



BA(J&MC)

Course Structure and Detailed Syllabi for
students admitted in Academic Session
2020-21

admin

Curriculum Structure

1. Core Course (14 Papers)	84 credits
2. Elective Course (8 Papers)	48credits
3. Ability Enhancement Compulsory Courses (2 Papers of 2 credit each)	4credits
Environmental Science English/MIL Communication	
Ability Enhancement Elective (Skill Based) (Minimum 2) (2 Papers of 2 credit each)	4 credits
	Total credit 140

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

FIRST SEMESTER

Sl No	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Introduction to Mass Communication	Core		4	3	0	1
2	Basics of Journalism	Core		4	3	0	2
3	Media In Context (Media, Society, Culture, & Economy)	Core		4	3	0	2
	Writing for Mass Media	DSE		3	2	0	2
4	General Elective-Management	GE		4	3	1	0
4	Communicative English	AE		2			
5	Language: French /German/Spanish			2			
6	Mentored seminar			2			
		TOTAL		27			
		Total contact hours per week					

SECOND SEMESTER

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Reporting and editing for Print and Online Journalism	Core		4	3	0	2
2	Basics of Advertising & PR	Core		4	3	0	2
3	Media Culture and studies	Core		4	3	1	0
3	Photography & Mobile as a tool of Journalism	DSE		3	2	0	2
4	General Elective- Fashion Communication	GE		4			
5	Language: English / French / German			2			
8	EVS	AECC		2			
		TOTAL		26			
		Total contact hours per week					

THIRD SEMESTER

Sl No	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Introduction to Broadcast Media	Core		6	4	0	4
2	Basics of Corporate Communication	Core		4	3	0	2
3	Radio production	Core		6	4	0	4
4	Film appreciation and Film review	DSE		3	2	1	0
5	Video Editing	SEC		1	0	0	2
6	General Elective- Economics	GE		4			
7	Theatre Arts	SEC		1			
8							
TOTAL				27			
Total contact hours per week							

FOURTH SEMESTER

Sl No	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Introduction to new media	Core		6	4	2	0
2	Media ethics and laws	Core		6	4	2	0
3	Digital AD&PR Design and Production	Core		6	4	2	0
5	Documentary Production	DSE		3	2	0	2
6	General Elective- Basics of Forensic Science	GE		4			
7	Internship			2			
8							
TOTAL				27			
Total contact hours per week							

FIFTH SEMESTER

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Development of Communication	Core		6	4	2	0
2	Global Media Scenario	Core		6	4	2	0
3	News Production and Management	DSE 1	Any two	3	2	0	2
4	Event Management	DSE2		3	2	0	2
5	Digital Media Marketing and Promotion	DSE 3		3	2	0	2
6	Cinematography	DSE 4		3	2	0	2
7	Showreel	NTCC		2			
8							
		TOTAL		26			
		Total contact hours per week					

SIXTH SEMESTER

Sl No	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Advanced New Media	Core		6	4	2	0
2	Communication Research and Method	Core		6	4	2	0
3	Multimedia Studies	DSE		3	2	0	2
4	Advertising, PR & Planning	DSE	Any two	3	2	0	2
5	Media Entertainment and Fashion Trends	DSE		3	2	0	2
6	Project-Training /Internship	DSE		6			
7							
8							
TOTAL				27			
Total contact hours per week							

Semester I

Introduction to Mass Communication

L-T-P:

Pre requisites: Basic Knowledge of 12th grade communicative English.

Course Objectives:

1. Understand the role of communication in personal & professional success.
2. Develop awareness of appropriate communication strategies.
3. Prepare and present messages with a specific intent.

4. Analyze a variety of communication acts.

Course Outcomes:

1. Understand the foundational material of communication studies.
2. Become conversant with key terms, models, concepts and a range of theories about communication.
3. Understand the conceptual connections between communication models and theories about communication.
4. Understand the link between major theoretical understandings of communication and the sociocultural setting they have developed in.

Unit 1

Principles of Mass Communication

Journalism and Mass Communication - Nature and process of human communication - Nature, scope, process, function and concept of Mass Communication. Intra personal - Inter personal, Group, Public and Mass Communication. Mass Media and Modern society- Mass Media and democracy. Effective Communication.

Unit 2

Media system and theory and models

Authoritarian - libertarian - Socialistic - Social - responsibility - development - participatory - Play theory, Chomsky's media theory-agenda setting
Mass Media - public opinion and democracy. Media culture and its production. Media organizations - Media content - Media market - Cultural integration and cultural pollution.

Models:

- Lasswell - Osgood - Dance - Schramm - Gerbner - Berlo model

Unit 3

Communication system in India

First Indian newspaper - Print media in nineteenth century - Indian press and Indian freedom movement ,major English and Indian language newspapers and magazine-Emergency and Indian Print Media- Introduction to online print journalism, recent techniques of online journalism

Unit 4

Ownership patterns of Media Industry today ,ethical aspects of mass media ,freedom of speech and expression right to information ,media and social responsibility , media accountability - Infotainment and ICE.

Unit 5

Practical

Online newspaper, magazine, printing technique, web journalism

Books/References

1. Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
2. Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
3. Rogers Everett: Communication Technology The News Media in Society, Collier-Macmillan.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Media and Communication-Paddy Scannell - University of Michigan, Sage Publications
6. Communication Theory: Media, Technology and Society, Sage Publications
7. Justice and Journalist, SB Enterprise, Kolkata,2015
8. Media Speaks, Management Matters, Sarup Book Publishers, New Delhi, 2011

Media in Context (Media, Society, Culture, & Economy)

L-T-P:

Pre requisites: Basic Knowledge of 12th grade communicative English.

Course Objectives:

1. To evaluate films, photos and design projects and theories related to critical visual studies through a combination of written and online texts.
2. To properly evaluate the quality of the information and its sources.
3. Critically investigate and respond to the work of other media artists, filmmakers and theorists as well as the work of their peers during critique sessions

Course outcomes:

1. Will develop interdisciplinary relationships between media arts and other fields of research.
2. Understanding of relevant journals, festivals, firms, etc. for later distribution or field contribution.
3. Will be aware of major theories influencing the photography, graphic design, film, video and new media field.

Unit 1-

News Values, Relevance of these reports to India and the world community or why they are considered to be important, Basics of News, objectivity (bias) and subjectivity, News Sources, Credibility, yellow journalism, paid news

Unit 2

News analysis and Current Affairs

Analyzing daily Current News, Comparing News treatment in various newspapers and news channels, Classroom debates and group discussions on Newspaper/TV/Radio, Media Bodies –Press Commissions, PCI, BRAI, BCCC, NBA, Editor’s Guild, ABC, Government News, Thumbnail sketches of chief personalities figuring in current news reports

Monitoring Cells, etc.

Unit 3

State and Politics

Basic understanding of the Indian political system, Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism, Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences State legislative assemblies and legislative councils, Main features of Constitution, secularism, socialist, democratic, republican, preamble, directive principles, fundamental rights, citizenship, Judicial Activism and Role of Judiciary in Media exposure

Unit 4

Economy

Economic organizations and institutions like World Bank; The European Union and its expansion; The Asian Development Bank; World Economic Forum, United Nations and its various bodies, 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, International Groupings- Like G8, Non Aligned movement, Commonwealth, National organizations- Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC) , CAG.

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

Basics of Journalism

L-T-P:

Pre requisites: Basic Knowledge of 12th grade communicative English.

