

**COURSE STRUCTURE FOR FIRST YEAR
MA (J&MC) PROGRAMME (SESSION 2020-2021)**

FIRST SEMESTER

Sl No	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Media In Context (Media, Society, Culture, & Economy) & Media & Research	CORE	2236111	4	3	0	2
2	Photography & Its Types	CORE	223612	4	3	0	2
3	Brand Management	CORE	223613	4	3	0	2
4	Writing & Editing – for Media & Publishing	CORE	223614	4	3	0	2
5	Experiencing Media in Myriad Forms	CORE	223615	4	3	0	2
6	Term Paper - Community Outreach		223116	2	2	0	0
		TOTAL		22	17	0	6
		Total contact hours per week					

SECOND SEMESTER

Sl No	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Digital Film-making	CORE	223621	4	3	0	2
2	Indian Constitution, Politics, Economy and Media Laws	CORE	223622	4	3	0	2
3	Film Studies & Appreciation	CORE	223623	4	3	0	2
4	Strategic PR & Corporate Communication	CORE	223624	4	3	0	2
5	Advertising	CORE	223625	4	3	0	2

1	Digital Branding and designing	CORE		4	3	0	2
2	Media Marketing and research	CORE		4	3	0	2
3	Documentary Production	CORE		4	3	0	2
4	Media Entertainment	CORE		4	3	0	2
5	Digital Public Relation Corporate Communication	CORE		4	3	0	2
6	Dissertation/Thesis			2	2	0	0
7	Internship			4	2	0	0
		TOTAL		26	19	0	6
		Total contact hours per week					

MA/Media and Communication/ 1year in common/ 1 year of specialization.

Semester 1

Principles of Communication (Theories, Models, communication)

Module I: Importance of Communication Models and Theories

Process of Information Flow, Impact and Relation of Mass Media and Society, Mass Culture, Mass Media

study and Research, Definition, Scope and Purpose of Communication Models, Definition, Scope and

Purpose of Mass Communication Theories

Module II: Media Theories and Models

Libertarian, Authoritarian, Socialistic, Social responsibility, Developmental, Participatory, Lasswels Model, Osgood's Model, Wilber Schramm's Circular Model, Gate Keeping Model

Module III: Theories of Mass Communication

Propaganda Theory, Cultivation Theory, Dependency Theory, Spiral of Silence, Case studies on some of these models and theories and their relevance in contemporary practices.

Module IV: Media culture and its production. Media organizations, media content, market – driven media content – effects, skyvision, cultural integration and cultural pollution. Issues of media monopoly – cross-media ownership;

Module V: Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE.

Books/References

1. The Internet Galaxy, Castells, M. Oxford University Press.
2. Mass Communication: Principles and Concepts Hasan, Seema, CBS Publisher, 2010.
3. Mass Communication in India, Third Edition, Mumbai, Kumar J. Keval, Jaico publication
4. Political Parties and Party Systems, Mehra Ajay and D.D. Khanna, 2003 Sage India

Photography & Its Types

Unit 1: History of photography-definition-. Picture appreciation Legal and Ethical aspects of Photography – Professional Organizations.

Unit 2: Know your Digital Camera – Components and Types of Camera – Types of Lens, Types of Films, Types of Filters – Importance of Light and Lighting Equipments, characteristics of light-light sensitivity, shutter speed, aperture, ISO – Camera Accessories like studio flash, portable flash, soft box , umbrella etc.

Unit 3: Picture with impact: placement of the subject, the focal point, centre of interest, perspective and viewpoint, balance, shape and form, pattern and outline, movement. Foreground- background relationship.

Unit 4: Nature and landscape photography. Landscape, rural, urban, cityscapes, sunsets, seascapes, weather conditions. Portraits and product photography. Sports and action. photo feature on topical issues-Practical assignment on Important Issues. (portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising)

Unit 5: Digital Technology and its future – Digital Developing and Printing.

