MA in MASS COMMUNICATION AND JOURNALISM

Objectives

The programme is designed to familiarize the learners with both theoretical and practical aspects of Mass communication, acquaint them with Ethics/New Media/Communication Research, etc and enable them to put communication practice within the socio-cultural realm by sensitizing them to use media for overall development.

Programme Structure

CODE	COURSE NAME	CREDITS	CONTACT HOURS	STUDY INPUT HOURS	NO. OF ASSIGNMENTS
SEMESTER 1					
MAMCD 101	Introduction to Communicationand Media	4	12	120	2
MAMCD 102	Evolution of Indian Media	4	12	120	2
MAMCD 103	Advertising and Public Relations	4	12	120	2
MAMCD 104	Reporting and Editing	4	12	120	2
SEMESTER 2					
MAMCD 201	Media Law and Ethics	4	12	120	2
MAMCD 202	Radio Broadcasting	4	12	120	2
MAMCD 203	Media Management	4	12	120	2
MAMCD 204P	Project I	4	12	120	
SEMESTER 3					
MAMCD 301	New Media	4	12	120	2
MAMCD 302	Communication Research Methods	4	12	120	2
MAMCD 303	Television Production	4	12	120	2
MAMCD 304	Communication for Social Changeand Development	4	12	120	2
SEMESTER 4					
MAMCD 401	Film Studies	4	12	120	2
MAMCD 402	Science Communication	4	12	120	2
MAMCD 403	Community Media	4	12	120	2
MAMCD 404P	Project II	4	12	120	
TOTAL		64	198	1980	28

Detailed Syllabus

MAMCD 101- Introduction to Communication and Media

MODULE I: Introduction to Communication

> **Unit 1: Communication--** Definition, meaning, elements and nature of communication, Types of communication.
> **Unit 2: Verbal and non-verbal communication--** Meaning of Verbal and non-verbal communication, Body language and proxemics
> **Unit 3: Levels of Communication--** Intra personal and Inter-personal communication, Group and Public communication
> **Unit 4: Mass Communication--** Concept of 'Mass' and Mass media, Mass audience, Typologies of audience

MODULE II: Communication Theories

Unit 5: Communication process-- Communication as an 'Act' and as a 'Process', Feedback and Effects, Functions

Unit 6: Models of Communication-- Linear, Transactional and Circular models, Rhetoric, Lasswell and Shannon and Weaver models, Newcomb's ABX model, Berlo's SMCR model, Osgood and Schramm's model, George Gerbner's model and Kincaid's Convergence model

Unit 7: Introduction to Communication Theory-- Early communication theories, Limited effects theories, Dominant Paradigms, Normative theories and modern mass communication theories, Theories of communication- changing perspectives, Mass society and cultural approaches to Communication Theories

Unit 8: Print media- Evolution and growth-- Evolution and growth of print media-international, Evolution and growth of print media- national, Evolution and growth of print media in Assam, Evolution and growth of print media in North-East India

MODULE III: Press in India

Unit 9: Press during freedom struggle--National press during freedom struggle, Assamese and other vernacular press during freedom struggle

Unit 10: Press in Contemporary times-- Present scenario of press in India, Present scenario of press in Assam, Present scenario of press in the North-East India

Unit 11: Broadcasting in India-- History and development of broadcasting in India, All India Radio, Doordarshan

MODULE IV: Media and Technology

Unit 12: Satellite broadcasting-- SITE, Kheda experiment, Cable TV, DTH and Digital broadcasting

Unit 13: Private Radio and TV-- FM Radio and Community radio, Private TV Channels

Unit 14: New Media-- Development of New Media, Online media, mobile telephony, Internet and Social media.

Textbooks

1. Emery E. et al. Introduction to Mass Communication (Harper Collins College,(1994).
2. McQuail, Denis. McQuail's Mass Communication Theory (Sage Publications, 2005).
3. Virginia P. Clarifying Communication Theories (Surjeet Publications,2003)

Reference books

1. Chaturvedi B. K. New Media Technology and Communication (Global Vision Publishing House 2010).
2. McQuail, Denis. Mass Communication (Four volume set) (Sage publication, 2006).
3.Natarajan, J.History of Indian Journalism (Publication Div. Ministry of I & B Govt. of India, 2000).

MAMCD 102 Evolution of Indian Media

MODULE I: Press through the Ages

Unit 1: Early communication modes-- The Indian context, Oral communication, Traditional forms of communication, Written communication, Development of printing, Newspapers and magazines in the nineteenth century

Unit 2: Print media-- Journalism in India, Historical development of important newspapers in English, Historical development of important magazines in English

Unit 3: Indian Press before independence-- Social issues before independence, Economic issues, Political issues

Unit 4: Indian Language Press and National Movement-- Birth of the Indian Language Press, First war of Indian independence and the press, Issues of freedom, both political freedom and press freedom

MODULE II: History of Indian Press

Unit 5: Press Organizations-- Press Commission, Press Council, Registrar of Newspapers for India, Audit Bureau of Circulation

Unit 6: Pioneers in Indian Journalism-- Important personalities of Indian journalism, Mahatma Gandhi and his journalism, Contribution of Raja Ram Mohan Roy, Indian News Agencies

Unit 7: The Press in India after independence-- Social political and economic issues, Role of the Indian press; problems and prospects

Unit 8: History of Radio Broadcasting-- Radio broadcasting in India, AM and FM broadcasting, AIR Services and Special Audience Programme