Course Objective:

1. Gain an overview of news journalism's public service role in a democratic society
2. Become familiar with fundamental principles of journalism, such as truth-telling, watchdog reporting, accuracy, courage, tolerance, justice, minimizing harm
3. Learn basics of journalism law, history and ethics

Course Outcome:

Demonstrate critical thinking skills necessary to collect, evaluate, organize and disseminate news

1. Analyze relative newsworthiness of various fact sets, using elements of newsworthiness (proximity, interest, importance, impact, timeliness)
2. Write a simple news using set of facts
3. Distinguish news from infotainment, public relations, advertising and non-journalistic blogging, as well as the difference between news and opinion

Unit 1

Understanding News Ingredients of news meaning, definition, nature The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2

Tabloid press Language of news- Robert Gunning: Principles of clear writing, Rudolf Flesch formula- skills to write news

Unit 3

Understanding the structure and construction of news Organizing a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection, importance of research in news, sources of news, use of internet

Unit 4

Different mediums-a comparison Language and principles of writing: Basic differences between the print, electronic and online journalism Citizen journalism

Unit 5

Role of Media in a Democracy Responsibility to Society press and Democracy Contemporary debates and issues relating to media Ethics in journalism, debates discussion and practical writing /Viva

Books/References

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000. –
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.
5. John Hohenberg: *Professional Journalists*; Thomson Learning.
6. M.V. Kamath: *Professional Journalism*; Vikas Publishing, New Delhi.

Writing for Mass Media

L-T-P:

Pre requisites: Basic Knowledge of 12th grade communicative English.

Course Objective:

1. Learn established professional and school standards related to news-gathering, reporting, writing and publishing work
2. Build critical thinking skills necessary to collect, evaluate, organize, and disseminate news
3. Build reporting and writing skills necessary in online, print or broadcast journalism

Course Outcome

1. Students will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
2. Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
3. Students will understand the underlying philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

Unit 1

Historical background of writing- elements of language-writing as coding of content-language for mediated communication.

Unit 2

Principles and methods of effective writing-rules of grammar-sentence construction-paragraphing-narration-adjectives and adverbs, tense, sequence, logic

Unit 3

Creativity in writing-features-articles-profiles-interview stories-business writing-technical writing-letter

Unit 4

Writing for target groups-special interest audiences-

Unit 5

Translation techniques-media reviews of arts, performing arts and cinema-practical exercises applicable to all units

Books/references-

- Garcia, Mario R(1981). *Contemporary Newspaper Design*. Prentice-Hall, New Jersey, USA.
- Goldstein, Norm (Ed) (2001). *AP Stylebook and Libel Manual*. Associate Press, USA.
- George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi William Crawley & David Page (Eds.), *Satellites over South Asia*, Sage, India, 200
- Geeta Sen, *Image and imagination*, Mopin Publishing
- Gopal Sexena, *Television in India*, Vikas Publishing House

Semester II

Reporting and editing for Print and Online Journalism (38 lectures)

L-T-P:

Pre requisites: Basic Knowledge of 12th grade communicative English.

Course Objective:

1. Identify what is newsworthy from set of facts and organize a news story from those facts
2. To Recognize basic news leads: direct and indirect, as well as active voice vs. passive voice
3. Employ basic news-gathering techniques of questioning, interviewing, observation

Course Outcome:

1. Tell a story in descending order of importance of facts, understanding inverted pyramid's place historically in journalism and understanding that the practice of establishing what facts are most important enables journalists to venture into multiple story forms
2. Use more advanced math skills (see the chart of math skills to be included)
3. Write clear, concise sentence structure and flow; demonstrate mastery of particular grammar skills (see chart for grammar/all classes)

Unit 1

Covering news

Reporter- role, functions and qualities

General assignment reporting/ working on a beat, news agency reporting.

Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports, page 3, entertainment

Unit 2

Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance,

Types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features

Unit 3

Trends in sectional news, Week-end pullouts, Supplements, Backgrounders, columns/columnists, newsletter, magazines, online journalism

Unit 4

Understanding media and news

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news Neutrality and bias in news,

Unit 5

Experiencing media

Blogs, theatre Arts, print documentaries, culture, music, TV programmes

Books/References

1. M.K. Joseph: Outline of Reporting;
2. K.M. Srivastava News Reporting and Editing;
3. News Reporting & Editing M. V. CharnleyHolt, Rinehart & Winston of Canada Ltd Lynette
4. Dan Laughey: Key Themes in Media Theory; RawatPublicat) John Fiske: Introduction to CMark
5. W. Hall: Broadcast Journalism: An Introduction to News Writing;
6. Modern newspaper practice: A primer on the press, F.W. Hodgson,
7. Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press

Basics of Advertising and PR

L-T-P:

Pre requisites: Basic Knowledge of 12th grade communicative English.

Course Objective:

1. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.
2. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.
3. Develop an advertising plan and present and defend it persuasively.

Course Outcome:

1. Implement the strategies, tactics, and techniques of public relations programs
2. Develop an understanding of the various writing tasks for specific audiences and purposes
3. Develop a basic communications plan

Unit 1

Concept of advertising: Definitions and Meaning Evolution and development of advertising, Advertising process and its participants- AIDA model, scope of advertising industry in India AD Terminology

Unit 2

Advertising as a component of marketing

Concept of Integrated Marketing Communication (IMC) Marketing Plan Advertising and its relationship with other tools of marketing Introduction to STP

Unit 3

Classification of advertising- Classification on the basis of: Audience, Media, Advertiser and Area Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising

Unit 4

Social, Legal and ethical aspects of Advertising

Advertising and Social Responsibility Self-Regulatory system for control on advertising in India (ASCI), ASCI Code Laws that affect advertising Cable Television Network Act Patents Act, 1970 Trademarks Act, 1999 Copyright Act, 1957

Unit 5

PR concepts and role (Definitions and concepts, Role and Objectives of PR) Internal & External PR

PR & Media Affairs Planning -P.R campaigns, PR Tools ,Lobbying, Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits),Role of Press kit, press conference ,Measurement of PR (Pre, during and post),Changing trends in PR

Unit 6:

Techniques of Public Relations

Writing for press (Pitch notes, placed articles, Media briefing documents)

- Press release
- Press Interviews

Contents for the newsletter

Books/references-

- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

- Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.

Media and Cultural Studies (36 lectures)

Pre requisites: Basic Knowledge of 12th grade communicative English.

Course Objective:

1. Develop understanding into more concepts around media and cultural studies
2. Train students to apply these theories into current Hong Kong and international situation
3. Drill students with the necessary research methodologies in media and cultural studies
4. train students' ability of critical reflection and formulation of opinions on media issues

Course Outcome:

1. Students identify and develop understanding of the basic concepts, from semiotics, Marxist media theories, representation, institutions, to audience theories
2. demonstrate the ability to apply these concepts to the analysis of case studies and the ability of applying them to the research of current media and cultural phenomena
4. Formulate well informed opinion and critical awareness of current news and media practices

Unit 1 (6 lectures)

Understanding Culture Mass Culture, Popular Culture, Folk Culture Media and Culture

Unit 2- (8 lectures)

Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony

Unit 3 (8 lectures)

Representation Media as Texts Signs and Codes in Media Discourse Analysis Genres Representation of nation, class, caste and gender issues in Media

Unit 4 (7 lectures)

Audiences Uses and Gratification Approach Reception Studies Active Audiences Women as Audiences Sub Cultures; Music and the popular, Fandom

Unit 5 (8 lectures)

Media and Technologies Folk Media as a form of Mass Culture, live performance; Audience in live Performance Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

Books/References

1. Arvind Singhal: India's Communication Revolution, Sage.
2. Vanita Kohli: The Indian Media Business, Response Books.
3. Vincent Miller. Understanding digital culture. Sage Publications, 2011.