Books/References:

- 1.Camera Lucida: Reflections on Photography- Roland Barthes
- 2.On Photography- Susan Sontag The Man,
- 3.The Image & The World: A Retrospective- Henri Cartier-Bresson
4. Basic Photography- Michael Langford.
- 5.Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
- 6.The Photographer's Guide to Light by Freeman John Collins & Brown, 2005

Brand Management

(Consumer Behavior, Brand Insights) and Brand Communication in Practice (Integrated Marketing/ Branding/ Social Communication)

Unit I Definition, concept and evolution of brand management- component of a brand: strategy and structure. Defining creativity, stages in the creative process, creative brief.

Unit II Advertising appeals, language copy- debriefing of campaigns. Process of motivation and theories of motivation. Graphics: role and scope in advertising, design principals, use of color in design, designs in colors, type and type faces

Unit II Marketing Communications in Context: Overview, Marketing Communications' place in strategic marketing, Integrated Marketing Communications - Definition, Plan, Components of IMC, Corporate Image and Brand Management, Consumer Buyer Behavior, Buyer 2- BB Behavior, Promotions Opportunity Analysis

Unit III - IMC Advertising Tools, Advertising, Definition and types, Role of advertising in the IMC process, Planning and research - Campaign management, Communication market analysis, Communications and advertising objectives, Budget, Media selection, Creative brief

Unit IV Advertising Media Selection: Media Strategy, Media planning, Media mix - Media selection, media communication.

Books/References:

1. Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise, and Stand Out from the Competition - John Michael Morgan- Wiley publishing
2. The Advertising Concept Book: Think Now, Design Later (Third)- Pete Barry
- Published July 21st 2008 by Thames Hudson
3. Ogilvy on Advertising- David Ogilvy- Christopher Fagg, Editor
4. Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing - Douglas Van Praet- St. Martin's Griffin

Writing & Editing – for Media & Publishing

(Creative, Fiction, Non-fiction, Technical)

Unit 1- Editorial writing: Importance of edit page, place of opinion in a newspaper, concept of op-ed page; Form, purpose and style of editorial writing; Tools: Reading, library, clippings and research; Kinds of editorial writing: Leaders, opinion articles, analytical articles, current topics, importance of letters to editors; Comparative study of editorials and Op-Ed pages in various newspapers

Unit 2- Writing editorial features: Structure of editorials; Types of editorials: Explain or Interpret, Criticize, Persuade, Praise; In-depth, interpretative, investigative articles; Planning of editorial page; Editing the opinion articles, do's and don'ts; Selecting and editing letters to the editor

Unit 3- Writing columns: Planning and writing columns, Interests and specialization; Reviews: Books, dramas, films and art exhibitions; Special features, series of articles

Unit 4- Multimedia, Multitasking: Planning and working for supplements, editing and rewriting features; Writing for daily, supplements and magazines; Writing for other mediums (Radio, TV, Web); Basics of script writing

Books/References:

- 1.The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- 2.Dynamics of Journalism and Art of Editing, S.N. Chaturvedi
- 3.Cyber Tech Publications News Writing and Reporting for Today 's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- 4.Modern newspaper practice: A primer on the press, F.W. Hodgson
- 5.Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press

6.The Newspaper's Handbook, Richard Keeble, Routledge Publication

Experiencing Media in Myriad Forms

(Films, Docus, Events, Blogs, Culture, Music, Dance, Theatre, Art, Television Programs)

Unit I: The Indian Press Origin of Press in India Growth of English Newspaper and its contribution to India's Independence Vernacular Press Act Role of Press after Independence Popularity of English Newspaper in India Language Press Scenario in India Leading Dailies: The Hindu, Amrita Bazar Patrika, Hindustan Times, The Indian Express, The Tribune, The Times of India.

Unit II: Radio Origin of Radio in India Development of AIR during First Three Five Year Plans Various Types of Radio, AIR services: National, Regional, External Services Role of radio in a developing country Broadcasting Code Present Status of AIR, FM broadcasting and Community Radio.