MODULE III: Broadcasting in India

Unit 9: Radio as medium of mass communication--Development of radio as a medium of mass communication, Radio as an instrument of propaganda during the World War II, Emergence of AIR – commercial broadcasting

Unit 10: Radio and Development-- Radio programmes for Rural Audiences, Family Welfare programme, Programmes for the Armed Forces Yuva Vani

Unit 11: Growth of Television broadcasting in India-- Historical perspective of television in India, Early experiments in Indian television network- SITE

MODULE IV: Broadcasting and Development

Unit 12: Television and Development-- Doordarshan Code, Role of Doordarshan, Programmes for rural and urban audience, Development programmes

Unit 13: New Information and Communication Technologies-- Satellite**,** Optical Fiber**,** Cable television

Unit 14: Citizen Journalism-- Meaning and Concept, Origin and Growth, Citizen Journalism in India

Textbooks

1. Agarwala, VirBala. *Handbook of Journalism & Mass Communication* (Concept, 2001).
2. Bhatt, S.C. *Indian Press since 1955* (Publication Div., Ministry of I & B, Govt. of India, 2000).

Reference books

1. Natarajan, J. *History of Indian Journalism* (Publication Div. Ministry of I & B Govt. of India, 2000).
2. Sudarshan, K.N. et al. *Electronic Media* (Indian Publisher's Distributions, 1998).
3. M. Chalapathi, Rau, The Press in India, Allied Publishers Private Limited (1968)

MAMCD 103 Advertising and Public Relations

MODULE I: Basics of Advertising

Unit 1: Introduction to advertising-- Nature and Scope of Advertising**,** Evolution of Advertising, World Scenario, History of Indian Advertising, Classification of Advertising, Classification based on Target Audience, Classification based on Objectives, Classification based on Media Choice, Classification based on Source

Unit 2: Theoretical Foundations of Advertising-- Advertising and Communication Models, Theories of Advertising, AIDA, Stimulus Response Theory, DAGMAR, Hierarchy of Effects

Model, Consumer Behaviour, Analyzing Human Behaviour, Consumer in Economic Theory, Market Segmentation, The Mechanics of the Market

Unit 3: Media Planning-- Significance of Media Planning, Media Plan and Media Schedule, Four types of media Factors, Media Planning decision making process

Unit 4: Creating Advertisements I (Ideation and Copywriting)-- Understanding the Creative Process, Idea Generation, Creative Approaches, Copywriting, Elements of an advertising copy, Copywriting Principles

MODULE II: Creativity and Legal Issues in Advertising

Unit 5: Creating Advertisements II (Illustration and Layout)-- Illustrating, Types of Illustrations, Guidelines for using Illustrations, Advertising Layout, Considerations for developing a print layout, Types of layouts

Unit 6: Television Advertisements-- Elements of a TV advertisement, Types of TV advertisements, Guidelines for creating TV advertisements

Unit 7: Digital and Social Media Advertising-- Role and scope of Digital media, Advertising on Digital Media**,** Evolution of Digital Media Advertising**,** Digital Advertising in India**,** Social Media in Brand Building**,**Some case studies

Unit 8: Legal and Ethical issues-- Laws and Acts concerning Advertising, Ethical concerns in Advertising, ASCI and Code of Ethics, Advertising and Intellectual Property Rights

Unit 9: Advertising Agencies-- What is an Advertising Agency, Functions of an Advertising Agency, Types of Advertising Agencies, Structure of an Advertising Agency, Client- Agency-Media interface

MODULE III: Basics of Public Relations

Unit 10: Introduction to Public Relations-- Concept of Public Relations, Internal and External Publics, Public Relations and its History, Functions of Public Relations, Structure of PR department, Duties, responsibilities and qualities of a PRO

Unit 11: Media Relations-- Understanding Media relations, Benefits of Media Relations, Tools and Techniques of Media Relations, Organizing Press Conferences, Writing Press Releases

MODULE IV: Public Relations and Society

Unit 12: Community Relations and Corporate Social Responsibility-- Community expectations and need for Community Relations, Objectives of Community Relations, Techniques of maintaining community relations, Corporate Social Responsibility

Unit 13: PR and Crisis Communication-- Defining 'Crisis', Kinds of Crisis, Role of PR in Crisis Management and Communication, Preparing a Crisis Management Plan

Unit 14: PR Agencies and Apex Bodies-- PR Agencies, Structure and Functions of PR Agency, Client Servicing, Apex bodies, IPRA, PRSI

Textbooks
1. Ogilvy, David. *Ogilvy on Advertising* (Prion, 2001).
2. Jethwaney, J.N. & Sarkar, Narendra Nath. *Public Relations* (Sterling Publishers, 2002).
3. Wells, William. *Advertising Principles and Practice* (Prentice Hall India, 2002).

References
1. Chunawalla, S A. *Advertising Theory and Practice* (Himalaya, 2001).
2. Mehta, D.S. *Handbook of Public Relations in India* (Allied Publishers,1980).
3. Valladares, June A.*The Craft of Copywriting* (Sage Publications, 2000).

