014) *Mental Hygiene: Communication and the Health of the Mind*.
3. Harrison, R. M. (2001). *Pollution: causes, effects and control*. Royal Society of Chemistry. Wilhelm, J. (2016). *Environment and Pollution in Colonial India: Sewerage Technologies Along the Sacred Ganges*. Routledge.
4. Charbonneau, J., & Smith, A. (Eds.). (2015). *Giving Blood: The Institutional Making of Altruism*. Routledge.
5. Agarwal, Arun K (2007) *Standard Operating Procedures(sop) For Hospitals In India*. New Delhi: Atlantic Publishers
6. Hall-Matthews, D. N. J. (2005). *Peasants, Famine and the State in Colonial Western India*. Basingstoke: Palgrave Macmillan.
7. Thottathil, S. E. (2014). *India's Organic Farming Revolution: What it Means for Our Global Food System*. University of Iowa Press.

Unit 1

Introduction to rural broadcasting.

Rural life and issues. Cultural ecology-Anthropological approaches- traditional social activities-translocalruralistic features.

Practical: Visit any rural area for making detail analysis on the topics during weekends.

Unit 2

Rural communities.

Analysis of social and political life in a rural community. Caste / class dynamics and regional influences.

Unit 3

Scope and Impact of broadcast journalism in rural development.

Two day workshop by an external expert from the broadcast industry on the rudiments of script writing focusing on rural aspects/ communities.

Unit 4

Practice on Scripting.

Focus on covering special issues concerning rural women, youth, farmers, self-help groups cottage industries etc.

Unit 5

Developing the final script for rural broadcasting that will have practical application in the field.

Final evaluation by the external expert.

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1. Eschenbach, J. (1977). *The role of broadcasting in rural communication*. Friedrich-Ebert-Stiftung.
2. George, A. M. (2004). *India untouched: The forgotten face of rural poverty*. East West Books.
3. Kumar, K. (2003). Mixed signals: Radio broadcasting policy in India. *Economic and political weekly*, 2173-2182.
4. Maddison, J. (1971). *Radio and television in literacy*. Unesco.
5. Manyozo, L. (2011). *People's radio: communicating change across Africa*. Southbound Penang Neurath, P. M. (1962). Radio farm forum as a tool of change in Indian villages. *Economic Development and Cultural Change*, 10(3), 275-283.
6. Onabajo, F. (2003). 37 Message Design & the Appropriateness of Language in Rural Broadcasting. *Four Decades in the Study of Languages & Linguistics in Nigeria: A Festschrift for Kay Williamson*, (1), 387.
7. O'Hare, K. (1992). Scripts: Writing for Radio and Television. *Canadian Journal of Communication*, 17(4).
8. Sharma, A., & Kashyap, S. K. (2013). Information need assessment for empowering rural women through community radio programmes: A study in Tarai region of Uttarakhand. *Journal of Community Mobilization and Sustainable Development*, 8(2), 169-173.
9. Sharma, A. (2011). Concept of mobile technology in community radio. *Media Watch*, 2(1), 20-27.
10. Zimmerer, K. S. (2006). Cultural ecology: at the interface with political ecology-the new geographies of environmental conservation and globalization. *Progress in Human Geography*, 30(1), 63.

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Translating Agricultural Research Information into Messages for Farm Audiences
<http://www.fao.org/docrep/003/x6721e/x6721e31.htm>