Unit III: Television Development of Television in India Public service broadcasting Commercial TV Broadcasting policy and regulation

Unit IV: Cinema Origin and Development of Films in India Cinema and Society Effects of Cinema

Unit V

Alternative Media Neighborhood newspapers, wall newspapers, graffiti, bulletin boards Social Media and citizen journalism, role of blogging in alternative journalism Social messaging and journalism Traditional Folk Media and Social Development Role of TFM in social change; challenges and threats to folk media, strengthening folk media- means and ways, Scope of using TFM

Books/References:

1. An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres- Roberts B. Musburger- Focal Press, Oxford, 2007
2. Globalization and television: A study of the Indian Experience- Sunetra Sen Narayan
3. Electronic Journalism: Principles and Practices Aditya Sengupta Authors Press, New Delhi, 2006
4. D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press

Semester 2

Digital Film-making

Pre-production, Production & Post-production

Unit-Idea & Concept, Story Telling, Script, Screenplay & Dialogue, Format of script, Shot Division & Storyboard

Unit II -. Budget making technique) Making Budget B) Releasing Budge, Audition – Casting & Crew Selection, Location Hunting A) Outdoor Location B) Indoor location, Production Materials & Technical requirement A) Camera Dept. B) Sound Dept. C) Makeup & hair dept. D) Setting Dept. Finance & Subsidy, Shooting Schedule / Breakdown and Permission, Crew & Their Responsibility

Unit III- Camera & Accessories, choosing a Right Camera & Lenses, Focusing Techniques, Lighting, Sound, Chroma Shooting Techniques, Special Effect Shooting, Different Shooting Genre

Unit IV- Professional Editing Platforms, Basic Editing Rules, Promo & Teaser Editing

Unit V- Understanding Satellite Cinema, Cinema Distribution & Exhibition method, Film Distribution Through Different Media

Books/References:

- 1.The digital filmmaking handbook by Dough Harman
2. The DSLR Filmmaker's Handbook: Real-World Production Techniques by Barry Andersson and Janie L. Geyen
3. The Independent Film Producers Survival Guide: A Business and Legal by Harris Tulchin, J. Gunnar Erickson, and Mark Halloran
4. Digital Filmmaking 101 by Dale Newton and John Gaspard

Indian Constitution, Politics, Economy and Media Laws

Unit I- Constitution of India: Preamble, fundamental rights-freedom of speech and expression and their limits Directive principles of state policy Provisions of declaring emergency, their effects of emergency on media, Reporting legislature Parliamentary privileges and media

Unit II- Cyber Laws and Ethics: Development of internet; Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking; Regulation Laws in Different countries

Unit III- Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism, Freebies, bias, coloured reports Ethical issues related with ownership of media and national, transnational monopoly, Private treaties between media and corporate houses

Unit IV-Role of Press Council of India and its broad guidelines for the press, paid news Codes suggested for the media by Press council, Editors Guild of India, Advertising Council of India, PRSI, NBA Accountability and independence of Media.

Module V

Political problems issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxal, Profile of the Indian economy and comparison with few other top economies of the world, Guest lectures on current and topical issues by leading practicing journalists

Books/References:

1 International Communication: Continuity and Change, Oxford University Press ,2003. - Yahya R. Kamalipour and Nancy Snow.

2 War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004. – 3.Communication and Society, Today and Tomorrow “ Many Voices One World”Unesco Publication, Rowman and Littlefield publishers, 2004. - Barbie Zelizer and Stuart Allan.

4.Journalism after 9/11, Taylor and FrancisPublication, 2012. - DayaKishanThussu .

5.War and the media : Reporting conflict 24x7, Sage Publications,2003. - Stuart Allan and Barbie Zelizer.

6. Reporting war : Journalism in war time, Routledge Publication, 2004. -

Film Studies & Appreciation

Unit I- Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage, Focus on Sound and color: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Color as a stylistic Element Genre and the development of Classical Hollywood Cinema

Unit II - Film Form and Style German Expressionism and Film Noir Italian Neorealism French New-Wave , Alternative Visions Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory Auteur- Film Authorship with a special focus on Ray or Kurosawa

Unit III-Hindi Cinema Early Cinema and the Studio Era 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave Globalization and Indian Cinema Film Culture Film review. Appreciation, Criticism, Definitions. Collecting and analyzing different types of film reviews. Explore the different types of film journals, articles and write- up. Write reviews for some current films.

Unit IV- Study the audience behavior. Mini surveys. Collect data about major studios and distribution network.

Unit V: Watch films from different countries. Compare between Third World cinema styles and Hollywood films. View and study different types of films.

Unit VI: Study of filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Ingmar Bergman. Appreciating the great filmmakers by studying the nuances of those films.