MAMCD 104 Reporting and Editing

MODULE I: Introduction to Journalism

Unit 1: News-- Concept, Definition, news value, objectivity and authenticity, Types of news, news sense, sources of News, cultivation of sources

Unit 2: News Writing-- Principles of news writing, News story, News structure Headlines, Features

Unit 3: Reporting-- Concept, Different types of Reporting– Investigative, Interpretative Reporting beats, Background research

Unit 4: Editing—Concept, Newsroom set up in a news media, Deadline, Layout, Responsibilities of Reporting & Editing desks

MODULE II: Various aspects of Journalism

Unit 5: Photo-journalism-- Concept of Photo Editing, Techniques for good journalistic photography and headline / caption writing, Preparing photo features on various subjects, different types of camera

Unit 6: Freedom of Expression-- Concept and importance, Constitutional provisions for freedom of expression and practice, Implementation of freedom of expression in practice

Unit 7: Background Research-- What is background research, Importance of background research, Background research as a source for journalism

Unit 8: Editorial Writing-- Editorial page and Op-Ed page, issues covered, Editor as leader of the society, Styles of writing editorial

MODULE III: Opinion Writing

Unit 9: Writing of Reviews-- What is review of film and drama, Importance of film and drama review, Principles of reviewing films and dramas, Examples of ideal review writing, Different styles of reviewing film and drama

Unit 10: Features-- What is a feature, Difference between feature and article, Different types of features

Unit 11: Opinion in Journalism-- Introduction. Importance and types of opinions in news media, Writing opinion pieces, columns, types of columns

MODULE IV: Types of Journalism

Unit 12: TV Journalism-- Difference between Print and TV Journalism, Advantages of TV Journalism, Different types, writing for TV Journalism

Unit 13: Radio Journalism-- Comparison of journalism for TV / Radio and Print, Preparations for Radio Journalism, Different types, writing for Radio Journalism

Unit 14: Online Journalism-- Writing for Online Media, Citizen Journalism, News Portals

Textbooks
1. Kessler, Lauren & McDonald, Duncan. *When Words Collide: A Media Writer's Guide to Grammar and Style* (Belmont, California: Wadsworth,1996).
2. Lunsford, Andrea A. *The St. Martin's Handbook: With 2003 MLA Update* (Bedford/ St. Martin's, 2003).

Reference books
1. Clark, Roy Peter & Scanlan, Christopher. *America's Best Newspaper Writing*. Boston: Bedford/St.Martin's, 2001).
2. Strunk, William & White, E.B. *The Elements of Style* (Longman, 1999).

MAMCD 201 Media law and Ethics

MODULE I: Legal system in India

    Unit 1: Introduction to the Legal system-- Jurisprudence, Sources and Types of Law, History of Indian media laws

    Unit 2: Rights, Rules and Laws-- Justice and Law, Laws and Society

    Unit 3: Judicial Systems in Relation to Media-- Basic features of the Indian Constitution, Structure of Judicial System in India

    Unit 4: Constitutional Obligations-- Freedom of Speech and Expression, Freedom of the Press, Right to Information Act, 2005

MODULE II: Media Laws

    Unit 5: Laws Related to Media Profession-- Introduction to Indian Penal Code, Press Council of India; Press Council Act, 1965, 1978, Cinematographic Act, 1952

    Unit 6: Public Interest Litigation and Defamation-- Civil and Criminal law of defamation, Libel and Slander, Public Interest Litigation

    Unit 7: Media Laws relating to Women & Children-- Laws relating to Obscenity, Indecent Representation of Women (Prohibition) Act, 1986, The Children Act 1960

    Unit 8: Freedom and Accountability of the Media-- Freedom and Responsibility, Contempt of Court 1971, Protection of Civil Rights Act, 1955, Parliamentary Proceedings Act, 1971

MODULE III: Media Ethics

    Unit 9: Ethics and Journalistic Professionals-- Introduction to Ethics, Press Council's Norms of Journalistic Conduct, AIR News Policy for Broadcast Media; Broadcasting Code

    Unit 10: Media and Social Responsibility-- Media and pressure groups, Prasar Bharati Act – 1990, The Broadcast Code Governing AIR

    Unit 11: Rights and Duties of Media Professionals-- Politics and Elections, Investigative Reporting, Court Reporting

MODULE IV: Issues in Reporting

    Unit 12: Media and Conflict Reporting-- Conflict Scenario in North-East India, Ethical Issues in Conflict Reporting, International Humanitarian law

    Unit 13: Cyber Laws-- Information Technology Act, 2000, Cyber Crimes, Cyber Crimes relating to Women and Children

    Unit 14: Intellectual Property Rights-- Copyright Act, 1957, Design Act, 1911, Trade and Merchandise Marks Act, 1958, Patent Act 1970

Textbooks

1. Frankena, William K. *Ethics* (Prentice Hall India, 2002).
2. Singh, P.P. et. al.*Media, Ethics and Laws* (Anmol, 1998).

Reference books

1.Lillie, William. *Introduction to Ethics* (Allied Publishers, 2003).

2.Prabhakar, M. et. al.*A Compendium of Codes of Conduct for Media Professional* (University Book House, 1999).

MAMCD 202 Radio Broadcasting

MODULE I: Growth of Radio

Unit 1: Evolution of Radio worldwide and in India-- Invention of Radio, History of Radio Broadcasting world wide, History of Radio Broadcasting in India, Pre-Independence and Post-Independence broadcasting in India

Unit 2: Radio in North East of India-- History of Radio Broadcasting in North East, Pre-Independence and Post-Independence broadcasting in NE India, All India Radio Stations in Northeast India (FM/AM)

Unit 3: Characteristics of Radio-- Characteristics of the Sound, Characteristics of the Voice, Radio as Mass Medium, Radio as Mobile Medium

Unit 4: Technology of Radio Broadcasting—Microphone, Studio, Transmission Booth, Control Room, Transmitter, Antenna, Radio Set, Online sound editing software, Newsroom software, FM Broadcast software, sound editing software.

