

BACHELOR OF ARTS - JOURNALISM & MASS COMMUNICATION

Curriculum - Non-Semester Pattern

| 1st Year | |
|-----------------|--|
| Code | Course Title |
| BA JM 1911 | Understanding Media and Communication |
| BAJM 1912 | Journalism: Researching, Reporting, Writing & Editing |
| BAJM 1913 | Computer Skills for Media: Data-gathering, Language, and Presentation Skills |
| BAJM 1914 | Basics of Photography & Visual Communication |
| BAJM 1915 | Media Laws, Ethics & Social Responsibility |
| 2 Year | |
| BAJM 1921 | Photojournalism |
| BAJM 1922 | Public Relations & Advertising |
| BAJM 1923 | Soft Skills & Public Speaking Skills for Effective Communication |
| BAJM 1924 | Documentary for Social Change |
| BAJM 1925 | Entrepreneurship & Communication Management |
| 3 Year | |
| BAJM 1931 | Film Appreciation |
| BAJM 1932 | Media Content Production on Multiple Platforms |
| BAJM 1933 | Communication, Media & Society: Case Studies |
| BAJM 1934 | Event & Brand Management |
| BAJM 1935 | Instructional Design & E-Learning |

BA - JOURNALISM & MASS COMMUNICATION - SYLLABUS

PAPER I - UNDERSTANDING MEDIA AND COMMUNICATION

UNIT I

Definition, nature and scope of communication – Communication - an interdisciplinary study – The human communication process – Verbal and non-verbal communication – Mediated and non-mediated communication – Intra-personal, inter-personal, group and mass communication.

UNIT II

Communication competence – Perceptions of the source – Establishing inter-personal relationships – Power and influence, disagreement and conflict, co-orientation – Inter-cultural communication – Practicing empathy and compassion in communication.

UNIT III

Mass communication – Mass media, mass audience, mass culture and popular culture – Scope and purpose of models for mass communication – transmission model, ritual or expressive model, publicity model, reception model.

UNIT IV

Processes, theories and models of media effects – two step and multi-step flow of communication – direct effects, limited effects – cultural effects – individual difference theory – personal influence theory – social learning theory – cultivation theory – framing – agenda setting – spiral of silence – internet effects – diffusion of innovation

UNIT V

Communication theories – Media and the Public Sphere – Normative Theories of the Press – Social constructionism – Communication technology determinism – Information society and the Internet.

Reference Books

- Clarifying Communication Theories– A Hands-on Approach: Gerald Stone et al., Blackwell, reprinted in India by Surjeet, 2004.
- Essentials of Effective Communication: Vasantha R. Patri & Neelakant Patri, Greenspan, 2002.
- India's Communication Revolution– From Bullock Carts to Cyber Marts: Arvind Singhal and Everett M. Rogers, Sage, 2008.
- Introduction to Mass Communications: Warren K. Agee et al, Longman, 1991. Mass Communication in India: J. V. Vilanilam, Sage Publications, 2005.
- Mass Communication Theory: Stanley J. Baran & Dennis K. Davis, Wadsworth, 2008.
- McQuail's Mass Communication Theory: Denis McQuail, Vistaar, 2005. Media Communication– An Introduction to Theory and Process: James Watson, Palgrave Macmillan, 2004.

PAPER II – JOURNALISM: RESEARCHING, REPORTING, WRITING & EDITING

UNIT I

Introduction to Journalism – What is news? – Definition, values, elements, characteristics & structure – The basics of reporting – A passion for accuracy and QTAT (quick turn-around time) – Finding news, choosing news, recognising and evaluating news story – Roles, functions and qualities of a reporter.

UNIT II

Gathering news – Digging for information and initiating newsgathering – Finding and using news sources – Evaluating news sources – Verification and cross-verification – Using the internet as a reporting tool – Focusing on primary research – Interviews as a primary source (doing research, setting up and conducting the interview) – Building and using background information.

UNIT III

Reporting strategies – Reporting a meeting, speech, special event and press conference story – Covering the community on a day to day basis – Writing stories based on information obtained from various community sources and use of quotes.

UNIT IV

Writing and editing news – Structure of the news story – Elements of Inverted Pyramid style – Engaging the reader (what makes a good introduction or lead to a story & what makes a good ending to a story?) – Attribution – The language of journalism (concrete, specific, active, clear, democratic, non-sexist, non-racist) – Grammar and the importance of checking copy for any factual and language errors – Acknowledging and correcting mistakes after publishing news.

UNIT V

The importance of writing strategies and storytelling – Writing the feature story – Sources of ideas, feature techniques, feature leads, feature development, feature endings – News features – Human interest features – Personal profiles – Narratives – Long form journalism – Slow journalism.