Books/References:

- 1.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
- 2.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:
- 3.A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63 Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films
4. Ideology of the Hindi Film: A Historical Construction- M. Madhava Prasad Oxford
5. History of Indian Cinema -Renu Saran-Diamond Books

PUBLIC RELATIONS & CORPORATE COMMUNICATION

Unit I Understanding PR & CC –

PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney),Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising , Defining Publics/Stakeholders

Unit II PR Process and Practice

The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies ,Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics),The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion ,Political PR, PR vs Spin ,Sports PR, Entertainment and Celebrity Management, Persuasion and Public Relations, PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.

Unit III- Introduction to Corporate Communication

Defining Corporate Communication. Why Corporate Communication is Important? Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).

Unit IV -Corporate Communication Strategies and Tools: Applications, Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising CC/PR in Brand Building , Corporate Social Responsibility & Sustainable Development ,Financial Markets and Communication, Investor Relations, Corporate Communication Applications, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/ , Case Studies ,Laws & Ethics in CC

Unit V- Project /Practical work on pr and cc implementation.

Advertising Communication & design

UNIT I- Advertising as communication Advertising and other forms of Communication: Propaganda & Publicity Advertising vs. Personal Selling & Sales Promotion Advertising vs. Public Relations & Marketing.

Unit II-Conventional advertising and Advertising Agencies The three components in the organization of advertising – the advertiser, the advertising agency, and the mass media

Unit II- Different departments in an Ad Agency - Management, Client servicing, Client acquisition, account planning, client servicing, media management, artist management, Creative and design, Audio/ Visual team, Accounts, Administration, technical. Functions of

various departments and workflow of an advertising agency. How Agency gets clients. Stages in Client- Agency Relationship.

Unit III- Elements and principles of Design, creative execution and design, Introduction to Photoshop, Bitmap and Vector Images, Understanding Image Size and Resolution, Photoshop Menus, Palettes, Color Theory, Photoshop color Modes, Photoshop Tools, Software to be used is Adobe Photoshop and Illustrator

Unit IV-Introduction to Adobe InDesign CS, understanding the layout and tools as a whole.

Unit V- Practical design work to be done for various form of advertising.

References:

1. Ogilvy on Advertising by David Ogilvy
2. **Hey, Whipple, Squeeze This: A Guide to Creating Great Ads** by Luke Sullivan (Goodreads Author)
3. Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath, Dan Heath
4. A Technique for Producing Ideas by James Webb Young

Video Editing

Unit I – Digital and Analogue Video

Analogue and Digital Video, Digital Intermediate Technology – Film to Computer—Digitization-Back to Film, Telecine Technique, Motion Film Digitization. Different Video formats and sizes, Various editing software and their usage, Difference between Analog and Digital editing systems.

Unit II –Final Cut Studio

Final Cut Pro - Principles and Elements of Video Editing - Working with the interface, Marking and Editing, Drag-and-drop Editing, 3 Point Editing, marking in the Timeline, Trimming Edit Points, Adjusting Edit Points, Capturing Footage, Applying Transitions and Filters, Mixing Audio Tracks, Motion Tab setting, Multi-cam Editing, Adding Titles and Graphics, Finishing and Outputting, Different Concept of Video Editing, Match Cut – Rough Cut – Cut Away techniques.

Sound Track Pro - Introduction of Sound Track Pro, Focus on concepts and processes of audio editing, Sound Effects, Single Track and Multi-Track audio, Sound Track Pro Gallery.

Motion – Introduction of Apple-Motion, Motion Templates, Key Frames, Animation Recording and Auto Animation, Inspector Elements, Settings, Graphic and Text Animation.

Unit III – Visual Effects

History of Visual effects, Introduction to Compositing, Introduction to Visual Effects, Introduction to Compositing.

Basics of Adobe Flash, Key frames, Graphic and Text Animation in Flash, Tools and Settings.