MODULE II: Radio Broadcasting Formats

Unit 5: Formats of Radio Broadcasting (Spoken)—Talk, Interview, Discussion, Drama, Documentary/ Feature, Commentary, NEWS, Phone-in

Unit 6: Formats of Radio Broadcasting (Music)-- Classical Music, Semi Classical Music, Folk Music, Film Music

Unit 7: Organizational Structure-- Ministry of Information and Broadcasting, Prasar Bharti, Directorate of All India Radio, Regional Station, AIR Station-AM/FM/SW, Newsroom organization and structure and functions

MODULE III: Types of Radio Broadcasting

Unit 8: Community Radio stations-- Community Radio Movement in India, Community radio in North East India, Community radio policies in India, Acquiring license for community radio station in India, Setting up of a community radio Station, Role of community Radio in empowering community

Unit 9: Ham Radio—Definition, History, Activities and purpose, Transmission, Policies, case studies

Unit 10: FM Radio stations-- History of FM broadcasting in India, Non-commercial and Commercial FM broadcasting, Guidelines for FM Radio Broadcasting in India, Station ownership and Programming in FM radio stations, RJ, Voice modulation, anchoring, dubbing

Unit 11: Internet Radio-- Definition and formats, HD radio and satellite radio, Internet radio streaming, Setting up of an online radio station, Internet radio ventures in India and abroad

MODULE IV: Radio Programmes

Unit 12: Writing for Radio-- Introduction to basic script formats, Terminology & writing techniques of news on radio, Writing for commercials, Public service announcements, Promotions, Documentaries and fictional materials

Unit 13: Sound recording-- Understanding sound recording, Room acoustics and sound treatment, Digital audio workstations, Studio Recording: Off-air and on-air studios, Audio mixer console, Sound effects

Unit 14: News and educational programme-- News Bulletin structure, Interview and discussion, Farm/ agricultural broadcasting, Employment news, Mann ki Baat and Phone-in programme

Textbooks

1. Boyd, Andrew *Broadcast Journalism* (Oxford: Focal Press, 1997).

2. Dominick, Josef R. *The Dynamics of mass communication. Media in the digital age* (University of Georgia, Athens, Mc Graw Hill. New York, 2002).

Reference books
1.Fraser, Colin & Estrada Rastrepo Sonia. *Community Radio Handbook* (UNESCO, 2001).
2.Tabing Louie. *How to do community radio* (UNESCO Publication, New Delhi,2002).

MAMCD 203 Media Management

MODULE I: Indian Media Scenario
Unit 1: Overview of media environment in India-- Media scenario India, Media in North-east
Unit 2: Media as an industry and profession-- Job prospects in Media Industry, Social Media Marketing
Unit 3: Management Principles-- Organizational structure, Management Functions, Organizational behaviour
Unit 4: Ownership patterns-- Media ownership, Types of ownership, Cross ownership of media–meaning and current status

MODULE II: Media Regulations
Unit 5: Media Industry and Regulation-- Market Structures in Media Industry, Determinants of market structures in Media Industry, Media Regulation
Unit 6: Newspaper Management-- Structure of a newspaper organization, Functions of the various departments
Unit 7: Emerging revenue patterns for print media-- Emerging marketing strategies, FDI in print media
Unit 8: Broadcast Management-- Organizational Structure - TV, Radio, FM radio, Functions of various departments, Programming strategies, Audience research

MODULE III: Technology and Brand in Media
Unit 9: Information Technology and Media-- Information and Communication Technology, Media convergence
Unit 10: Advertising Industry-- Structure of Ad Agency, Functions of various departments, Advertising Agency - Client - Media Interface
Unit 11: Brand Image and Management-- What's in a name, Brand Image, Brand Differentiation

MODULE IV: Media Entrepreneurship
Unit 12: Entrepreneurship-- Concept of Entrepreneurship, Media Entrepreneurial Scenario in Northeast, Problems and Prospects of media entrepreneurship in North-East
Unit 13: Customer Relationship Management—CRM, Case studies
Unit 14: Organizational Studies-- Organisation structure & Hierarchy, Organisational Behaviour

Textbooks
1. Chiranjeev, Avinash. (2000). *Electronic Media Management*, Authors Press.
2. Gunarathne, Shelton A.. (2000). *Handbook of Media in Asia*, Sage.
3. Kothari, Gulab. (1985). *Newspaper Management in India* (Intercultural Open University, 1995).

Reference books
1. Batra, Rajiv. *Advertising Management* (Prentice Hall, 2000).
2. Gillian Doyle. *Understanding Media Economics* (Sage, 2002)
3. Harold L. Vogel. *Entertainment Industry Economics* (Cambridge University Press, Cambridge, 2001).