Reference Books

- An Introduction to Journalism: Carole Fleming, et al., Vistaar, 2006.
- Editing Today: Ron F. Smith & Loraine M. O’Connell, Blackwell, reprinted in India by Surjeet, 2004.
- Handbook of English Usage: E. R. Ram Kumar, Jaico, 2004.
- Headline Writing: Sunil Saxena, Sage, 2006.
- Inside the Writer’s Mind – Writing Narrative Journalism: Stephen G. Bloom, Blackwell, reprinted in India by Surjeet, 2004.
- Journalism Principles and Practice: Tony Harcup, Vistaar, 2006.
- Key Concepts in Journalism Studies: Bob Franklin, et al., Vistaar, 2006.
- Newswriting and Reporting: James M. Neal & Suzanne S. Brown, Blackwell, reprinted in India by Surjeet, 2007.
- News Reporting and Writing: Alfred Lawrence Lorenz & John Vivian, Pearson

Education, 2006.

- Scholastic Journalism: Tom E. Rolnicki et al., Blackwell, reprinted in India by Surjeet, 2003.
- The Craft of Clarity– A Journalistic Approach to Good Writing: Robert M. Knight, Blackwell, reprinted in India by Surjeet, 2003.
- The Editor's Toolbox– A Reference Guide for Beginners and Professionals: Buck Ryan & Michael O'Donnell, Iowa State Press, 2001.
- The Journalist's Handbook: M. V. Kamath, Vikas, 2007.
- The Newswriter's Handbook– An Introduction to Journalism: M.L. Stein & Susan F. Paterno, Blackwell, reprinted in India by Surjeet, 2005.
- The Professional Journalist: John Hohenberg, Blackwell, reprinted in India by Surjeet, 2007.
- Understanding Journalism: Lynette Sheridan Burns, Vistaar, 2004.
- Writing the News– The Guide for Print Journalists: Walter Fox, Blackwell, reprinted in India by Surjeet, 2003.

Online Resources:

allindiaradio.org/ , [bbc.co.uk/ blog.thescoop.org/](http://bbc.co.uk/blog.thescoop.org/)
concernedjournalists.org/career_resources/journalism_website, cpj.org, guardian.co.uk/,
ifj.org/en, journalism.org/, poynter.org/, ted.com/, thehoot.org/

PAPER III - COMPUTER SKILLS FOR MEDIA: DATA-GATHERING, LANGUAGE, & PRESENTATION SKILLS

UNIT I

Data-gathering and information processing skills – Computer-assisted reporting and research
– Designing and sending forms for online survey such as Google Forms using Google Drive.

UNIT II

Language skills – English Communication – Using online dictionary and tools for checking usage of spellings and grammar such as Grammarly.

UNIT III

Using Google Docs and Sheets – Creating a brochure using Google Docs – Creating a newsletter using Microsoft Word.

UNIT IV

Utilizing a Learning Management System (LMS) such as Edmodo for online learning, online discussions and sharing of educational materials, and feedback to/from the instructor and peer students to/from each learner.

UNIT V

Publishing articles and photographs on personal blogs to be created on a Content Management System (CMS) such as WordPress, Wix, Blogger.

PAPER IV - BASICS OF PHOTOGRAPHY & VISUAL COMMUNICATION

UNIT I

Introduction to Photography – The science of photography – Image formation (Properties of light and how a camera functions) – Brief history of photography – The transition from film to digital.

UNIT II

Understanding light – Correct, under and over exposure – The exposure triangle – Shutter speed – Aperture – ISO – Depth of field (DOF).

UNIT III

Taking pictures in-focus – Different types of lens and their perspective/angle of view – Basic camera shots: sizes and angles – File types (RAW, JPG, TIFF, etc.) – Digital workflow and to download, organise and back-up files for easy retrieval.

UNIT IV

Composition: Making a picture with visual elements of design, colour, texture, tone, line, shape, symmetry, asymmetry, perspective, negative space, pattern and visual weight to create visually stimulating and storytelling frames– Understanding the relationship between form and content– Shooting with output in mind – Horizontal and vertical formats/ frames.

UNIT V

Designing skills – Using online tools such as Canva – Processing images, creating the desired illustrations and photo editing – Tools for editing and saving images with high resolution for printing, uploading on the web and e-mailing effectively – Creating slideshows, multimedia presentations using PowerPoint presentations/Google Slides – Aesthetics of using text fonts, colours, images, templates, embedded video and animation for effective communication – Why consistency and “Less is More” important – Basic digital workflow from organisation and file management to output – Testing and saving your presentation.