4. AS Media studies: An essential introduction edited by Philip Raynar, Peter wall and Stephen Kruger, Routledge
5. Denis McQuail 2000 4th edition, Mass communication theory, London Sage
6. John storey, Cultural theory and popular culture: An Introduction .London :Pearson longman 2009
7. Media Culture by Nick Stevenson 2002, 2nd edition, Sage
8. James Stafford, Tony Brennet, Raymond William , Stuart hall, john storey-short extracts from writings
9. Parmer S, traditional folk media, 1975, New Delhi, Geeta Bose

Photography & Mobile as a tool of Journalism

L-T-P:

Pre requisites: Basic Knowledge of 12th grade communicative English.

Course Objective:

- 1.Demonstrate excellence in image-making techniques across analog, digital, still and motion media platforms
- 2.Able to utilize a variety of technology to achieve specific outcomes within their image-making
- 3.Able to problem solve in a wide variety of situations - to think on their feet
- 4.Awareness of the context of their images

Course Outcome:

- 1.Will have broad insight into the photography and image-making industry
- 2.Understand visual strategy and the variety of venues that use photographic images
- 3.Problem solving within budgets, on time, professionally.

Unit 1

History of still and video AND DIGITAL photography and its use of A/V photography in Mass Media.

Unit 2:

Lighting, the different types of Lighting-Natural lighting–and Artificial Lighting The reflection of light
recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing

Unit 3:

Types of Photography and Photojournalism, News Photography, Sports Photography, Nature
photography, Portrait photography, Fashion photography and advertisement photography The basics of
photojournalism and importance of context in photojournalism

Unit 4:

Uses of mobile phone for print/TV/web/Radio. Practical assignments on Editing Photo editing software:
Microsoft Office Picture manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative
Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and
contrast, Red eye. In design, Internship in media Houses

Books/References

1. Camera Lucida: Reflections on Photography- Roland Barthes
2. An Introduction to Photography, Michael Freeman, Abe Books
3. On Photography- Susan Sontag The Man,
4. The Image & The World: A Retrospective- Henri Cartier-Bresson
5. Basic Photography- Michael Langford.

Mentored Seminar:

Critical Media Literacy: Teaching Youth to Critically Read and Create Media

Course Syllabus Ed466 (Elementary)

Class Website: <https://ccle.ucla.edu/course/view/18S-EDUC466-1>

Twitter: #Ed466

Instructor: Jeff Share, Ph.D.

Email: jshare@ucla.edu

Course Description

This graduate level course prepares educators for teaching K12 students to explore their relationships with media, technology, and popular culture by critically questioning different types of representations and creating their own alternative media messages. Critical media literacy provides a framework to expand notions of literacy to be more inclusive of all types of texts and deepens the potential to question the power of the word, image, and sound bite to represent social and environmental injustice. When K-12 students learn to critically read and write with images, sounds, multimedia, and print, they deepen their critical thinking skills and develop their identities as responsible and empowered global citizens. Critical Media Literacy combines theoretical foundations of cultural studies and critical pedagogy with practical classroom applications of new digital media and technology as well as traditional print-based means of communication. This course explores media representations of race, class, gender, sexual orientation and other identity markers. All students analyze as well as create media projects related to their teaching.

Course Objectives

1. Students will be able to teach their students how to critically analyze and create media.
2. Students will build an awareness of the influence media have and can have in society.
3. Students will create critical media literacy lesson plans and activities for students.
4. Students will explore their own relationships with media and digital technology.
5. Students will improve their skills to teach *with* and *about* digital technology and media.
6. Students will investigate the interrelationships between media representations, issues of power, and identity markers of race, class, gender, sexual orientation, etc.
7. Students will challenge hegemonic representations through alternative media production.
8. Students will take what they have learned about critical media literacy and share it with their colleagues and/or the broader school site.

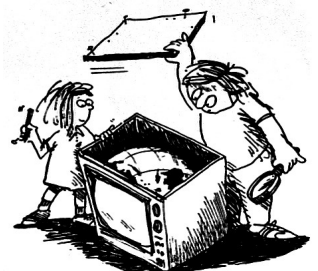
Classroom Policies:

- ❖ **Submitting work:** All assignments need to be submitted electronically to the class website. Anything too large to upload should be brought to class on a CD or flash drive.
- ❖ **Attendance:** Students may miss one class without any penalty, but two absences will lower your grade one whole level. The second missed class can be made up with an extra credit 3-4 page-essay about the content you missed. Students with three absences or more will not pass.
- ❖ **Grading:** Assignments must be completed on time; late assignments are subject to a reduction of points. **If you are absent, you should e-mail your work before the class to be considered for full credit.** There will be an option to improve an assignment if submitted on time.
- ❖ **Tardiness:** Some of the most important announcements are made during the first 15 minutes of class – therefore, it is important that you arrive to class on time.

- ❖ **Peer Support:** Exchange phone numbers and emails with classmates for mutual support.
- ❖ **Email:** Students are expected to check their email and the class website on a daily basis.
- ❖

Course Assignments

1. **Readings:** All readings will be posted on class CCLE website and must be read before class. You may read a different article for the same topic, but must summarize it and provide a link to it on CCLE.
2. **Participation:** attendance and active participation are very important and everyone is expected to share their ideas, experience and creativity in class and online. Missing more than one class will lower your grade. 15 points **TPE 6.3: I, P**
3. **Written Reflections** should be posted on class website discussion forums. Post your ideas and also comment on somebody else's posting every other week (10 total). One week you can bring in a piece of current media to share in class instead of writing a reflection that week. 15 points **TPE 1.1, 4.6: I, P**
4. **Illustrating Vocabulary:** In a team, you will take photographs that illustrate a vocabulary word. After taking the picture you will send it to the instructor to show to the class and see if the other students can guess the word. 5 pts. **TPE 1.7 & 3.3: I, P, A**
5. **Wanted Poster:** one-page Word document with image(s), text and title in Word Art, you will begin creating it in class. 5 pts. This is intended as practice in Visual Literacy & integrating CML.
6. **Visual presentation about someone in the class: create one slide with PowerPoint, Glogstr, Prezi, Keynote or Google Presentation:** During first class everyone will interview another student, then as homework students will use images and 5 words or less (no name or photo of the person) to create a visual representation about that student. In second class we will have a gallery walk where you will present your one-page visual presentation. 5 pts.
7. **Through Others' Eyes** posted on **VoiceThread.com:** Find an image that represents a part of your identity in a way that you feel is problematic. Post the image on VoiceThread.com and record a short analysis about your thoughts regarding the misrepresentation. 5 pts. **TPE 6.2: I, P, A**
8. **Racial Myth Busting Meme:** with a partner you will start creating this in class. 5 pts.
9. **Podcast:** in class you will work collaboratively to create a podcast in a radio genre. 5 pts.
10. **Digital Storytelling:** working with a team, you will create a counter-narrative digital story using PowerPoint about social justice and the environment. You will share it with the class. 5 pts.
11. **Alternative Media Project:** working collaboratively, 3-5 students will create an *Alternative Media Project* that critiques media using any type of multimedia tool. This project should challenge media representations of race, class, gender, sexuality or any stereotype or dominant ideology and must use some type of digital media, social media, or approved technology. 10 pts.
12. **Critical Media Literacy Lesson Plan:** This should be created collaboratively and presented in class. Each team presents a ten-minute summary of the lesson and also a written lesson plan (uploaded to CCLE with a hardcopy for the instructor before presenting). The TEP lesson plan template should be used and include: enough detail for a substitute teacher to implement, objectives with the Common Core State Standards, and at least one CML core concept. The lesson must include media *analysis* and *production*. The team must create an example of an alternative media product that students are expected to produce. Sign-up for date to present. 20 pts. **TPEs: 1.3, 1.5, 1.6, 2.5, 4.7, 6.1: I, P, A; 3.1: A; 3.2, 3.8, 4.3, 4.4: P, A.**
13. **Individual Reflection:** due online at the CCLE website the final day of class. Everyone must write their own 2-page reflection about your ideas related to critical media literacy and how you will use what you have learned in your own classroom. 5 pts.