Unit IV – Basic Aesthetic Principles for editing

Principles of editing

Rhythm & Pace

Basic Transitions and their purpose

Construction of scene and sequences

Experimentation in Editing

Lab /Practical Assignments

- Creation of sequences without sound
- Creation of sequences with sound
- Creation of montage
- Creation of Continuity
- Assembling shots with different transitions

Semester 3

Multimedia Journalism

Unit I -Convergence: Issues & Perspectives (12 Lectures)

Convergence: impact & new forms, Changes due to convergence, multimedia journalism and its distinct characteristics, Functions and the structure and formation of new media industry, The distinct structure and workflow of news room for web/multimedia journalism, New media economics

Unit II-Forms and Formats of Multimedia Journalism (16 Lectures)

Writing for multimedia journalism Photo, audio and video f – their different narrative forms and techniques, Info-graphics and data visualization, multimedia package and multimedia documentary ,New forms of journalism and latest narrative devices – blogs, social media and beyond , News website and its different production stages ,Researching online, online news sources, news gathering process, verification and fact check Editing for web ,Packaging and distribution of online news, online advertising and marketing

Unit III- Ethical and Legal Issues in Journalism (12 Lectures)

Cyber laws and regulatory Framework, IT Act, Cyber Crime, Cyber Terrorism, Cyber Security, Cyber defense, Cyber-attack, Surveillance, Community Informatics, Open Source Approaches, Activism in Cyber space

Unit IV- Practicing Multimedia Journalism (10 Lectures)

Critical analyses of latest case studies, Producing multimedia documentary, Blogging: Content creation & Circulation practices

Recommended books:

1. Briggs, Mark, Journalism Next: a practical guide to digital reporting and publishing, CQ Press, Washington, DC, 2010. (Journalism Next can be found in online bookstores such as Amazon.com and BarnesandNoble.com or at CQ Press publishing house Web site). Other books:
2. Foust, James, Online Journalism - Principles and Practices of News for the Web, Holcomb Hathaway Publishers, Scottsdale, AZ, 2008.
3. Kovach, Bill, and Rosenstiel, Tom, The Elements of Journalism: what newspeople should know and the public should expect. Crown Publishers, New York, 2001. Multimedia Journalism.
4. McAdams, Mindy, Reporter's Guide to Multimedia Proficiency, e-book downloadable from <http://www.jou.ufl.edu/faculty/mmcadams/PDFs/RGMPbook.pdf>, 2009

Radio production and promotion

Unit I-Evolution and Growth of Broadcasting

Airwaves – Public or Private Property, Public service broadcasting, Broadcasting policy, Contemporary Broadcasting, FM Broadcasting, FM technology and softwares, Community Radio

Unit II

Basic concepts of Audio production, Microphones – Designs, Categories and Applications, Digital Studio Mixer. Portable Audio Mixers. Recording formats, understanding sound recording / Perspective of sound, Sound transfer, Editing and post-production, podcasts.

Unit III

OB recording equipment ,Audio Workstations – ProTools ,Nuendo, Avid Pro tools and others, Studio recording, Off air / On air studios and their working Online Sound editing ,Online Sound editing software, Newsroom software- Dalet, phone –in & radio bridge ,stages of radio

production, Generate story ideas for radio productions, Prepare a basic script for radio production programs ,Plan and design the use of sound effects, music, narration, and dialog in a radio script, Articulate trends and policy of the radio broadcast industry as it relates to radio production.

Unit IV

Equipment Operation, Skills and Concepts – Audio/Radio Production Operate digital audio equipment to conduct interviews and capture sound, Import and transfer audio using various devices, Operate ,remote recording of spoken voice, ambience and sound effects, Demonstrate audio file importing, exporting, dubbing, multi-track recording , the mixing process using digital audio software ,Demonstrate an understanding of how to publish audio files on the Internet

Unit V

To be designed by Radio Mirchi.

References:

1. Beyond Powerful Radio: A Communicator's Guide to the Internet Age—News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition by Valerie Geller
2. Creating Powerful Radio: Getting, Keeping and Growing Audiences News, Talk, Information & Personality Broadcast, HD, Satellite & Internet 1st Edition by Valerie Geller
3. Essential Radio Skills: How To Present A Radio Show (Professional Media Practice) Paperback – August 3, 2010 by Peter Stewart
4. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) by Paul Chantler