Online Resources:

<http://bethcamera.com/>

<http://www.canonoutsideofauto.ca/play/>

<https://camerasim.com/camerasim-free-web-app/>

<https://www.adorama.com/alc/10-online-camera-simulators-to-improve-your-photography-skill>

PAPER V - MEDIA LAWS, ETHICS & SOCIAL RESPONSIBILITY

UNIT I

Brief history of Indian journalism and press laws in India – Constitution of India – Fundamental rights – Freedom of speech and expression – Defamation (Libel and slander considerations) – Freedom of the press – Right to Information – Protection of whistleblowers – Idea of Fair Trial/Trial by media – Contempt of court – Issues of Privacy – Free speech on the web – Cyber laws – Intellectual Property Rights – Fair use – Copyright – Copyleft – Creative Commons – Public Domain.

UNIT II

Introduction to media ethics – Philosophical background in ethics – Nature of media ethics – Personal ethics and group ethics – Consequences of personal choices – Moral judgment – Economic imperatives versus ethical duties – Codes of conduct for media practitioners – Qualities, qualifications, duties and responsibilities – The notion of professional standards – Regulation of the media – state regulation or self-regulation? – Ethical concerns in investigative journalism – Public interest litigation – Ethics in the digital age.

UNIT III

Conflict of interests – Principle of independence – Censorship – threats, reprisals and intimidation – Personal integrity – Principle of accountability – Legal ethics – Professional limits – Principle of harm limitation – Media bias and sensationalism.

UNIT IV

Representation and ethics – Reportage of marginalized sections – Women, children, dalits, differently abled – Gender and sexual orientation – Stereotyping – Obscenity and pornography – Violence and brutality – Case studies of representation of women in media – Laws: Indecent Representation of Women (Prohibition) Act, 1986; Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013; Section 66A, 67 & 67A of the Information Technology (Amendment) Act, 2008.

UNIT V

Media and diversity – Walking through ethical minefields – Ethnic, racial and cultural identities – Social responsibility of media in presenting a representative picture of all constituent groups in society – The role of media during conflicts and wars – Conflict-reduction journalism, conflict-resolution journalism – Journalism as a serious source of news and democratic debate or just another source of entertainment? – Special, sensitive situations – How should journalists cover hostage-takings, suicide attempts and other events where media coverage could exacerbate the problem, or lead to deadly consequences? – Ethics and cheque-book journalism – New roles for journalism and public opinion.

Reference Books:

- 21st Century Journalism in India: ed Nalini Rajan, Sage, 2007.
- Ethics in Media Communication: Louis Alvin Day, Thomson Wadsworth, 2006.
- Hear The People: Centre for Advocacy and Research, New Delhi, 2005.
- Journalism – Critical Issues: ed Stuart Allan, Rawat, 2005.
- Journalistic Ethics – Moral Responsibility in the Media: Dale Jacquette, Pearson, 2007.
- Mass Communication in India – A Sociological Perspective: J.V. Vilanilam, Sage, 2005.
- Mass Communications – Concept-Case Approach: Kwadwo Anokwa et al., Wadsworth, 2003.
- Media Communication Ethics: Louis Alvin Day, Wadsworth, 2006.
- Media Ethics – Cases & Moral Reasoning: Clifford G. Christians, et al., Pearson, 2006.
- Media Ethics: Paranjy Guha Thakurta, Oxford University Press, 2009.
- Practicing Journalism– Values, Constraints, Implications: Nalini Ranjan, Sage, 2005.
- Rape of the Family– Sexual Violence in Indian TV Soaps: Centre for Advocacy and Research, New Delhi, 2006.
- The Indian Media Business: Vanita Kohli-Khandekar, Response, Sage, 2003.
- Whose News? – The Media and Women’s Issues: eds Ammu Joseph & Kalpana Sharma, Sage, 2006.

Online Resources:

auditbureau.org/

concernedjournalists.org/career_resources/journalism_websites

cyberjournalist.org.in/

indiannewspapersociety.org/

ire.org

journalism.org/resources/j_tools

muckraker.org

newsu.org

nieman.harvard.edu/Narrative/

poynter.org

presscouncil.nic.in/home.htm

pulitzer.org

tehelka.com/

thehoot.org/

PAPER VI - PHOTOJOURNALISM

UNIT I

Doing digital photography – Virtual and hands-on experiments with speed, aperture, ISO and Depth of field – Virtual and hands-on experiments with understanding light (correct, under and over exposure) – Taking pictures in-focus – Different types of lens – Camera shots – File types (RAW, JPG, TIFF, etc.) – Digital workflow – Downloading, organising and taking back-up files for easy retrieval.

UNIT II

Practicing composition to create visually stimulating and storytelling frames – Demonstrating relationship between form and content – Shooting with output in mind – Choosing between horizontal and vertical formats/ frames – Taking pictures with an individual focus, drawing from our personal and emotional lives – Taking pictures that connect to life, revealing our ways of seeing, communicating perspectives and awareness of our surroundings – The need for qualities of mindfulness, observation, resourcefulness, patience and perseverance to get the most out of any situation.