MAMCD 204P Project I

Work on **<u>any five</u>** projects given below for the completion of the course.   (Each question carries **20 marks**)

Q.1: Make any of the two audio-visual (AV) productions as given below and upload it on YouTube. Submit the assignment in DVD format along with the printout containing a summary of your production and YouTube link. You can also upload the AV in Google Drive and mail us the link of the drive along with a YouTube link and a brief outline of the AV.

   a.   Produce a 5-minute-long audio visual (AV) and upload it on YouTube.
   (Tips/ How to do it? Ideate a story, shoot in sequences, and tell the story through people and natural sound)

Or

   b. Make a report and produce a feature story for Radio or Television and upload the same on YouTube.
(Present a News story for radio or television in the following forms: Newsflash/ Interviews/Voice Report/Newsclip)

Q.2: Write any of the two articles on any current issues or upcoming events and try to publish them. Submit the hard copy of the articles or email the same.

   a.   Write a depth story with explanatory facts addressing a larger issue of the following.
 (Issues/Themes: Education/ Arts and Literature/ Science/ Business and Economic Affairs/Films and Show Business/ Sports)
Or

   b.   Write a feature article on any topic of your choice that people instinctively want to know.

Q.3: Create a blog, write a story on any topic of your interest and publish it in the blog. Submit the story and the blog link either via email or submit a hard copy of the same.

Q.4: Make a photo story by using the mobile phone camera. Submit either the hard copy of the assignment or email the photo story in PDF format.
(Tips/How to do it? Take an issue or theme. Show with pictures, many sides of an issue and look for the human side of the story. Take photographs (5 to 10) and outline the depiction of each photo. The photo story should not merely be the collection of photographs.)

Q.5: Make a 10-minute-long presentation on any topic relating to Media, Communication, and Journalism. Get the topic for the presentation from your mentor before working on it.

Q.6: Write a term paper on any topic relating to Media, Communication, and Journalism. Get the topic for the term paper from your mentor before working on it. Submit the hard copy of the term paper or email the same.

MAMCD 301 New Media

MODULE I: New Media Technology

    Unit 1: Evolution of Internet Technology-- ARPA net, Usenet, Origin of web, Internet in India, Growth of internet in India, Impact of internet in India

    Unit 2: Overview of Internet-- Characteristics of internet, Networking, ISP and browsers, Domain Name System, HTML, Internet Protocol, Broadband, Bandwidth

    Unit 3: Overview of online Communication-- Meaning of communication, Features of Online Communication, Types of websites, Video conferencing, Webcasting

    Unit 4: New media-- History of New Media, Characteristics of new media, New media vs. old media, We media, Me media, Niche media

MODULE II: Trends in New Media

    Unit 5: New Media and Communication-- User generated communication, Computer mediated communication

    Unit 6: Digital media and communication-- Information Society, New World Information Order, ICT, Media Convergence

    Unit 7: Social media-- Web 2.0, Virtual community, Social networking site, Wiki –generated media, Blogging, YouTube

    Unit 8: Emerging trends in New Media-- Digital culture and digital identity, New media & digital divide, New media & democracy, E democracy, New media & public sphere, New media & activism

MODULE III: Convergence and Technology

    Unit 9: Basics of convergence-- Technological convergence, Digital convergence, Implication of digital convergence on society, Convergence & regulations in India

    Unit 10: Content Journalism-- Traditional vs Online Journalism-difference in news consumption, Citizen journalism, Selection of news content, presentation of news, Online News Writing & Editing, News Portals, Blogs, Chat, Video, Podcasting, Live Casting

    Unit 11: Mobile Technology and communication-- Mobile phone: a convergent technology, Locative media, Telecommunication in India, Smartphone culture: Various Apps and communication, Instagram

MODULE IV: Educational Technology

    Unit 12: Online Education-- Online and Blended courses, Massive Open Online Courses (MOOC), Various open learning platforms: ePG pathsala, Shodhganga, Open Educational Resources

    Unit 13: New Media, New Audiences-- Digital natives, Digital immigrants, Online Games and children, New Media and online society

    Unit 14: New Media and Development-- Use of New media for development, Information Society, Surveillance society, Web commerce

Textbooks

1. Chaturvedi B. K. *New Media Technology And Communication* (Global Vision Publishing House 2010).
2. Wilson P. Jr. Dizard. *Old Media New Media: Mass Communications in the Information Age* (Allyn & Bacon, 1999).

Reference books

1. Collins Richard, Murroni Cristina, *New Media, New Policies: Media And Communications Strategy For The Future* (Polity Press 12-1996).

2. Covell Andy. *Digital Convergence* (Firewall, 2002).

3. Vince John A.*„Digital Convergence: The Information Revolution* (University Of Bournemouth UK: Springer-Verlag)

MAMCD 302 Communication Research Methods

MODULE I: Introduction to Communication Research

 Unit 1: Research: Meaning and concepts—Definition, Sources of knowledge, Characteristics of scientific research

 Unit 2: Communication Research in India-- History of communication and Media Research, Scope of research, Major research studies

 Unit 3: Research and social sciences-- Social science research methods, Multidisciplinary perspectives, Sociology, Psychology, Anthropology, Political science, Linguistics

 Unit 4: Elements of research—Variables, Hypothesis, Induction, deduction, Theoretical framework

MODULE II: Research Design

 Unit 5: Types of Research-- Pure and Applied, Exploratory, Experimental, Descriptive, Historical, Qualitative and Quantitative Research

 Unit 6: Research Problem-- Formulation of research problem, Conceptualization and definition, Research question, Problem statement, Hypothesis formulation

 Unit 7: Research process-- Various steps in research process, Measurement of research variables, Research proposal, Research Design

 Unit 8: Review of Literature-- The importance of literature review, Sources of literatures, How to write a review of literature