Television Production

Unit I- Television Broadcasting: Characteristics as a medium of communication. ,Channel Distribution, MSO's, CAS, HITS, DTH, IPTV , TV on Mobile 3G & Notebook, Prospects of 4G Contemporary trends Indian TV Industry, Public service TV broadcasting ,Commercial TV broadcasting, Economics of TV broadcasting ,National and International TV news agencies, ITU, WARC, International Television agreements

Unit II- TV News Organizational structure of TV news channels, Modern TV newsroom: Input/output and Assignment Desks, TV news production desk and its functions, Visual sources: servers, graphics, archives, MSR and OB Writing to visuals, Editing bytes, procuring & editing visuals – archives, graphics & other sources, Writing Anchor Leads, Writing for A-stops, supers, subtitles, scrolls and other TV screen value addition instruments, Understanding the pitfalls of broadcast punctuation and presentation

Unit III- TV Reporting, Locating TV stories, structuring a TV news report, V/O's, packages & story formats. PTC: Opening, Bridge and closing, Field work, TV news interviews, shooting, recording and editing, Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges, Satellite link for News reporting from abroad, Satellite bookings & co-ordination with local TV channels, booking local editing facilities, Satellite phones, broadband, optical fibre and internet & 3G based solutions

Unit IV-Production of TV news program The production team and the process, Line producers, field producers and their role, Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow, News analysis and experts, Commercials and promo breaks, Headlines, Discussions and talk shows, Organizing the studio for TV news programmes

Unit V-TV news (Practical) TV writing for different types of visuals, Structuring TV news reports Reporting TV news stories, Different types of PTC, Facing the camera and voice training, Studio anchoring and Use of Teleprompter, Voice over, sound track for features, Moderating studio news programmes

Books/references:

1. Television Production by Jim Owens
2. Effective TV production by Gerald Millerson
3. Studio Television Production and Directing: Concepts, Equipment, and Procedures by Andrew Utterback
4. Television production handbook by Herbert Zettl

Event Management

Unit I- Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. Aim of event, develop a mission, Establish Objectives Preparing event proposal, Use of planning tools Protocols, Dress codes, staging, staffing Leadership, Traits and characteristics

Unit II- Event marketing and advertising- Nature of Marketing, Process of marketing Marketing mix, Sponsorship Image, Branding, Advertising Publicity and Public relations

Unit III-Event Planning

Event Planning and execution- Basics and concepts

Goal settings and objectives

Identifying target groups

situational analyst planning strategies and execution.

Pre event and post event activities.

Logistics money manpower time and tech support.

Measuring success or failure lessons learnt

and IV-Practical- Case study-One

One event to be conducted and managed by the students in groups

Unit 3 and 4 will be designed by wiz craft event management

Books/References:

1. The Business of Event Planning: Behind-the-Scenes Secrets of Successful Book by Judy Allen
2. Marketing Your Event Planning Business: A Creative Approach to by Judy Allen
3. The Event Manager's Bible by Des Conway
4. Event Planning Ethics and Etiquette: A Principled Approach to the Business by Judy Allen

Advance new Media

Unit I: Website Design & Creation

1. Different kinds of websites – news, product, corporate, networking 2. Planning a website – site purpose, functionality, target audience profile, client specifications. 3. Creating content for websites. 4. Editing for web 5. Creating websites on Dreamweaver.

Unit II: Digital Marketing Content

1. Electronic Mailers 2. Electronic Newsletters 3. Email, text messages, web feed 4. SEO

Unit III: Enhancing web presence

1. Advertising that works online 2. Animation for web 3. Design & Visualization

Books/References:

1. Briggs Mark., Journalism 2.0:

2. How to Survive and Thrive Wardrip Noah -Fruin & Montfort Nick.

3. The New Media Reader Bloomstein Margot.

4. Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project Rao Srinivas: Web Traffic & Content Strategies

Media laws and Ethics

Unit -I: Introduction to Ethics Introduction to ethical thinking, Concept of applied ethics, relational ethics and descriptive ethics, contributions by Immanuel Kant, Stuart Mill, Code of Ethics Concept of media ethics, need and importance of media code of ethics, Press Council Code.