UNIT III

Candid photography & street photography – Learning how to work rapidly and unobtrusively in busy environments with minimal equipment and maximum adaptability (Skills required for working with people – explaining your objective, convincing, developing trust, putting your subject at ease, appropriate dressing so that you attract minimum attention, etc.).

UNIT IV

Becoming a photojournalist – Planning and preparing for the shoot – Equipment including accessories – Scheduling and getting permissions/appointments – Covering spot news – Local news – Single picture story – Hard news & features (Sport, travel, food, entertainment, personalities, events etc.) – Human interest stories – Creating a photo-montage – Researching and doing documentary photography – Taking portraits, selecting locations and backgrounds – Photographing eminent personalities – Identifying ideas for photo essays – Pitching proposals and preparing mind maps – Following the story idea and getting the photographs.

UNIT V

Picture selection – Giving appropriate captions for images – Meeting deadlines with the help of technology – Editing pictures – examine print quality, format, size, layout, and title, as well as whether words or other visuals are needed – Editorial process to develop a concise group of images from a large number of photographs – Be your own critic – Learn to stand back, evaluate, and reflect to better understand the success and clarity of your photographs – Legal & ethical issues involved in photojournalism.

Reference Books:

- About Looking: John Berger, Viking, 1992.
- Burden of Representation– Essays on Photographies and Histories: John Tagg, University of Minnesota Press, 1993.
- Camera Lucida– Reflections on Photography: Roland Barthes, Hill & Wang, 1982.
- Elements of Photography– Understanding and Creating Sophisticated Images: Angela Faris Belt, Focal Press, 2008.
- Handbook of Photography: James A. Folts et al., Delmar, 2006.
- Landscape and Memory: Simon Schama, Vintage, 1996.
- Langford's Starting Photography– The Guide to Great Images with Digital or Film: Michael Langford & Philip Andrews, Focal Press, 2007.
- Let Us Now Praise Famous Men: Wakler Evans, Mariner Books, 2001.
- On Photography: Susan Sontag, Picador, 2001.
- Photographer's Handbook: John Hedgecoe, Knopf Doubleday, 1992.
- Photo Journalism: B. K. Deshpande, Sonali, 2007.
- Photography– A Critical Introduction: ed Liz Wells, Routledge, 2009.
- Photography– A Cultural History: Mary Warner Marien, Prentice Hall, 2006.
- Photography– A Middle-Brow Art: Pierre Bourdieu, Stanford University Press, 1996.
- Photography at the Dock– Essays on Photographic History, Institutions, and Practices (Media and Society): Abigail Solomin-Godeau, Minnesota University Press, 1994.
- Picture Editing: Tom Ang, Focal Press, 2000.
- Raw Workflow from Capture to Archives– A Complete Digital Photographer's Guide to Raw Imaging: Philip Andrews, Focal Press, 2006.
- Regarding the Pain of Others: Susan Sontag, Picador, 2004.
- The Art of Colour Photography: John Hedgecoe, Elsevier, 1998.
- The New Photography Responsibility in Visual Communication: Frank Webster, Calder, 1981.
- The Photograph: Graham Clarke, Oxford University Press, 1997.
- The Photograph– A Strange Confined Space: Mary Price, Stanford University Press, 1994.
- The Photography Handbook: Terrence Wright, Routledge, 2004.
- The Photography Reader: ed Liz Wells, Routledge, 2002.
- The Social Uses of an Ordinary Art: Pierre Bourdieu, Polity Press, 1996.
- The Work of Art in the Age of its Technological Reproducibility, and Other Writings on Media: Walter Benjamin, Belknap Press of Harvard University Press, 2008.
- Ways of Seeing: John Berger, Penguin, 2008.

PAPER VII–PUBLIC RELATIONS & ADVERTISING

UNIT I

Introduction to public relations and corporate communication – Definitions, genesis and evolution – Scope and functions – Organisational communication – Corporate identity and image – Corporate social responsibility – Cause-related marketing.

UNIT II

Internal and external communication – Tools of PR & corporate communication – Identifying PR publics – Effective practices for internal and external communication – Preparation of PR campaign plans – Crisis management.

UNIT III

PR practices present and future – Public sector public relations – Government information services – Corporate future challenges - from two-way asymmetric to two-way symmetric approach, transparency, accessibility, interactivity – Integrated 360 degree approach – Ethical aspects of PR and apex bodies in PR – Indian case studies in post-era of the internet.

UNIT IV

Introduction to advertising – Defining advertising and its role in integral communication, the marketing mix, social marketing and public service – Types of advertising and media for advertising – Advertising agency-structure, processes and functions – Case studies (advertising agencies in India) – Rural advertising in India – Case studies (Public Service Advertising) – Ethical aspects of advertising and apex bodies in advertising.

UNIT V

Advertising practice – Consumer behaviour and market research – Market segmentation and media selection – Brand image and positioning – Differentiating ideas and positioning strategies – Campaign planning, creation and production – Case studies (Creativity in advertising) – Celebrity endorsements and social media influencers.

