PROGRAMME PROJECT REPORT FOR M.A PROGRAMME IN MASS COMMUNICATION & JOURNALISM

CENTRE FOR OPEN AND DISTANCE LEARNING

TEZPUR UNIVERSITY

<table>
<thead>
<tr>
<th>Name of the Programme</th>
<th>M.A. in Mass Communication</th>
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<tbody>
<tr>
<td>Academic Unit</td>
<td>Department of Mass Communication &amp; Journalism, Tezpur University</td>
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<tr>
<td>Mode of teaching</td>
<td>Open and Distance Mode</td>
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<td>Prospective Group</td>
<td>Graduate students</td>
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<td>Effective Session</td>
<td>July, 2018</td>
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<tr>
<td>Programme Code</td>
<td>MMC</td>
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<tr>
<td>Programme Credit</td>
<td>64 Credits</td>
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<tr>
<td>Duration</td>
<td>Min 4 semester, Max 8 semester</td>
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</table>

OVERVIEW

This 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.

MISSION AND OBJECTIVE OF THE PROGRAMME

MISSION

- To contribute to the development of human resource on significant emerging areas of media and communication
- To enhance the skills and knowledge development in the scenario of knowledge based society
- To expand the access and opportunities for meaningful engagement with media and society

OBJECTIVE

1. To improve quality training and understanding of communication and media
2. To put communication practices within the realm of Indian and Northeast Indian social and cultural context.

TARGET GROUPS
The M.A programme will benefit the stakeholders’ already in job for their capacity building and also help those who are outside the fringe of formal higher education for reasons beyond their control. The course has been designed with technology mediated teaching-learning mitigating the distance apparent in open and distance mode of education.

PROGRAMME OUTCOME

- Addressing needs of media boom in regional as well as national context
- Generate media professionals with qualities of social consciousness and cultural sensitivity
- Supports University’s Mandate of Regional Development

INSTRUCTIONAL DESIGN:

Curriculum Design

The programme is designed to be offered as a two year programme. The total period is divided into 4 semesters where the learners have to earn 16 credits in each semester with a total of 64 credits in two years. For the benefit of the learners maximum period of 8 semesters (4 years) is given to complete the programme. The programme is based on the concept of blended learning where both online and face-to-face teaching-learning methods in the form of interactive sessions have been implemented. Twelve (12) hours’ face-to-face counselling will be provided to the learners in this programme. The learners may have weekly online interactive sessions with instructors as and when required. The learners may be exposed to audio-visual aids, such as films and dramatized versions of classics and other technological advantages for better understanding of the topic discussed.

Module of the programme

With the help of a group of experts a learner friendly module has been prepared to introduce the learners to the variegated field of Mass Communication and Journalism. Each course is divided into 14 units with an introduction of the course and clearly stating the objective of that particular area on offer. The objective such a module is to bring better clarity on each topic discussed in a particular unit.

ADMISSION, CURRICULUM TRANSACTION, EVALUATION ETC.

Eligibility

Minimum eligibility criterion for enrolment in the programme is graduation in any discipline. Admission will be conducted twice in an academic year, i.e. January and June. Online admission procedure will be put in place.
**Fee structure**

The fee structure of the programme may be as stated below. The fees and other charges etc. to be paid by the candidates shall be decided by the Academic Council from time to time and the same will be incorporated in the Prospectus.

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Head</th>
<th>Amount (INR)</th>
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<tbody>
<tr>
<td>01</td>
<td>Admission</td>
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<tr>
<td>02</td>
<td>Study Material</td>
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<td>Provisional Certificate</td>
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<td>06</td>
<td>Library</td>
<td>800</td>
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<tr>
<td>07</td>
<td>Counseling/ Tuition</td>
<td>3300</td>
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<td>08</td>
<td>Project</td>
<td>500</td>
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<td>09</td>
<td>Infrastructure and Amenity</td>
<td>500</td>
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<tr>
<td>10</td>
<td>Development Fund</td>
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<td><strong>TOTAL</strong></td>
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</table>

However, the fees for semester end examination will be separate for CODL. Examinees will have to apply for the end term examination in application form with a fee of Rs 100/- . Successful learners have to submit an amount of Rs 500/- as Convocation fee. Fees may change from time to time as per standard procedure.

**Evaluation System**

The evaluation of the programme will be as per the university evaluation system. Learners will be assessed and evaluated through varied assessment tools including multiple choice questions, projects, reports, case-studies, presentations, and term-end examinations, to suit the different learning outcomes expected of the course elements.

Evaluation shall have two components (i) Semester end examination which is 70% of the total weightage. (ii) Continuous evaluation which is 30% of the total weightage made on the basis of written assignments. Learners shall submit assignment(s) for each of the courses of a programme within the stipulated time.

The syllabus is modified time to time on the basis of student and expert feedback.

**LIBRARY RESOURCES**

The Central Library of Tezpur University is well equipped with all modern facilities to provide best educational aid to the learners. At present, the library holds about 77,286+ books and 7848 back volumes of journals. Apart from the online journals and database provided by e-ShodhSindhu consortium and
DeLCON consortium, the library also holds more than 2315 CDs scattering to different thought contents. Library users can access book database, theses database, journal database, e-journals and other e-resources from any terminal within the University campusE-resources. The library has also plagiarism software of its own to assist learners to develop piracy free works. The publications of the faculty are a great resource archived and updated by the library.