Unit-II: Defamation Defamation, types of defamation, libel- types, slander, other legal issues – courtroom reporting, copyright, case studies. Statutes governing the press Obscene publications, Young persons (Harmful Publications) Act of 1956, Indian Telegraph Act, Press and Registration of Books Act 1867, The Parliamentary Proceedings (Protection of Public) Act 1956, The Copyright Act 1957

Unit III : Copyright and Intellectual Property Right Copyright, types, remedies for copyright violation, exceptions to copyright, Indian copyright act, case studies, IPR and GATT, concept of copy left and creative commons Right to Information Concept of RTI, Press Council of India ,Sensationalism: Development of the Concept, Sensationalism , Sting Operations, Operation West End: Tehelka.com, Sting operations in Movies, Novels, Comics and TV Serial, Paparazzi and Celebrities, Restrictions on Paparazzi and Laws, Yellow Journalism

Unit IV : Freedom of Speech and Expression under Indian Constitution Reasonable restrictions – case studies ,Censorship Concept of censorship, Ethics in Photojournalism Ethics in Photojournalism, Use of Photoshop and publishing of photographs, Internet and Ethics.

Unit V- Press Commission, Press commissions of India, Media Self-Regulation and Professional Organisation Concept of self-regulation, Media Self-regulation, Code of conduct of different,

organisations for media personnel, Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS), Objectives and Administration of INS, Functions of INS, ILNA

1. MEDIA LAW AND ETHICS Textbook by M. NEELAMALAR
2. Social Media Communication: Concepts, Practices, Data, Law by Jeremy Lipschultz
3. Press Laws and Media Ethics by Anil K. Dixit

Semester 4

Digital Branding and designing

Unit I-

Introduction to Brand Management, Crafting of Brand Elements, The Crisis of branding, Marketing and the Communications Mix, The Decision of Buy. The Brand, Planning Communications

Unit II- Product Management — An Introduction, Corporate Strategy and Product Policy, Product line Decisions, Product Life Cycle and Marketing Strategies, New Product Development and the Techniques of Idea Generation and Screening, Concept Development and Testing

Unit III- Test Marketing, Launching and Tracking New Product Programmes, organizing for New Products Consumer Brand Knowledge, Brand Identity, Personality and Brand Associations, Managing Brand Architecture and Brand Portfolios, Corporate Branding and Tools for Building Brand Equity, Leveraging Brand Equity, Measurement of Brand Equity

Unit IV - Customer Relationship Management, Emerging Platforms & Future Trends, Campaign Planning & Inbound Marketing, Digital Marketing Analytics, Research in Marketing Communications, Cultural and Ethical Concerns in Advertising.

Unit V- Practical- Student will develop several projects using Adobe CS5 which will include Photoshop, Adobe InDesign, Illustrator, Flash and more to develop graphics, build layouts and print materials. Students will use Adobe Acrobat to review and improve content, produce print-ready materials, and develop your portfolio.

References:

1. Designing Brand Identity: An Essential Guide for the Whole Branding Team [Hardcover] by Alina Wheeler

2. Do-It-Yourself Brand Design: Make Logos, Ads and Everything In-Between Paperback – March 27, 2014 by Gabrielle Weinman (Author)

3. Zag: The Number One Strategy of High-Performance Brands [Paperback] by Marty Neumeier
4. Designing Brand Experience: Creating Powerful Integrated Brand Solutions, 1st Edition Robin Landa

Digital Marketing and research

Unit I

define media research, research terms, research process and the principles, activities, skills, and research ethics associated with each phase of the research process, relationship between theory and research, describe and compare the predominant research methods in journalism, media, and communication

Unit II

Study research topic and appropriate methodology and theory, research study and methodology, sampling and the measurement instrument, understand the importance of research ethics and the integration of research ethics into the research process, published journal article that uses one of the primary research methods in the field, impact of changes in society, technology and the field of journalism and mass com, Media as a marketing agent

Unit III

Introduction of the media Marketing, Creating initial Digital Marketing Plan, SWOT Analysis, Target Group Analysis, Content management, Optimization of Web Sites, Google Analytics, Social Media Marketing, Budgeting.