MODULE III: Research Methods

 Unit 9: Methods of Research-- Pilot Study, Survey, Content analysis, Case study, Ethnography

 Unit 10: Sampling—Sample, Universe/population, Sampling frame, Sampling size, Probability sampling method, Non-probability sampling method

 Unit 11: Data Collection methods-- Primary and Secondary data, Observation, Focus Group Discussion, Questionnaire, Interview Schedule

MODULE III: Report Writing and Ethics in Research

 Unit 12: Data analysis and statistics-- Descriptive and Inferential statistics, Tabulation, Codification, Measures of central tendency, Co-efficient of Correlation, SPSS

 Unit 13: Writing Research Report—Chapterisation, Style guide, Referencing and citations, MLA and APA

 Unit 14: Ethics in Research-- Importance of ethics in research, Privacy, Plagiarism

Textbooks
1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
2. Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.

Reference books
1. Kaul, Lokesh. *Methodology of Educational Research* (Bikash, 2001).
2. Patnaik, Asit Kr. *Research Methodology in Social Sciences* (Commonwealth, 2001).
3. Sharma, S.R. *Research in Mass Media* (Radha Publishers, 1996).

MODULE I: Introduction to Television Production

    Unit 1: Basic understanding of video camera-- Types and parts of camera, Types of Lenses and its usefulness, Understanding the different functions of camera

    Unit 2: Visual composition-- Different types of shots, Shutter, Aperture and Iris, Rule of the Third, 180 degree rule, Camera movements and angles

    Unit 3: Genre of television programs-- Talk Shows, News Shows, Reality Shows, Soap Operas

    Unit 4: Lighting for production-- Importance of lights in production, Lighting Techniques, Three Point Lighting, Types of television lights

MODULE II: Television Production Process

    Unit 5: Stages of television Production-- Pre-production, Production, Post production

    Unit 6: Scripting for television-- Process of scriptwriting, Scripting formats, Writing for television programs

    Unit 7: Single camera vs Multi camera production-- Importance of single or multi-camera production, Live coverage, Recorded programs

    Unit 8 Television production crew-- Producers and Directors, Script writers, Floor Managers, Talents, Technical Directors

MODULE III: Studio and Outdoor Production

    Unit 9: Sound for Television-- Usefulness of sound in production, Techniques of sound recording, Location sound and Sound Dubbing, Ambience, Noise and Sound effects

    Unit 10: Television studio-- The Studio Setup, The studio equipment, Planning for studio Production

    Unit 11: Outdoor Productions-- Electronic News Gathering, Electronic Field Production, Location Ambience

MODULE IV: Editing Process

    Unit 12: Online vs Offline Production-- Usefulness of online and offline productions, Online production setup, Off line production setup

    Unit 13: Editing-- Basics concepts of editing, Online editing vs Offline editing, Linear vs Non Linear editing

    Unit 14: Editing software-- Importance of editing, Non- linear editing software, Sound editing software

Textbooks
1. Zettl, H.(2006). *Handbook of Television Production*. Wadsworth.
2. Shelley, S.L. (1999). *A Practical Guide to Stage Lighting.* Focal Press

Reference books

1. Ronald J Compesi et.al. *Video Field Production and Editing* (Allyn & Bacon, 1997).S L 3.
2. Stuart Hyde. *Television and Radio Announcing* (Houghton Mifflin, 2001).

MAMCD 304 Communication for Social Change and Development

MODULE I: Communication and Development

Unit 1: Understanding development-- Origin of the concept of Development, Approaches to Development, Indicators of Development

Unit 2: Agencies in Development-- Role of Government in development, National and International NGOs in development, UN agencies in Development

Unit 3: Communication for Development: Meaning and Concept-- Definitions of Development Communication, Evolution of Development Communication, Need and significance

Unit 4: Modernization Paradigm-- Mass media the magic multiplier, Diffusion of Innovation, Development Support Communication

MODULE II: Approaches in Development

Unit 5: Dependency Paradigm-- Development of Underdevelopment, World systems theory, NWICO

Unit 6: Multiplicity and Alternative Paradigm— Development as empowerment, Development as freedom, Development as grassroots governance

Unit 7: Approaches in Communication for Development-- Behaviour Change Communication, Social Marketing, Entertainment Education, Advocacy

Unit 8: Participatory approaches to Communication for Development-- Diffusion Vs Participatory Approach, Levels and types of Participation, Participatory tools for data collection

MODULE III: Media and Development

Unit 9: Strategic planning and situation analysis-- Significance of formative research, Monitoring and evaluation

Unit 10: Role of different media in development-- Public service broadcasting for development, Community media for development

Unit 11: Information and Communication Technology in Development-- Why technology for development, Bridging the Digital divide

MODULE IV: Strategies for Development Communication

Unit 12: Environmental and Sustainable approaches in Development-- Environment and climate change, Perspectives to sustainable development, Sustainable Development Goals

Unit 13: Strategies of development communication in India-- Media for nation building, Family planning and other health communication strategies, Agriculture and rural development

Unit 14: Movements, Rights and Issues in National Development-- Women's movements, Education and food security, Free speech and Information rights

Textbooks

1. Srinivas Melkote, & Steeves. (2001). *Communication for Development in the Third World*. New Delhi: Sage.
2. Servaes, J., Jacobson, T. & White, S.A. (Eds.), *Participatory communication for social change*. Thousand Oaks: Sage.