Reference Books (Public Relations)

- Corporate Communication – Principles and Practice: Jaishri Jethwaney, Sage, 2018.
- Effective Public Relations: S. M. Cutlip & A. C. Center, Prentice Hall, 2008.
- Handbook of PR in India: D. S. Mehta, Allied, 1997.
- Handbook of Public Relations: Philip Lesley, Jaico, 2000.
- Practical Public Relations: Sam Black, Prentice, 1983.

Reference Books (Advertising)

- Advertising and Sales Promotion: S. H. H. Kazmi & Satish K. Batra, Excel, 2008.
- Advertising Basics: J. V. Vilanilam & A. K. Varghese, Sage, 2008.
- Advertising Management: Jaishri Jethwaney & Shruti Jain, Oxford University Press, 2006.
- Advertising Management: Rajeev Batra, Prentice Hall, 1995.
- Brand Positioning– Strategies for Competitive Advantage: Subroto Sengupta, Tata McGraw-Hill, 2006.
- Differentiate or Die: Jack Trout & Steve Rivkin, Westland, 2008.
- Ogilvy on Advertising: David Ogilvy, Vintage, 1985.
- Positioning: Al Ries & Jack Trout, McGraw-Hill, 2001.

- The (un)Common Sense of Advertising: Sanjay Tiwari, Response, Sage, 2003.

Reference Books (Public Relations)

- Effective Public Relations: S. M. Cutlip & A. C. Center, Prentice Hall, 2008.
- Handbook of PR in India: D. S. Mehta, Allied, 1997.
- Handbook of Public Relations: Philip Lesley, Jaico, 2000.
- Practical Public Relations: Sam Black, Prentice, 1983.

Reference Books (Advertising)

- Advertising and Sales Promotion: S. H. H. Kazmi & Satish K. Batra, Excel, 2008.
- Advertising Basics: J. V. Vilanilam & A. K. Varghese, Sage, 2008.
- Advertising Management: Jaishri Jethwaney & Shruti Jain, Oxford University Press, 2006.
- Advertising Management: Rajeev Batra, Prentice Hall, 1995.
- Brand Positioning– Strategies for Competitive Advantage: Subroto Sengupta, Tata McGraw-Hill, 2006.
- Differentiate or Die: Jack Trout & Steve Rivkin, Westland, 2008.
- Ogilvy on Advertising: David Ogilvy, Vintage, 1985.
- Positioning: Al Ries & Jack Trout, McGraw-Hill, 2001.
- The (un)Common Sense of Advertising: Sanjay Tiwari, Response, Sage, 2003.

Online Resources

Public Relations

corporatecomm.org/
corporatewatch.org/
online-pr.com/
pr.alltop.com/
prnewsonline.com/
prsa.org/
prsi.co.in/
prwatch.org/
prweekus.com/
ragan.com/ME2/Default.asp

Advertising

aaaa.org/Portal/Pages/default.aspx
aaaindia.org/
adage.com/
afaqs.com/
bestofadvertising.net/
brandrepublic.com/Discipline/PublicRelations/
brandweek.com/bw/index.jsp
exchange4media.com/
greyme.com/index1.htm
impactonnet.com
in.kpmg.com/Home/Home.asp
jkrowling.com/
mudra.com/
ogilvy.com/
pitchonnet

PAPER VIII–SOFT SKILLS & PUBLIC SPEAKING SKILLS FOR EFFECTIVE COMMUNICATION

UNIT I

Processes and principles of effective communication – Barriers to communication.

UNIT II

The art and skill of effective communication- building your own style; assertive communication; verbal communication skills; non-verbal communication skills including posture, body language, eye contact, and voice modulation.

UNIT III

Critical thinking and analysing skills – The Art of visualisation – Listening and interviewing skills – Ideating, planning and preparing concepts.

UNIT IV

Skills for public speaking – Knowing your audience – Role of the personality, interpersonal skills and language proficiency – Demonstrating confidence, enthusiasm, clarity and understanding.

UNIT V

Skills for oral presentations; extempore speaking; group discussions; seminars and question & answer sessions – Use of multimedia aids in presentations.

Reference Books

- Effective Communication and Public Speaking: S. K. Mandal, Jaico, 2007.
- Essentials of Effective Communication: Vasantha R. Patri & Neelakant Patri, Greenspan, 2002.
- Mastering Public Speaking– Exercise Your Body Parts and Build Your Speaking Skills: Dorothy Lynn & Jessica Selasky, Jaico, 2008.

PAPER IX – DOCUMENTARY FOR SOCIAL CHANGE

UNIT I

The varied forms of the documentary – Film, video, radio and photography – Its nature and quest for truth – A space to share different experiences and reflect on the nature of those experiences – Case studies.