Grading Scale:			
94-100	A	77-79	C+
90-93	A-	74-76	C
87-89	B+	70-73	C-
84-86	B	65-69	D
80-83	B-	< 65	F

Before first class please read the

- **Read:** *Critical Media Literacy is Not an Option* by Douglas Kellner and Jeff Share.
- **Review:** *Five Key Questions That Can Change the World: Classroom Activities for Media Literacy*.
- **Watch Video:** https://www.youtube.com/watch?time_continue=10&v=FXdYSQ6nu-M
- Optional: PBS *Digital Nation*: <https://www.pbs.org/wgbh/frontline/film/digitalnation/>

Required Texts on CCLE Class Website

Week 1 (Introduction to Critical Media Literacy) TPE 4.3: I

- Kellner, D. & Share, J. (2007). *Critical Media Literacy is Not an Option*.
- **Review:** Share, J., Jolls, T., & Thoman, E. (2005). *Five key questions that can change the world: Classroom activities for media literacy*. Los Angeles: Center for Media Literacy.
- **Watch Video:** https://www.youtube.com/watch?time_continue=10&v=FXdYSQ6nu-M
- Optional: PBS *Digital Nation*: <https://www.pbs.org/wgbh/frontline/film/digitalnation/>

Week 2 (Technological Literacy) TPE 1.4, 3.1, 3.2 – I, P

- *Code of best practices in fair use for media literacy education*. Center for Social Media. Retrieved from <http://centerforsocialmedia.org/print/1278>
- *Media Literacy Education & The Common Core State Standards: An Educator's Guide*. NAMLE, 2014.
- **Watch Videos:** Everything is a Remix (all 4 parts): <http://everythingisaremix.info/watch-the-series/>

Week 3 (Visual Literacy & Photography) TPE 1.7, 3.3: I, P, & A

- Share, J. *The Camera Always Lies*. http://www.medialit.org/reading_room/article639.html
- Choudhury, M. & Share, J. (2012). Critical media literacy: A pedagogy for new literacies and urban youth. *Voices From the Middle*, 19(4), 39-44. **TPE 6.3, 6.4: I, P**
- Optional: Share, J. (2015). *Cameras in Classrooms: Photography's Pedagogical Potential*.

Week 4 (Ideology & Representation) TPE 1.4, 2.3 – I, P

- Morrell, E. (2002). Toward a critical pedagogy of popular culture: Literacy development among urban youth. In *Journal of Adolescent & Adult Literacy*, 46(1), 72-77.
- Hall, S. (2003). The whites of their eyes: Racist ideologies and the media. In G. Dines & J. M. Humez (Eds.), *Gender, race, and class in media: A text reader* (pp. 89-93) (2nd ed). Thousand Oaks, CA: Sage.

Week 5 (Social Media & Digital Technologies) TPE 1.4, 3.6, 3.7, 3.8, 4.4, 4.6, 5.1, 6.4, 6.5: I, P

- Gee, J. (2005). Good video games and good learning. *Phi Kappa Phi Forum*, 85(2), 33-37. <http://www.jamespaulgee.com/sites/default/files/pub/GoodVideoGamesLearning.pdf>
- **Watch Video TED talk:** Safiya Noble: *Challenging the Algorithms of Oppression*, <https://www.youtube.com/watch?v=iRVZozEEWIE>
- **Watch Video TED talk:** Eli Pariser: *Beware online "filter bubbles"*, http://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles.html
- **Review:** Google Doc with web tools for the writing classroom: https://docs.google.com/spreadsheet/ccc?key=0AgbZiESxdnw6cl9XS1dhDFwd2l0a1g5NFFydklyREE&hl=en_US#gid=0

Week 6 (Aural Literacy & Podcasting) TPE 1.7, 3.4, 4.8: I, P, A

- Vasquez, V. (2015). *Podcasting As Transformative Work* (with 2nd graders)
- **Listen to Podcast:** Radiolab: *Making the Hippo Dance* <http://www.radiolab.org/story/91863-making-the-hippo-dance/>
- Optional: Lievrouw, L. (2011). *Alternative and activist new media: Digital media and society series*. Malden, MA: Polity Press. Introduction: (1-27).

Week 7 (Advertising & Gender) TPE 2.3: I, P, A

- Jhally, S. (2003). Image-based culture: Advertising and popular culture. In G. Dines & J.M. Humez (Eds.) *Gender, race, and class in media: A text-reader* (pp. 249-257), Thousand Oaks, CA: Sage.
- Sullivan, J. (2011). PR industry fills vacuum left by shrinking newsrooms. <http://www.businessinsider.com/the-pr-industry-is-filling-in-the-gaps-left-by-shrinking-newsrooms-2011-5>

- **Watch Video:** *Miss Representation* (2011) movie trailer, by Jennifer Siebel Newsom: <https://www.youtube.com/watch?v=8ap2xnMcvpw>

Week 8 (Race, Racism, & Media) TPE 2.3: I, P, A

- Johnson, K. (2015). *Celebrating Skin Tone: The Science and Poetry of Skin Color*.
- *Nat. Geo. Magazine:* <https://www.nationalgeographic.com/magazine/2018/04/from-the-editor-race-racism-history/>
- **Watch Video:** *Scientific Racism:* <https://www.youtube.com/watch?v=3FmEjDaWqA4>
- **Listen to Podcast:** *Do Black Lives Matter to Media?* (Dec. 2015): <http://fair.org/home/robin-kelley-malkia-cyril-richard-rothstein-do-black-lives-matter-to-media/>
- Optional: Kolhatkar, S. (2014). *Preschool-to-Prison Pipeline:* <http://www.commondreams.org/view/2014/04/04-6>

Week 9 (Multimedia Literacy & Digital Storytelling) TPE 2.2, 3.4, 4.8: I, P, A

- Ohler, J. (2005). The world of digital storytelling. *Educational Leadership, ASCD*, (pp. 44-47)
- Bang, S. (2012). The mechanics of digital storytelling. *The Ladder, LAUSD*. (one page)
- Optional: Goodman, S. (2010). Toward 21st-century literacy and civic engagement...

Week 10 (Final Class)

- Share, J. (2015). Thinking critically in a converging world. In *Media Literacy is Elementary* (pp. 205-222).