Reference books
1. Gupta, V.S. *Communication for Development and Civil Society* (Concept, 2004).
2. Narula, Uma . *Development Communication* (Har Anand Publications, 2002).
3. Ravindran,R.K. *Media in Development Arena* (Indian Publishers Distributors, 2000).

MAMCD 401 Film Studies

MODULE I: Growth and Development of Cinema

Unit 1: Meaning of Cinema-- Meaning of Cinema,Importance of film studies, National and International perspective on Cinema, Cinema and society

Unit 2: Origin and Evolution of film-- The evolution of film technology, Perceptual constancy, Developments of instruments, Toys and techniques; Lumiere Brothers, Thomas Alva Edison, George Melies, Edwin S. Porter, D.W. Griffith

Unit 3: History of cinema- World-- Beginning of cinema in Europe and America, Growth of cinema across the world, particularly Japan and Latin America, Emerging of Hollywood studios, American cinema and World cinema, Alternative cinema

Unit 4: History of cinema- India-- Beginning of cinema in India, Silent era, Factors that influenced cinema in India, Hindi cinema, Regional cinema, Parallel film movements, Cross-over cinema

Unit 5: History of film- Northeast-- Status of cinema in different states of Northeast, Cinema in Assam, Cinema in Manipur

MODULE II: Cinematic Storytelling

Unit 6: Film structure-- The form and content of film, Structure: camera, camera movement, lighting, editing, acting, sound, CGIs, special effects

Unit 7: Film Language-- The semiotic theory of cinema, signs, symbols, codes, iconography, Mise-en-scene, Montage, Connotative and Denotative meanings

Unit 8: Film Narrative-- Cinematic Storytelling, Narrative – Fictional and Non-Fictional, Significance and Structural elements of Narrative, Story and Plot, Sub-Plots, Deviant Plot Structure, Principles of Plot Construction

MODULE III: Film Genre and Theories

Unit 9: Film Genre-- Meaning and functions of genre, Film genres and their characteristics, Classical Hollywood genre, Indian formula films

Unit 10: Film Theories-- Auteurist Film Theory, Psychoanalytic Model, Feminist Model, Cognitive Model, Ideological Model

Unit 11: Film Movements-- Italian Neo-realism, French New Wave, German Expressionism, Soviet Formalism, Avant Garde, Indian new wave

Unit 12: Documentary Films-- Origin and growth of documentary cinema, Types of documentary, Short films, Milestones in documentary cinema in India and world, Documentary cinema and society

MODULE IV: Technology and Film Appreciation

Unit 13: Film and Technology-- Digital technology and cinema, YouTube

Unit 14: Film Appreciation and Criticism-- The aesthetics of film, Writing film review and criticism, Film as art, Film Analysis**,** Textual and contextual analysis of films

Textbooks
1. Hill, John & Gibson, Pamela Church. *Film Studies* (Oxford Univ. Press, 2000).
2. Roberts, Graham & Wallis, Heather. *Introducing Film* (Arnold Publishers, 2003).
3. Stam, Robert. *Film Theory: An Introduction* (Blackwell Publishers, 2000).

Reference books
1. Hood, John W. *The Essential Mystery- the major film makers of Indian art cinema* (Orient Longman, 2000).

2. Turner, Graeme. *The Film Cultures Reader* (Routledge, 2002).

3. Ray, Satyajit. *Our Films Their Films* (Orient Publishers, 1993).

MAMCD 402 Science Communication

MODULE I: Communicating Science

Unit 1: Science Communication—Introduction, Evolution of science communication in India, Importance of science communication

Unit 2: Reporting for Science Communication-- Science Reporting and Writing, Skills required for science communication, Science Popularization Activities

Unit 3: Writing for Science Communication-- Language for science communication, Coverage of Science & Technology events, Creating a scientific attitude among masses

Unit 4: Institutional efforts in science communication-- ISRO, DRDO, NCSTC, Vigyan Prasar, National Science Communication Congress, Bridge between research institutions and masses

MODULE II: Media and Science Communication

Unit 5: Media for Science Communication-- Conventional mass media for science communication, Community media for science communication, New media for science communication

Unit 6: Environmental Communication-- Concept and significance, Issues in environmental communication, Media's role in environmental communication

Unit 7: Health Communication—Introduction, Importance of health communication, Various aspects of health communication

Unit 8: Science Communication in Print Media-- Space devoted to science communication in newspapers of various types, Science magazines, journals, General magazines having science section

Unit 9: Science Communication for TV and Radio-- Experiments in Doordarshan on science communication, other TV channels, Science communication efforts in Radio – AIR, private FM stations, Science Communication in Community and Campus FM radio stations

MODULE III: Initiatives in Science Communication

Unit 10: Science Communication and Voluntary Organizations-- Voluntary associations for science communication, Newsletters, journals of the voluntary associations, organizations, Comparison of coverage

Unit 11: Academic study programmes in Science Communication-- Introduction to the concept, Institutional programmes for study of science communication, Pedagogy for these programmes

MODULE IV: Experiments in Science Communication

Unit 12: Science Communication on Wheels experiment— Concept, Implementation of the programme, Future programmes

Unit 13: Encouraging future Science Communicators-- Efforts in encouraging future science communicators, Role of NCSTC, DST, National Council of Science Writers, State councils of science communication

Unit 14: Prominent Science Communicators-- Study of eminent science communication experts, Issac Asimov, JBS Haldane, D. Nelkin, Jayant V Narlikar, Dinesh Goswami Kshiradhar Baruah

Textbooks

1. Haldane, JBS. *Science and Everyday Life* (Pelican, Harmondsworth, 1939, reprinted 1943).

2. Nelkin, D. Selling science : *How the Press covers science and Technology*, 2nd revised editionW(H Freedman, New York, 1995).