UNIT II

The use of the documentary to pose incisive questions and catalyse social responsibility and human unity – Stimulating debate and discussion through media advocacy and activism on contemporary issues of gender, disability, diversity, education, environment, health care, human rights, pluralism and others to use the documentary towards social change – Case studies.

UNIT III

A tool for democratisation of media – Educational communication – Community/ participatory media – Emerging women documentary practitioners – Case studies.

UNIT IV

Finding funding and audiences – Exploring avenues for project/ production finance and distribution/ exhibition – Public service broadcasting – User generated content – Online distribution – Case studies.

UNIT V

Independent documentary film making – a spirit of enquiry with courage and creativity – Creating innovative content for radio – Raising awareness on key issues facing contemporary society – Case studies.

Reference Books

- Documentary in the Digital Age: Maxine Baker, Focal Press, 2006.
- Documentary Story Telling: Sheila Curban Bernard, Focal Press, 2007.
- Practical DV Filmmaking: Russel Evans, Focal Press, 2007.

Online Resources

<https://psbt.org/>

PAPER X–ENTREPRENEURSHIP & COMMUNICATION MANAGEMENT

UNIT I

Becoming an entrepreneur – Motivation and passion along with integrity and honesty – Setting objectives for her /his media enterprise – Developing a broad vision for the start-up media/business – Willingness to take calculated risks and be prepared for uncertainty in running a business – Researching and conducting a need survey for viability of entrepreneurship idea.

UNIT II

Process of entrepreneurship development – Complying with industry conventions and ethics – Preparing an action plan and putting it into practice – Review and reflect on strengths, weaknesses, opportunities and challenges (SWOC analysis) – Flexibility and openness to adapt and change as per success/failures.

UNIT III

Managerial Capacity Building – Building your own style of assertive communication – Verbal communication skills – Non-verbal communication skills – Practicing deep listening – Critical thinking and analysing skills – Problem solving skills.

UNIT IV

Communication Management – Processes and principles of effective communication – Overcoming barriers to communication – Taking initiative, building trust, team-work, self-confidence, and leadership skills – Leading and managing teams to achieve objectives with confidence, compassion, clear thinking, and empathy.

UNIT V

Communicating organisational identity – Building and communicating organisational identity –
Social responsibility of business and community involvement – Communication in team crisis and conflict resolution – Challenges of communication and problem solving – Case Studies.

Reference Books

- Corporate Communication – Principles and Practice: Jaishri Jethwaney, Sage, 2018.
- Entrepreneurship development: Abhinav Ganpule (Author), Aditya Dhobale (Author) Jatayu Publication, 2018.
- Entrepreneurship development: Sangeeta Sharma, PHI Learning, 2018.
- Innovation and Entrepreneurship: Arvind Kumar Bhatt, Laxmi Publications, 2018.

PAPER XI– FILM APPRECIATION

UNIT I

The history of cinema – Pre-Classical Cinema –The silent era – Thomas Alva Edison – Lumière brothers – Alice Guy-Blaché – Georges Méliès – Edwin S. Porter – D. W. Griffith – Charlie Chaplin – Buster Keaton.

UNIT II

History and development of Indian cinema – Silent films – Talkies – Indian Melodrama – Indian Neo-realism and New Wave Cinema – Hindi Cinema and Globalization – Hindi Parallel Cinema.

UNIT III

Basic aspects of film language and film aesthetics – Mise-en-scène – Cinematography – Sound in cinema – Plot in cinema and narrative structure – Character as a plot element – Editing in cinema – Soviet montage – Realism in cinema.

UNIT IV

Production and exhibition of film –Stages and elements of production – Pre-production, production and post-production – Contexts for studying production – Stars as icons– Cinema and Genres – Fandom.

UNIT V

Social context and film styles – Classic Hollywood – Auteur Theory in the USA – New Hollywood – Italian Neo-realism – French New Wave & the French Masters – Japanese Cinema – German Expressionism – Indie Cinema.

Reference Books

- Bollywood– Popular Indian Cinema through a Transnational Lens: eds Raminder Kaur & Ajay J. Sinha, Sage, 2005.
- Bollywood– Sociology Goes to the Movies: Rajinder Kumar Dudrah, Sage, 2007.
- Brand Bollywood– A New Entertainment Order: Derek Bose, Sage, 2006.
- Cinema & Sensation– French Film and the Art of Transgression: Martine Beugnet, Edinberg University Press, 2007.
- Contemporary Hollywood Cinema: eds Steve Neale & Murray Smith, Routledge, 1998.
- Directing– Film Techniques and Aesthetics: Michael Rabuger, Elsevier, 2008.
- Documentary– A History of the Non-Fiction Film: Erik Barnouw, Oxford University Press, 1993.
- Experimental Ethnography– The Work of Film in the Age of Video: Catherine Russell, Duke University Press, 1999.
- Film– A Critical Introduction: Maria Pramaggiore & Tom Wallis, Allyn & Bacon, 2006.
- Film– An Introduction: William H. Phillips, Bedford/St. Martins, 2005.
- Film Art– An Introduction: David Bordwell & Kristin Thompson, McGraw- Hill, 2009.
- Film Cultures: Jenet Harbord, Sage, 2002.
- Film Studies– The Basics: Amy Villarejo, Routledge, 2007.
- Film Studies: The Essential Resource: Peter Bennett, Andrew Hickman & Peter Wall, Routledge, 2007.
- Filmography of Social Issues: Charles P. Mitchell, Greenwood Press, 2004.
- French Films– Texts and Contexts: Susan Hayward & Ginette Vincendeau, Routledge, 2000.
- French National Cinema: Susan Hayward, Routledge, 1993.