Semester III

Introduction to Broadcast Media

Course contents:

Unit 1 - Basics of Sound Concepts of sound-scape, sound culture Types of Sound-Sync, Non-Sync, Natural sound, Ambience Sound Sound Design-Its Meaning with examples from different forms Sound recording techniques Introduction to microphones Characteristics of Radio as a medium

Unit 2 - Basics of Visual What is an image, electronic image, television image Digital image, Edited Image (politics of an image) What is a visual? (still to moving) Visual Culture Changing ecology of images today Characteristics of Television as a medium

Unit 3 - Writing and Editing Radio News Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins Working in a Radio News Room Introduction to Recording and Editing sound. (Editing news based capsule only).

Unit 4 - Writing and Editing Television News Basics of a Camera- (Lens & accessories) Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletins Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit 5- Broadcast News: Critical Issues and Debates Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters) Changing Character of Television News (24 - hrs. news format, News Production cycle, News 'Lingo', News 'Formulae' ? News as Event, Performance and Construction.

Readings:

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

-News Bulletins in English and Hindi on National and Private channels (as teaching material) - Documentary- _The future of Television News. '

Basics of Corporate Communication

Course Objectives:

- To introduce basic concepts of corporate communication
- To establish relationship challenges between organization and their publics
- To develop an understanding of how a corporate organization functions and how it uses its elements to create, develop and sustain its image.

Pre-requisites: Nil

Student Learning Outcomes:

- Students will understand the way a corporate organization functions
- Students will develop an analytical view on the different concepts that are followed by an organization to fulfill a set of objectives/goals
- The course will provide an insight into the global aspects of crisis/risk management faced by organizations and how successfully/unsuccessfully they have been dealt with.
- As the students are required to do mandatory internships at the end of their first year, it will help them understand the functioning and requirements of an events organization.
- This course will equip the students with the necessary understanding of how important internal communication tools are.
- The course will help students understand different aspects of their future profession.

Unit I: Introduction to Corporate Communication

History, Definition, Concept & need, Importance and functions of corporate communication, Elements of Corporate Communication- corporate image and identity, corporate culture, Corporate philosophy, Corporate philanthropy, Corporate Social Responsibility, Corporate Citizenship., PR vs Corporate Communication, 7C's of Corporate Communication

Module II: Corporate Planning and Strategy

Structure of a Corporate Communication Department, Qualities, Roles & Responsibilities of a Corporate Communicator, Presentations: – skills required for corporate advocacy and sales pitch, Corporate Communication plan and process: --

Using networking components for implementation of corporate branding & promotions, corporate events, seminars and promotional Campaigns (celebrity shows), budgeting.

Module III - Managing publics

Techniques of managing Corporate Publics :-

Employee Relations, communicating policies and practices to employees, Importance of induction process, Importance and effects of Developing Employees (training & development for employees, relationship management, employee retention)

Corporate Governance

Impact of “Transparency” on corporate communications practice

Module IV – Tools of Corporate Communication

Importance & Role of Corporate Communication tools, Company Profile in an organization – writing company profile, Brochures, Newsletter (types & contents), Memos, Notices, House Journal, Annual Reports – contents, Internet – E- Newsletters, Memos, Notices

Direct marketing, network marketing, Liasioning and its importance, Corporate Communication through websites

Module V–Essentials of Corporate Communication

Image Management

Crisis Management – Planning for potential crisis

Disaster Management, Risk Management

Role of media in Corporate Communication – Media Relations

Corporate communication and its impact on Global society

Text & References:

- Argenti, Paul, A & Forman, Janis The power of Corporate Communication:
- Lynn Van Der Wagem, : Joseph Fernandez, Event Management : Corporate Communication
- Paul A. Argenti , Corporate Communication
- Nagendra V Chowdhary , Corporate Communication Concepts and Cases
- Kogan Page. 1997Corporate Communication: Principle, Techniques and Strategies

Radio Production

Course content:

Unit 1 - Broadcast Formats

Public service advertisements*

Jingles*

Radio magazine*

Interview

Talk Show

Discussion

Feature

Documentary

Unit 2: Broadcast Production Techniques, Working of a Production Control Room & Studio:

Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Personnel in Production process – Role and Responsibilities

Unit 3- Stages of Radio Production

Pre-Production – (Idea, research, RADIO script)

Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)

Editing, Creative use of Sound Editing.

Suggested Exercise- Producing any Radio format mentioned in the Unit 1. (Duration-5 minutes). *Only introductory in nature. These formats will be dealt with in detail in Advanced Broadcast paper.

Suggested reading list-

1. Aspinall, R. (1971)Radio Production, Paris: UNESCO.
2. Flemming, C. (2002) The Radio Handbook, London: Routledge.
3. Keith, M. (1990) Radio Production, Art & Science, London: Focal Press.
4. McLeish, R. (1988) Techniques of Radio Production, London: Focal Press.
5. Nisbett, A. (1994)Using Microphones, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) Radio Production Work, London: Focal Press.
7. Siegel, E.H. (1992) Creative Radio Production, London: Focal Press

Any other Study Material: Case studies

Film Appreciation

Unit I -

Language of Cinema Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Difference between story, plot, screenplay

Recommended Screenings or clips Unit I o Rear Window by Alfred Hitchcock (Language of Cinema) o Battleship Potempkinby Sergei Eisenstein (Language of Cinema) o Man with a Movie Camera by DzigaVertov o Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism) o Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir) o Pather Panchaliby Satyajit Ray o The hour of the Furnaces by Fernando Solanas

Unit II -

Film Form and Style German Expressionism and Film Noir Italian Neorealism French New-Wave Genre and the development of Classical Hollywood Cinema

Unit III -

Alternative Visions Third Cinema and Non Fiction Cinema , Introduction to Feminist Film Theory Auteur-Film Authorship with a special focus on Ray or Kurusawa

Unit IV -

Hindi Cinema 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave Globalisation and Indian Cinema, The multiplex Era Film Culture

Unit IV –

Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave) o Pyaas by Guru Dutt

Suggested Readings/References:

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

Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 173-4. Paul Schraeder —Notes on Film Noir in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170 Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129. Richard Dyer —Heavenly Bodies: Film Stars and Society in Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617 Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and Aswin Punanthebekar Eds. New York: New York University Press. 2008

Video Editing

Course Objective

- Also this course help students to create video content using non-linear video techniques for broadcast.
- The unit will familiarize the students on role of editing in creating illusion and altering reality.
- The concepts of film time versus real time will be discussed.

- A special section of After effects has been included to enable the students to be more competent in editing of their products in is the digital age.

Student Learning Outcomes:

- Ability to use professional editing systems and production of high quality video projects.
- Awareness of audio and video editing concepts.

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

Theatre Arts

Student Learning Outcomes

1. To articulate how theatre embodies culture and its values.
2. To develop critical thinking skills by effectively evaluating theatre productions.
3. To effectively analyze structure, plot, characterization and design of theatre productions.
4. To identify and describe major theatre genres from different historical periods

Each student will attend five plays during the semester

Class Theatre Visit There will be one mandatory theatre visit. Students will need to purchase their tickets and for the class trip at student or group rates.

Readings are set on the day they appear in the schedule and must be completed by the following class period for discussion. Additional readings may be assigned in class as well as those that appear on the syllabus. It is imperative that students keep up with the readings and are prepared to discuss them in class and precept groups.

Semester IV

Unit 1

Key Concepts and Theory

Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Technological Determinism, Computer Mediated-Communication (CMC), Networked Society.