3. Leach, M and Scoones, I. *The Slow Race – Making Technology Work for the poor* (Demos, London, 2007).

4. Royal Society. *The Public Understanding of Science* (Royal Society, London, 1985).

MODULE I: Understanding Community Media

    Unit 1: Defining 'Community'-- What is a 'community', Characteristics of Communities, Different types of communities, Location-based Communities, Identity-based Communities, Organizationally-based Communities

    Unit 2: Public Sphere and Media-- The Public Sphere, 'Refeudalization' of the Public Sphere, Role of Media in creating an alternative public sphere

    Unit 3: Democratic Participation and Citizenship-- Assess and Participation, Active Citizenship, Civil Society, Communication Rights and media democratization, Media Plurality, Participatory Communication

    Unit 4: Defining Community Media-- Characteristics of Community media, Objectives of Community media, Theoretical Approaches to Community Media, Different forms of Community Media

MODULE II: Evolution of Community Media

    Unit 5: History of Community Media – International Perspectives-- The Beginnings in the 1940s, Rise during the 1970s and 80s, Current status of Community Media

    Unit 6: Community Media in India-- Beginning of the Community Radio movement during the 1990s, Rise of Community Radio Post 2000, Community Media Pioneers – Voices, Drishti, Myrada etc, Community Media in North East India

    Unit 7: Community Media vs Mass Media-- Ownership, Management and Control, Reach, Access and Participation, Content and Content Creation Process, Revenue Model27

    Unit 8: Community Radio-- Understanding Community Radio, Characteristics of Community Radio, Principles of Community Radio Operations, Distinct Features of Community Radio, Activities in Setting-Up a Community Radio, Community Radio Programming

MODULE III: Initiatives in Community Media

    Unit 9: Participatory Video-- Understanding Participatory Video, Origins of Participatory Video, Characteristics of Participatory Video, Setting up a Participatory Video Process, Some Participatory Video Experiments

    Unit 10: Community Newspapers and Magazines-- Characteristics of Community newspapers/ magazines, Starting a Community newspaper/ magazine, Examples of Community newspaper/ magazine

    Unit 11: Puppetry-- What is Puppetry, History of Puppetry, Different Types of Puppetry, Puppetry for Social Change in India

MODULE IV: Theatre for Social Change

    Unit 12: Theatre-- Theatre as a medium for Social Change and encouraging community participation, Theatre of the Oppressed, Street theatre, Street theatre and social activism in India

    Unit 13: Case Studies – I -- Community Radio Case Studies, Community Video Case Studies

    Unit 14: Case Studies – II -- Community newspaper/ magazine Case Studies, Puppetry/ theatre Case Studies

Textbooks

1. Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage
2. Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India.* New Delhi: Sage

MAMCD 404P   Project II

(60% weightage for the Project and 40% for a general VIVA Voce)

Students shall carry out Research based Project on any topic related to mass communication in consultation with a faculty member to be decided during contact class hours.

Before doing their research study, students shall be required to prepare a detailed research proposal in consultation with the concerned faculty member.

The students are advised to attend the Counselling Session on Communication Research Methods before proceeding for the Project.

Programme Coordinator

    Dr. Kapou Malakar
    Assistant Professor
    Department of Mass Communication and Journalism
    Tezpur University
    kapou@tezu.ernet.in
    03712-275460

Important Notes for Learners

i. Self Learning Materials are usually provided in CDs in PDF format. The printed materials are provided on payment of Rs. 1000 per semester.

ii. Examination form has to be filled up separately towards the end of the semester. An examination fee of Rs. 500 has to be paid per course, including project.

Department offering the programme

Department Of Mass Communication And Journalism

The Department was started in 2001 to provide training in Journalism and Mass Communication and undertake researches in tune with the changing needs of the society. The thrust areas of the Department are mass communication and community media, laying emphasis on theories and practice of communication and media by imparting skills in Radio, Television, Newspaper, New Media, Advertising and Public Relations productions.

Faculty

Professor
        Bora A., Ph. D (Gauhati University), Head of the Department
        Chakraborty J., Ph.D (Hyderabad University)

Associate Professors
        Pegu U. K., Ph.D (Jamia Millia Islamia)

Assistant Professors
        Daimari P. J., Ph.D (Tezpur University)
        Malakar K., Ph.D (Tezpur University)
        Borah A., PhD (Tezpur University)
        Deka J., PhD (Assam University)
        Deori Manoj, Ph.D. (Berhampur University)

Facilities

The Department is endowed with specialized equipment for print, TV, and web journalism. These include industry grade digital video cameras, linear and non-linear editing suites, all in broadcast quality. Students get hands-on experience in multi camera production in the well-equipped studio. An exclusive multimedia lab with latest software enables students to gather expertise in the nuances of different media productions. The Department has a well-equipped screening room with a 100 seat capacity for the screening and discussion of short films.

Productions

Students as part of their academic curriculum produce lab journals, audio programmes, web designs, brochures, TV news bulletin, documentary films and traditional communication programmes like puppet shows and street plays.

****