- Hitchcock: Francois Truffaut, Paladin, 1987.
- Introduction to Film Studies: eds Jill Nelmes, Routledge, 2007.
- Italian National Cinema 1896-1996: Pierre Sorlin, Routledge, 1996.
- Key Concepts in Cinema Studies: Susan Hayward, Routledge, 2004.
- Sage Handbook of Film Studies: James Donald & Michael Renov, Sage, 2008.
- The “I” of the Camera: William Rothman, Cambridge, 2004.
- The Film Cultures Reader: ed Graeme Turner, Routledge, 2002.

PAPER XII– MEDIA CONTENT PRODUCTION ON MULTIPLE PLATFORMS

UNIT I

Process of digital media storytelling – Preparing and conducting effective interviews – The skill of asking the right questions – Reporting, writing and structuring immersive content for the web and mobile journalism.

UNIT II

Online storytelling forms – Honing the art and skill of becoming storytellers– Reporting the alternate perspective – Creating One Minute Video Stories – Case Studies.

UNIT III

Knowing your audience – Gauging relevance of ideas to your audience – Planning the treatment of the story through multi-modal media.

UNIT IV

Social media tools – Developing skills for social media storytelling – Optimal use of different platforms – Using video, audio, music, photographs, graphics, animation – Copyright and fair use for multimedia elements.

UNIT V

Producing and deliver the stories – Implementing your production plan with a time schedule and deadlines – Publishing your work on your blog or social media.

Reference Books

- Writing and Producing for Television and Film: Esta De Fossard & John Riber, Sage, 2006.
- Writing and Producing Radio Dramas: Esta De Fossard, Sage, 2005.

PAPER XIII– COMMUNICATION, MEDIA & SOCIETY: CASE STUDIES

UNIT I

Development communication issues – Health, education, poverty and hunger, agriculture, environment, sustainable development, gender equality – Millennium Development Goals (MDG) – Development Support Communication – Information Education Communication (IEC) and Behavioural Change Communication (BCC) – Case studies.

UNIT II

Mass communication and modern media – Internet of Good Things (Greater Good Science Center, University of Berkeley, California, USA) – Radio podcasts – Online video streaming – Films – Graphics and animation – Development journalism and communication for social change through grassroots comics, cartoons and posters – Choosing appropriate media, planning and producing communication for developing societies – Case studies.

UNIT III

Communication for Social Change – Developing message – Selecting channel – Identifying target audience – C4D production (C4 D by UNICEF) and other case studies.

UNIT IV

Climate change and Environmental Communication – Case studies.

UNIT V

Performing Arts and Communication: Theatre of the Oppressed, Street Theatre, Forum Theatre, Traditional and Folk Forms (folk songs, folk dances, folk theatre, folk tales, puppetry, folk games) – Case studies.

Reference Books

- Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves, Sage, 2008.
- Communication of Innovations– A Journey with Everett Rogers: eds Arvind Singhal & James W. Dearing, Sage, 2006.
- Communication Technology and Human Development– Recent Experiences in the Indian Social Sector: Avik Ghosh, Sage, 2006.
- Communications Development and Civil Society: V.S. Gupta, Concept, 2004.
- Development Communications and Media Debate: Mridula Menon, Kanishka, 2007.
- Development Journalism– What Next?– An Agenda for the Press: D.V.R. Murthy, Kanishka, 2007.
- Doing Development Research: eds Vandana Desai & Robert B. Potter, Sage, 2006.
- Folk Media for Development– A Study of Karnataka's Traditional Media: N. Usha Rani, Karnataka Book, 2009.
- Grassroots Comics– A Development Tool – Leif Packalen, Sharad Sharma, Ministry for Foreign Affairs of Finland, 2007 available on <http://formin.finland.fi/developmentpolicy>.
- Inposters!– A Social Commentary through Cartoons: K.P. Sasi, VAK, 2004.
- Organizing for Social Change– A Dialectic Journey of Theory and Praxis: Michael J. Papa et al., Sage, 2006.
- Participatory Rural Appraisal– Principles, Methods and Application: N. Narayanasamy, Sage, 2009.
- Using Edutainment for Distance Education in Community Work: Esta De Fossard, Sage, 2008.