Unit 2

Understanding Virtual Cultures and Digital Journalism

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

Unit 3

Digitization of Journalism

Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics

Unit 4

Overview of Web Writing

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

Unit 5

Visual and Content Design Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Suggested Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. —What is New Media? In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
- Grossman, —Iran Protests: Twitter, the Medium of the Movement
- Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

Media Laws and Ethics

Course Objectives:

- To introduce students to concept of ethics and ethical issues faced by the media
- To discuss various media laws with the help of case studies
- To understand the context and framework of print and broadcast media regulation in India
- To dissect the concerns arising from regulation of the media

Pre-requisites: Nil

Student Learning Outcomes:

- Students will be able to identify ethical issues faced by the media
- Students will be able to discuss trends in commercialization of news
- Students will be able to discuss the various media laws and their implications on conduct of media
- Students will be able to analyse the issue of media regulation in India

Unit I:

Media Ethics

Ethics: Definition and Context

Ethics in Journalism

Code of conduct for Journalists

Press Council and its Role

Editorial content & integrity

Trends in commercialization: paid news, advertorials, private treaties

Guest lectures on ethical issues in media by Industry experts.

Unit II:

Media Laws

Freedom of Speech and Expression
Defamation
Contempt of court
Right to Privacy
Copyright
Right to Information
Cinematograph Act
Law on cyber security (IT Act, 2000)

Module III:
Media Regulation
Regulation: Meaning & Context
Why regulate the media?
Regulatory bodies for print, broadcast, Films
Print media regulation
Broadcast Regulation
Cable Television Regulation Act, 1995
Self-Regulation

Text & References:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, PG, Truth Fairness and Objectivity, Oxford University Press

Any other Study Material:

- <http://thehoot.org/web/home/section.php?sectionId=7§ionLevel=1§ionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true>
- <http://indiatgether.org/c/media>
- <http://www.poynter.org/>
- <http://meejalaw.com/>
- <https://indialawyers.wordpress.com/category/media-ethics/>
- <https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/>

Digital AD&PR Production and Design

Course Objectives

- To study the growth, impact and implications of the New Media Revolution in the context of the Public Relations/Corporate Communication.
- To give hands-on-training to students in the application of digital formats.

Unit I

New Media — Introduction " New Media- Definitions, Concept and Scope " The Characteristics of New Media and Significance " A Brief History—How Communication has been forever changed with the coming of Digital Media " Key Milestones " Overview: Digital Literacy

Unit II

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

Unit III

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 IV –

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 V –

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 VI –

Corporate Reputation Management " Introduction " Reputation in the Net age " Corporate Reputation Management Imperatives " Building Corporate Identity " Corporate Advertising Financial Communication in the Digital Age " Investor Relations-Online " Case Studies corporate Communication Channels " Corporate Website " Facebook, Twitter, LinkedIn, You Tube Accounts " Corporate Blog " Building Online Corporate Community Compulsory

SUGGESTED READINGS

BROWN ROB: Public Relations & the Social Web, (Kogan Page, 2009) CARPENTER PHIL: eBrands (Harvard Business School Press, US, (2000) CARROLL CRAIG E: Corporate Reputation and the New Media (US: Taylor and Francis, 2011) DOORLEY JOHN & GARCIA MELIO FRED: Reputation Management, the Key to successful Public Relations and Corporate Communication (Routledge Taylor & Francis Group, New York, London 2007) FLEW TERRY: New Media an Introduction (Oxford University Press, 2002) HINTON SAM & HJORTH LARISSA: Understanding Social Media (Sage Publications India, 2013) HOLTZ SHEL: Public Relations on the Net, Winning Strategies to inform & influence the Media, the Investment Community, the Government, the Public, & More! (Amacon, USA, 1999) LISTER MARTIN, DOVEY JON, GIDDINGS SETH et. al. : New Media: A Critical Introduction (Routledge Taylor & Francis Group, London & New York, 2003 ed.) MARSHALL DAVID P: New Media Cultures (Arnold, Hodder Headline Group, London, 2004) SANDRA C DUHE: New Media and Public relations (Peter Lang, 2007) SRIVASTAVA KM: Public Relations in the Digital Era (Pilgrims Publishing, Varanasi, 2007) TIM JORDAN: Hacking: Digital Media and society series (UK Polity Press 2008) VINCE JOHN AND EARNSHAW RAE (Eds): Digital Convergence: The Information

Revolution (Springer –Verlag London Limited 1999) YOUNG ANTONY: Brand Media Strategy (Palgrave macmillan, US, 2010)

Anchoring Skills

Course Code:

Course Objectives:

- To make the students deliver information in a professional manner
- To make the students prepare anchor scripts of their own
- To enable students handle situations of live
- To understand the challenges and find solutions of working as a media professional

Pre-requisites: Students should have prior knowledge about the requirements of being a presenter.

Student Learning Outcomes:

- Students will be able to outline the role of an anchor for various types of programmes
- Students will be able to identify the challenges of working as a media professional.
- Students will be able to express themselves in any live situation.

Unit I

Qualities of an anchor, Voice Modulation , Dressing Styles and formats , Anchoring cookery shows, Anchoring travel shows

Anchoring for various formats

Anchoring interviews: people from different fields. Reality shows, Hosting a match, Using a teleprompter , Sight read

Unit II :

Writing , Self-created concepts, Essentials to good writing for TV , Originality and Creativity , Idea generation , Resource management , Skill of interviewing , Anchoring of documentary style
Art of using spoken Language

Unit III :

Case Studies on famous anchor and their styles

Ravish Kumar, Rajeev Masand, Anjana Om kashyap, Vinod Dua, Barkha Dutta, Pranoy Roy

Pedagogy for Course Delivery: hands on experience. Watching TV shows. explaining through TV shows.

Studiowork, shooting clips.

List of Experiments:

- Voice modulation
- Mock anchoring
- Recorded and live Anchoring exercises
- Writing scripts

Text & References:

- The ABC of News Anchoring By Richa Jain Kalra
- The Broadcast Journalism Handbook: A Television News Survival Guide
- By Robert Thompson, Cindy Malone
 - News casting in electronic media, by mohan sundara rajan
 - On Camera : how to report anchor and interview by Nancy Reardon
 - Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia, Terry Anzur
 - Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard

Documentary Production

Course contents:

Unit 1:

Understanding the Documentary Introduction to the debate on realism Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical Debates in the Documentary Encounter Defining the Subject/Social Actor/Participant Voice in the Documentary: Problematics of _Voice of God 'Narrator & Different Posturing's of the Narration, Participant, Filmmaker, & Audience Camcorder Cults Mockumentary

Unit 2-

Documentary Production: Pre-Production Researching the Documentary Research: Library, Archives, location, life stories, ethnography Writing a concept: telling a story Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching Issues of Primary and Secondary Audience

Unit 3-

Documentary Production: Production Documentary Sound Documentary Cinematography – a responsive filmic encounter Location Research Technologies and Techniques Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist Crowd Funding

Unit 4 - Documentary Production: Post-Production Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy Distribution and Exhibition Spaces (Traditional and Online) Festivals and International Market Box office documentaries

Suggested Practical Exercise – Making a short documentary (5-10 minutes).