Unit IV

Social Networks, Social Media Marketing Plan, Making a Facebook page, Budgeting

The business of media today, Networked Marketing, Communicating to the 21st Century Consumer, The Internet as a Medium

Convergence and divergence in the media industry, Ethical Marketing

Unit IV- The Culture of Digital Media, The Public Sphere, Blogs, Linked Information, Access to Networked Media, Social Software, The Public and Communities, Wikipedia, Wireless Space, Crowdsourcing Media, The Digital Divide and the Post-National Web

Unit V- Creating Brand Edit a wiki, develop a webpage, video, infographic, podcast or some other digital artifact, to Write a Python script.

Documentary Production

Unit I- History of documentary film making, types of documentaries (social documentaries, Educational documentaries, corporate documentaries etc.) Role of documentary film, Difference between fiction and documentaries.

Unit II- Realism and the documentary film, Importance of Research in documentary film, Types of documentary films: Poetic, Investigative, Educational, Exploratory, Experimental, Writing for a documentary film.

Unit III- interview technique for documentary film, planning and budgeting, Pre-production, production and post production for documentary film, Documentary Case Study

Unit IV- Post production techniques, photography, Characteristics of animation. New trend in animation

Unit V- Study and field research of project implemented by NGO's or GO's (Identify the various aspects of that developmental project and write a detailed report. Study and field research of project implemented by NGO's or GO's (Identify the various aspects of that developmental project and visual presentation of the report)

References:

1. Sociology goes to the movie – Rajinderkumar Dudrah(Sage Publication)
2. 2. Bollyworld – Raminder Kaur, Ajay J. Sinha (Sage Publication)
3. 3. The art and science of cinema – Anwar Huda (Atlantic publishers and distributers)
4. 4. Participatory video – Shirley A. White (Sage Publication)

Media Entertainment

Unit I–

Key Figures and Trends of the industry, Key players/companies operating in each segment, Spread across value chain of major entertainment Market Size, growth rate, international trends, etc, Product Life Cycle for entertainment, New Media and online download rights, Merchandising rights. Revenue sharing models and agreements, revenue earning potential, flow of revenue across value chain and share of revenue contribution of each platform the total revenue.

Unit II

Industry size and growth rate for satellite broadcasting: Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. Understanding concepts of reach, viewership and TRPs, their effect on advertising rates, current ad spot rates of various channels, prime time rates v/s ROS rates, etc., Content acquisition and production models of various channels, including licensing of international reality show formats.

Unit III

Gaming and Animation Industry-

Evolution of gaming: 8 bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multiplayer gaming and their potential. Platforms and Product Life Cycle for gaming entertainment: PC, Console games (Playstation, X-box, Nintendo, others), sequels, etc. Film based Indian and International gaming franchises: Sales performance, successful case studies Dynamics of Indian Animation Industry: Revenue generated from exploitation of each content delivery platform. Case studies of International and Indian successful animation films: Spiderman, Batman, Krish, Hanuman and many more. Merchandising and Licensing: Sales Potential, case studies of International and Indian properties

Unit IV

The dynamics of revenue streams of satellite channels i.e subscription v/s advertising revenues, Digitization – Advantages & Govt. Mandate/Ruling. Future trend - Concept of embedded advertising. Resource requirements for various types of channels depending on their content strategy

Unit V- Case study discussions.

Digital Public Relation Corporate Communication

Unit I

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

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

Unit III- Employee Communication in Digital Age " Introduction and Genesis " Various New Media for Internal Communication (SNS, Intranet, Blogosphere, Portals, YouTube, Google Hangouts, Skype and Webcasts, Organization's Intranet etc)

Unit IV-

Corporate Reputation Management " Introduction " Reputation in the Net age " Corporate Reputation Management Imperatives " Building Corporate Identity " Corporate Advertising

Unit V

Issue Management and Crisis Communication " Managing Issues Online " Crisis Communication on Digital Media and Solutions " Case Studies

References:

- 1.BROWN ROB: Public Relations & the Social Web, (Kogan Page, 2009)
- 2 CARPENTER PHIL: eBrands (Harvard Business School Press, US, (2000)

3. CARROLL CRAIG E: Corporate Reputation and the New Media (US: Taylor and Francis, 2011)
- DOORLEY 4. JOHN & GARCIA MELIO FRED: Reputation Management, the Key to successful Public Relations and Corporate Communication (Routledge Taylor & Francis Group, New York, London 2007)
5. FLEW TERRY: New Media an Introduction (Oxford University Press, 2002)