The learners can also avail the facilities of E-Pathsala and MOOCs courses connected to the University.

The university has a modern state-of-the-art Computer Center and video-conferencing facility to facilitate the learners as and when required.

**PROGRAMME DEVELOPMENT, DELIVERY AND MAINTENANCE COST**

An approx. amount of **27,00,000 (Twenty Seven Lakh only)** is estimated for programme development, delivery and maintenance.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount (INR)</th>
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<tr>
<td><strong>Non Recurring</strong></td>
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<td>Cost of development of SLM</td>
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<td>Cost of programme delivery</td>
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<td>Cost of evaluation and examination</td>
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<td>Cost of audio visual content development/ online support system / technical and administrative costs</td>
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<td><strong>TOTAL</strong></td>
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</table>

*Establishment costs are not included. The costs are upto a strength of 1000 learners per programme

**QUALITY ASSURANCE MECHANISM**

The University has its own quality monitoring system to assess and maintain the quality of the courses offered and degree conferred. All academic programmes have to be placed to the Academic Council for due approval before offering. The syllabus is modified, if needed, on the basis of student and expert feedback time to time.

The University has set up a Center for Internal Quality Assessment (CIQA) as per the UGC (Open and Distance) Regulation, 2017. The Center has a full time Director and a committee constituted of faculty and officials to monitor the standard of SLM, evaluation and assessment.

**CURRICULUM AND DETAILED SYLABI**

Detailed syllabi is attached as **Annexure I**
ACADEMIC ACTIVITIES

The time and date of various academic activities to be carried out by the Center is follows:

<table>
<thead>
<tr>
<th>Academic Activity</th>
<th>Autumn Session</th>
<th>Spring Session</th>
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<tr>
<td>Admission announcements</td>
<td>April, 2018</td>
<td>October, 2018</td>
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<tr>
<td>Admission opens</td>
<td>Without late fee: April-June</td>
<td>Without late fee: October-December</td>
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<td></td>
<td>With late fee: July</td>
<td>With late fee: January</td>
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<tr>
<td>Distribution of SLM (with assignments)</td>
<td>By 15 August</td>
<td>By 15 Feb</td>
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<td>Counselling sessions</td>
<td>2nd Week of October</td>
<td>2nd Week of April</td>
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<tr>
<td>Submission of assignment</td>
<td>By November</td>
<td>By May</td>
</tr>
<tr>
<td>Filling up of Examination form</td>
<td>October-November</td>
<td>April-May</td>
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<tr>
<td>Announcement of Examination schedule</td>
<td>October last week</td>
<td>April last week</td>
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<tr>
<td>Conduct of Examination</td>
<td>December</td>
<td>June</td>
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<tr>
<td>Declaration of Results</td>
<td>March</td>
<td>September</td>
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## PROGRAMME STRUCTURE

### ANNEXURE I

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<tr>
<th>CODE</th>
<th>COURSE NAME</th>
<th>CREDITS</th>
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<td>Reporting and Editing</td>
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<td>MMC201</td>
<td>Media Law and Ethics</td>
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<td>Radio Broadcasting</td>
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<td>Media Management</td>
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<td>Communication Research Methods</td>
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<td>MMC303</td>
<td>Television Production</td>
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<td>Communication for Social Change and Development</td>
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### DETAILED SYLLABUS

**MMC 101- Introduction to Communication and Media**

**CR 4**

**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


Reference books


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MMC 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


Reference books

1. Natarajan, J. History of Indian Journalism (Publication Div. Ministry of I & B Govt. of India, 2000).

*************
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 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

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

Textbooks


References


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MMC 104 Reporting and Editing CR 4

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


Reference books


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MMC 201 Media law and Ethics CR 4

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


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


Textbooks


Reference books

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


Reference books


MMC 203 Media Management CR 4

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
Reference books


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MMC 204P Project I CR- 4

This project may include any of the following:

i) At least THREE articles published in an established newspaper / magazine either in English or in any of the recognized Indian languages.

ii) A feature / news capsule prepared for Radio / TV which was actually broadcast.

iii) Any THREE research based articles on any topic relating to Mass Communication which may or may not have been published.

Students who wish to submit any of options i) and ii) must produce documentary evidence from the editor / concerned authority that the products were actually his or her creation. This publication or broadcast article must be published or broadcast after the student has taken admission in this course.

MMC 301 New Media CR- 4

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


Reference books


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MMC 302 Communication Research Methods  CR 4

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


Reference books


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MMC 303 Television Production CR 4

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
MMC 304 Communication for Social Change and Development CR 4

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


Reference books


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MMC 401 Film Studies

CR 4

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


Reference books


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MMC 402 Science Communication

CR 4

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


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MMC 403 Community Media

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, ‘Ref feudalization’ 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 Model


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


MMC 404P Project II CR- 4

(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.