PAPER XIV– EVENT & BRAND MANAGEMENT

UNIT I

Introduction to event planning – Types of events that need organisation management – Celebrations (fairs, parades, weddings, reunions, birthdays, anniversaries) – Education (conferences, meetings, graduations) – Promotions (product launches, political rallies, fashion shows) – Commemorations (memorials, civic events) – Scope of event management as a career – Areas of Event management– Fundraising and sponsorship – Catering and hospitality management – Public relations and promotions – Food service management – Tourism.

UNIT II

Planning and managing events – Process of planning an event – Conducting research – Creating an event design – Finding a site – Arranging for food, decor and entertainment– Planning transportation to and from the event – Sending invitations to attendees – Arranging any necessary accommodations for attendees – Coordinating the activities of event personnel – Supervising at the site – Conducting evaluations of the event.

UNIT III

Skills necessary for event management – Organisational skills and attention to detail – Communication and interpersonal skills – Negotiation skills when looking for the best price from venues, suppliers and contractors – Time-management skills and the ability to work under pressure to ensure the efficient running of an event – Project management experience – Problem-solving skills and diplomacy – Sales and marketing skills to promote the event and attract sponsorship – Ability to manage budgets – Flexible, target-driven, proactive approach – Administrative and IT skills – Self-motivation and enthusiasm.

UNIT IV

Brand Management – How Brand Management Works – Positioning strategies – Examples of Brand Management – Different types of branding – Difference between marketing and branding.

UNIT V

Brand management process – Strategic Management Objectives – Strategy Planning – Business Management Skills – Strategic Planning Process & Tools – Corporate Management.

References

- Brand Positioning by Subroto Sen Gupta, Publisher: Tata McGraw-Hill
- Product Management in India by R. C. Majumdar, Publisher: Prentice-hall of India Pvt Ltd.
- Managing Indian Brands by S R Kumar, Publisher: Wharton School Publishing

PAPER XV –INSTRUCTIONAL DESIGN & E-LEARNING

UNIT I

Learning theories used in e-Learning – Behaviourist learning Theory – Cognitive learning Theory – Constructivism – Social constructivism – Active Learning Theory – Instruction versus information – Introduction to instructional design – Learning theory and instruction – Types of mediated learning – Synchronous and asynchronous learning.

UNIT II

Instructional Design models – ADDIE design model – Dick and Carey design model – Bloom’s taxonomy – Gagne’s nine events of instruction – Rapid eLearning design – Adaptive learning – Learning objectives – Prototype – Storyboarding and visualisation – Writing assessments.

UNIT III

Making an e-Learning project successful – Analysing content – Chunking content – Preparing ID (Instructional Design) strategy – Macro and micro strategy – Writing instructional objectives – ID mapping – Content outline.

UNIT IV

Needs analysis – Task analysis – Audience analysis – Identifying learner profiles – Defining learning objectives – Identifying the appropriate learning strategy for a given course – Rewriting and restructuring content according to learning objectives.

UNIT V

Factors contributing to a successful e-learning programme – Storyboarding the course prior to development – Creating multimedia elements to support content (images, audio, video, etc.) – Creating assessments to test learner knowledge / skill acquisition – Designing the course’s look and feel (color scheme, fonts, slide layouts, player, etc.) — LMS – LCMS – SCORM compliance.

Online Resources

<https://community.articulate.com/articles/an-introduction-to-instructional-design>

<https://community.articulate.com/articles/basic-elements-of-an-e-learning-course>

<https://community.articulate.com/articles/4-easy-ways-to-organize-content-for-e-learning>

<https://community.articulate.com/series/e-learning-abcs>

<https://community.articulate.com/articles/instructional-design-basics-for-e-learning-development>

<https://community.articulate.com/series/allison-s-articles/articles/an-introduction-to-lmss>

<https://community.articulate.com/articles/a-quick-introduction-to-lms-standards>

<https://community.articulate.com/series/learning-management-systems-lmss/articles/a-quick-introduction-to-scorm>

<https://community.articulate.com/series/learning-management-systems-lmss/articles/introduction-to-the-tin-can-api-aka-xapi>

<https://elearningindustry.com/subjects/elearning-concepts/instructional-design>

<https://elearningindustry.com/how-learning-theories-affect-elearning>

<https://elearningindustry.com/design-thinking-and-addie-create-ultimate-learning-experience>

<https://elearningindustry.com/instructional-design-approaches-for-adult-learners>

<https://www.elearninglearning.com/design/?open-article-id=9688542&article-title=what-does-an-instructional-designer-do-&blog-domain=christytuckerlearning.com&blog-title=experiencing-elearning>