Readings:

Erik Barnow and Krishnaswamy Documentary Charles Musser —Documentary in Geoffrey Nowell Smith ed. The Oxford History of World Cinema Oxford University Press: 1996, 322-333 Michael Renov —The Truth about Non Fiction and —Towards a Poetics of Documentary in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36 Trisha Das How to Write a Documentary Double Take by PSBT DOX magazine

Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington. Suggested Screenings: Michael Moore: Roger and Me Nanook of the North by Robert J Flaherty Nightmail by Basil Wright Bombay Our City by Anand Patwardhan Black Audio Collective City of Photos by Nishtha Jain Films by PSB

Semester IV

Development Communication

Unit I

Development: Concept, concerns, paradigms Concept of development Measurement of development Development versus growth Human development Development as freedom Models of development Basic needs model Nehruvian model Gandhian model Panchayati raj Developing countries versus developed countries UN millennium dev goals

Unit II

Development communication: Concept and approaches Paradigms of development: Dominant paradigm, dependency, alternative paradigm Dev comm. approaches – diffusion of innovation, empathy, magic multiplier Alternative Dev comm. approaches: Sustainable Development Participatory Development Inclusive Development Gender and development Development support comm. – definition, genesis, area woods triangle

Unit III

Role of media in development Mass Media as a tool for development Creativity, role and performance of each media-comparative study of pre and post liberalization eras Role, performance record of each medium- print, radio, tv, video, traditional media Role of development agencies and NGOs in development communication Critical appraisal of dev comm. programmes and govt. schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e-governance, e chaupal, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

Unit IV

Practicing development communication Strategies for designing messages for print Community radio and dev Television programmes for rural india (KrishiDarshan) Using new media technologies for development. Development Journalism and rural reporting in India

Unit V

Rural Journalism

Information needs in rural areas;

Use of traditional media for development in rural areas;

Rural newspapers;

Critical appraisal of mainstream media's reportage on rural problems and issues;

Specific features of tribal society; Information needs in tribal setting;

Critical appraisal of mainstream media's reportage on tribal problems and issues;

Suggested Readings:

Rogers Everett M : Communication and Development- Critical Perspective,
Sage, New Delhi, 2000

SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.

UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.

World Bank : World Development Report (published every year) Oxford University Press, New Delhi.

Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.

AmartyaSen : Development as freedom, Alfred A Knopf, New York, 1999.

DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.

Global Media Scenario

Course contents:

Unit I:

Media and international communication:

The advent of popular media- a brief overview

Propaganda in the inter-war years: Nazi Propaganda,

Radio and international communication

Unit II:

Media and super power rivalry:

Media during the Cold War, Vietnam War, Disintegration of USSR;

Radio free Europe, Radio Liberty, Voice of America

Communication debates: NWICO, McBride Commission and UNESCO

Unequal development and Third World concerns: North-South, Rich – Poor

Unit III:

Global Conflict and Global Media

World Wars and Media Coverage post 1990: Rise of Al Jazeera

The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media

Unit IV:

Media and Cultural Globalization

Cultural Imperialism, Cultural politics: media hegemony and

Global cultures, homogenization, the English language

Local/Global, Local/Hybrid

Unit V:

Media and the Global market

Discourses of Globalization: barrier-free economy, multinationals, technological developments, digital divide

Media conglomerates and monopolies: Ted Turner/Rupert Murdoch

Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others -----
Internal assessment

Internal assessment may be based on covering the beats and writing reports/ interviewing personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussion on current affairs, tests, debates and tests may be held regularly.

News Production and Management

Unit 1:

Specialized Reporting Business/economic Parliamentary Political

Unit 2:

Trends in Print Journalism Investigative journalism/ Sting operations and related case studies Impact of Technology on newspapers and Magazines Ethical debates in print journalism: ownership and control.

Unit 3:

Production of Newspaper Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design) Handling text matter (headlines, pictures, advertisements) Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 4

Technology and print Modern Printing Processes

DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.)

Picture Editing and Caption Writing,

Unit 5:

Advanced Newspaper and Magazine Editing

Classification of Newspapers and Magazines

Current trends in Newspapers and Magazines with respect to content

Photographs and Cartoons in Newspapers and Magazines

Suggested Readings

1. Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989 2. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi 3. Professional Journalism, by M.V. Kamath, Vikas Publications 4. Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press 5. Journalism: Critical Issues, by Stuart Allan, Open University Press 6. Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984. 7. Principles of Art and Production, by N.N. Sarkar, Oxford University Press

Event Management

Course Description:

The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events

with a special focus on case studies of the events in P.R. China in recently years.

Course Outcomes:

1. To acquire an understanding of the role and purpose(s) of special events in the organizations.
2. To acquire an understanding of the techniques and strategies required to plan successful special events.
3. To acquire the knowledge and competencies required to promote, implement and conduct special events.
4. To acquire the knowledge and competencies required to assess the quality and success of special events.

Unit I:

Principles of project/Event Management: From concept to reality
Understanding project management - resources - activities - risk management - delegation - project selection - role of the Event Manager.

Unit II 2:

Preparing a proposal

Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales - contracts.

Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success.

Unit III:

Crisis Management plan

Crisis planning - prevention - preparation - provision - action phase - handling negative publicity - structuring the plan.

Unit IV:

Seeking sponsors

Different types of sponsorship - definition - objectives - target market - budget - strategic development - implementation - evaluation.

Unit V:

Organizing the event

Purpose - venue - timing - guest list - invitations - food & drink - room dressing - equipment - guest of honor - speakers - media - photographers - podium - exhibition.

Unit VI :

Marketing tools

Types of advertising - merchandising - give aways - competitions - promotions - website and text messaging. Media tools

Media invitations - photo-calls - press releases - TV opportunities - radio

Interviews, Promotional tools

Flyers - posters - invitations - website - newsletters - ezone - blogs - tweets.

Lecture VII: Evaluation

Budget - cost of event - return on investment - media coverage - attendance - feedback

Digital Marketing and Promotion

Unit I :

Introduction to marketing- Definition, Scope, Functions, Types of Markets ,Consumer Behaviour- Meaning, Determinants- Cultural, Social, Personal, Psychological Industrial Buying Behaviour-meaning, characteristics, differences between consumer buying and industrial buying behaviour,Market Segmentation Targeting & Positioning (STP) - Meaning, benefits of market segmentation.

Unit II :

Going Digital: The Evolution Of Digital Marketing, Definition, Importance, Scope of DM, good practice in Digital Marketing ,The Changing Face Of Advertising, How can Digital Marketing be used to develop brands, drive sales, encourage product and service development and innovation, aid recruitment and training ,The Technology Behind Digital Marketing.

Unit III:

Strategic Digital Thinking: Why You Need A Digital Marketing Strategy, Your Business And Digital Marketing, Understand and Evaluate Digital Marketing ,(DM) Channels Defining Your Digital Marketing Strategy, Understanding The Digital Consumer.

Unit IV

Introduction to SMM : Social Media Definition and Scope , SMM Vs. SMO , Benefits of using SMM , Social Media Statistics , Why use Social Media Marketing , Social Media Strategy , Impact of Social Media on SEOContent Marketing : Content Marketing: An Overview , How to Execute a Successful Content Marketing Plan , Content Distribution and Optimization , Understanding ROI with Content Marketing, Types of Content for marketing, Content generation ideas, Content Marketing Strategy, Info Graphics Creation ,Lead Generation

Unit V

1)Practical for Creative Posts, User engagement metrics, Facebook Insights , Facebook Groups , Facebook Apps creation , Integration FB in Site. 2) Facebook page creations and Promotions. 3) Practical Based on You tube (Viral video, Event marketing). 4) Create your First Ad using ad word and ad sense 5) Creating Blog /Word press, using various theme, tools 6) Content: creation and analysis (ROI). 7) Practical based on Lead Generation for Business (eg. Creating a landing page) 8) Email Practical: Creating a broadcast email, what are auto responders, setting up auto responders, how to do bulk emailing, Best practices to send bulk emails. 9) Practical Based on Google analysis. 10) Creating WhatsApp Social campaign. 11) Creating Banner Ads Using Tools 12) Practical based creating positive brand image online.

Book References:

1) UnderstandingMarketing:DAMIAN RYAN& CALVIN JONES. 2) Internet Marketing: Online Marketing Fundamentals :eMarketingInstitute. 3) Digital Marketing :VandanaAhuja. 4) Email Marketing: An Hour A Day: Jeanniey Mullen. 5) Search Engine Optimization: Jennifer Grappone ,GradivaCousin. 6) Facebook Marketing: Chris Treadaway. 7) Youtube and Video Marketing: Greg Jarboe. 8) Twitter Power 2.0: How to Dominate Your Market One Tweet at a Time Paperback: Joel Comm. 9) Google Analytics Breakthrough : Shiraz Asif, Eric FettmanFerasAlhlou

Cinematography

Unit I

Introduction to class & institute structure Safety Briefing Role of the cinematographer Screen clips & short film Composition & Framing Frame size terminology *Instructor demo of camera equipment Lens Choice Exposure/F-Stop/Shutter/ISO Depth of field Camera operating *Hands-on introduction to camera equipment

Unit II

Composition/Framing exercise, Exposure setting exercise, Camera operating exercise, Focus pulling exercise, Camera movement Camera movement example clips Static camera Panning/Tilting Dolly Handheld ,Camera movement exercise with stations

Unit II

Lighting for emotional impact Lighting example clips Discuss lighting terminology & concepts Color Temperature Types of lighting units Hands-on introduction to lighting equipment Controlling light Grip equipment Gels Diffusion Soundstage lighting exercises Day exterior lighting techniques Bounced/diffused sunlight concepts Screen day exterior lighting example clips *Day exterior lighting exercises

Unit IV

Shooting & Continuity rules Coverage/covering a scene 180 Degree Line Blocking a scene for camera Hands-on demo: blocking a scene, In-Class Camera & Lighting Concepts Quiz

Unit V

Different Film Formats (16 min, 35 mm, 70 mm) and aspect ratios. Exposure determination for motion picture camera

Unit VI

Practical production of a short film

Semester VI

Advance New Media

Course contents:

Unit I

Basics of New Media Frameworks – Genres and Environments Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, et al.; guerrilla media; curating media, festival, media spaces

Unit II

Sociology of the Internet and New Media Social Construction of Technology, Utopian-Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.

Unit III

Critical New Media Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cybersecurity and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.

Unit IV

Participatory culture Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media- digital media and identities, new media campaigns.

Unit V

Project and Production Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening

Things to Do:

1. Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge.
2. They must also undertake a web based art project or installation where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution.
3. An observational field project on use of new media in Panchayats/rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended.
4. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign.

Reference/Readings:

—New Media and New Technologies by Lister Dovey, Giddings, Grant & Kelly. (2003).
Rosen, J. —The People Formerly Known as the Audience What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.
Bosker, —Randi Zuckerberg: Anonymity online has to go away
Negroponte, N. (1996). Being Digital, Part 3 [pp. 163-233]
Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.

Communication Research and Methods

Course contents:

Unit I –

Introduction to Research Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II –

Methods of Media Research Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III –

Sampling Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary Data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV-

Methods of analysis and report writing Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report

Unit V –

Ethnographies and other Methods Readership and Audience Surveys Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

Reference/Readings: -

Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98. - Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998. - John Fiske. Introduction to Communication Studies, Routledge Publications, 1982. - David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon, 2002. - Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120. - Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

Multimedia Studies

Course contents:

Unit I

Introduction to Multimedia Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit II

Print Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and notetaking, Interviewing Techniques.

Unit III

Photograph Photo on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today 's journalism, Photography and cutlines as an important part of storytelling. placements & Visual Design

Unit 4

Audio & Video Content Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming. Unit 5 Mobile journalism Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive user's vs

linear narratives, elements of an interactive writer. Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.

Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.

Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson. 2005.

Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006.

Media Entertainment and Fashion Trends

Course objective

The course will introduce the students to the most recent trends in media, entertainment and fashion.

Unit I – Music

1. Music and Concert Copyrights and Publishing, 2. Record Label development, 3. Future of the Music Business due to new streaming and place shifting technologies, 4. Indian Music Label companies, 5. Music Royalty

Unit II – Film and TV Business

Laws and Copyrights involves with the Film and TV Business in India 2. Distribution of Content for Film and TV, 3. Business structures relating to development, production, programming of content, 4. Theatres and Distributors, Technology and Legal Aspects surrounding Film and TV Business

Unit III – Animation and Video Games Business

1. Growth of the Animation and Gaming Industry 2. Business structures relating to development 3. Production and programming of content 4. Distribution Rights of video games and content

Unit IV – Events and Live Media Management

1. Researching of Product and Company brand, 2. Identifying target audience, 3. Developing Management plan and hiring people, procuring venues and entertainment licenses to stage events Appendix-LXVII (DSJ English Syllabus) E.C. dated 03.07.2017/14-15.07.2017 (Page No. 682-859) 793

Unit V – Fashion Journalism

1. Health, Beauty and fitness 2. Food and Interiors 3. Impact of social media on Fashion journalism's popularity 4. Impact on audiences' identities and consumption behaviors Projects/Assignments Outcome The course will enable the students to explore career options in the entertainment and fashion industry.

Suggested Readings

1. Folker, Hanusch, (ed.) Lifestyle Journalism. New York: Routledge, 2014. 2. Kumar, Gonela, Saradhi. Reading the Rabbit: Explorations in Warner Bros. Animation. New Jersey: Rutgers University Press, 1998. 3. Papacharissi, Zizi. Journalism and Citizenship: New Agendas in Communication. London: Routledge, 2009. 4. Wright, Mills, Power Elite. New York: Oxford University Press, 1963. 5. Wyatt, Wendy, (ed.) The Ethics of Journalism: Individual, Institutional and Cultural Influences, New York: I.B. Tauris, 2014.

Things to do

1. Working in groups of two or three students will be required to undertake the production. The genre can be decided by the faculty in charge.
2. They must also undertake a web-based art project or installation where they will experiment with cross platform storytelling techniques leading to a development and understanding of new strategies of exhibition and distribution.
3. An observational field project on use of new media in different areas.
4. They should also attempt creating a mobile capsule for social media

AD/PR Planning

Course Objective: The process by which media selects positions by companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.

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Course Contents:

Module I: Media Planning Introduction to Media Planning(MP) Defining Media Planning. Objectives of MP. Importance of MP in the current scenario Developing Media Strategy-the media mix Factors influencing media strategy decisions.

Module II: Media: An Overview Media types characteristic of major media forms. Internet –the big medium ATL & BTL Media Electronic media Outdoor Advertising Transit advertising

Module III: Media Planning Process Matching media & market- Geographical selectivity, reach & frequency. Media briefing Media scheduling Media plan & Strategy development Process Media budgeting (Traditional& Modern methods) Media Buying functions New trends in Media Buying

The students will use their understanding of all advertising concepts learnt in the previous semesters to do a practical exercise. Students will act as brand managers of a new brand being launched. They will be required to study the following elements for the product category assigned to them: 1. Market Research

to determine the situation analysis 2. Segmenting the market and selecting a segment for their new brand, identifying target audience 3. Positioning their brand. This will involve a detailed study of the positioning of the competitive brands 4. Developing the media strategy, including the communication mix, Developing the creative strategy 5. Creative strategy to follow a complete campaign creative presentation. This will include development of TV Commercials, print ads, radio ads and POP material.