



Aliah University

Park Circus Campus, 17, Gorachand Road, Kolkata- 700014

Department of Journalism and Mass Communication

SYLLABUS

TWO-YEAR MASTERS PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER

Paper; JM101: Communication: Concepts, Process and Theories

Paper: JM 103: History of Journalism

Paper: JM 105: Reporting

Paper: JM 107: Editing

Paper JM 109: Business Communication

Paper: JM 191: Reporting/ Editing Practical

Paper: AR131: Arabic and Islamic Studies

SECOND SEMESTER

Paper: JM 102: Radio Production

Paper: JM 104: Television Production

Paper: JM 106: Corporate Communication and Public Relations

Paper: JM 108: Advertising

Paper: JM 110: Introduction to New media

Paper JM 112: Computer Applications

THIRD SEMESTER

Paper: JM 201: Communication Research

Paper: JM 203: Media Laws and Ethics

Paper: JM 205: Communication for Development and Social Change

Paper: JM207: Electives

Paper: JM 207 (A): Photo Journalism

Paper: JM 207 (B): Science, Health and Environment Communication

Paper: JM 207 (C): Sports Journalism

Paper: JM 207 (D): Peace Journalism

Paper: JMC 209 (A): Media, Culture and Society

Paper: JM 209 (B): Human Rights and Media

Paper: JM 209 (C): Business Journalism

Paper: JM 211: Folk, Traditional and Community Media

FOURTH SEMESTER

Paper: JM 202: Media Management

Paper: JM 204: Film Studies

Paper: JM 206: Media Production

Paper: JM 208: Dissertation

COURSE STRUCTURE

PER WEEK LECTURES-TUTORIALS-PRACTICAL-

CLASS HOURS- CREDITS

SEMESTER 1: (ODD/ AUTMN)

1 st Sem	Papers	L	T	P	CH	Credits
JM101	Communication:Concepts, Process and Theories	4	0	0	4	4
JM103	History of Journalism	4	0	0	4	4
JM105	Reporting	4	0	0	4	4
JM107	Editing	4	0	0	4	4
JM109	Business Communication	4	0	0	4	4
JM191	Reporting/Editing Practical	0	0	8	0	4
AI131	Arabic and Islamic Studies	2+2	0	0	4	4
Total					24	28

SEMESTER 2: (EVEN/SPRING)

2 nd Sem	Papers	L	T	P	CH	Credits
JM102	Radio Production	4	0	0	4	4
JM104	Television production	4	0	0	4	4
JM106	Corporate Communication and Public Relations	4	0	0	4	4
JM108	Advertising	4	0	0	4	4
JM110	Introduction to New Media	4	0	0	4	4
JM112	Computer Applications	2	0	4	4	4
Total					20	24

SEMESTER 3: (ODD/ AUTUMN)

3 rd Sem	Papers	L	T	P	CH	Credits
JM201	Communication Research	3	1	0	4	4
JM203	Media Laws and Ethics	4	0	0	4	4
JM205	Communication for Development and Social Change	4	0	0	4	4
JM207.a	Photo Journalism	2	0	2	4	4
JM207b	Science, health and Environment Communication	4	0	0	4	4
JM207.c	Sports Journalism	4	0	0	4	4
JM207.d	Peace Journalism	4	0	0	4	4
JM209 a	Media, Culture and Society	4	0	0	4	4
JM209.b	Human Rights and Media.	4	0	0	4	4
JM209.c	Business Journalism	4	0	0	0	4
JM 211	Folk, Traditional and Community Media	2	0	2	2	4
	Total				24	24

SEMESTER 4: (EVEN/SPRING)

4 th Sem	Papers	L	T	P	CH	Credits
JM202	Media Management	4	0	0	4	4
JM204	Film Studies	4	0	0	4	4
JM206	Media Production	4	0	4	4	8
JM208	Dissertation	4	0	4	4	8
					16	24

FIRST SEMESTER

PAPER NAME: COMMUNICATIONS: CONCEPT, PROCESS AND THEORIES

PAPER CODE: JM 101

Unit-I

- Human Communication: Meaning, Definition, Nature, Process, Elements
- Verbal and Non-Verbal Communication
- Types of Communication settings -intrapersonal, interpersonal, small group and mass communication
- Mass Communication: meaning and definition; interpersonal Vs Mass Communication characteristics of mass media audience
- Function of communication and Mass Communication

Unit-II

Models of Communication:

- Aristotle
- Lasswell
- Shannon and Weaver
- Osgood
- Schramm
- Berlo
- Gerbner
- Newcomb
- Melvin, De Fleur
- Westle and Meclean and Kincaid's Convergence Model
- Hub Model
- Dance Helical Model

Unit-III

Theories of Communication:

- Magic Bullet Theory

- Two-step flow and Multistep Flow
- Agenda setting theory
- Individual difference theory
- Personal Influence theory
- Cultivation theory
- Uses and Gratifications Theory
- Play Theory

Unit IV

- Selectivity and Gate-Keeping
- Diffusion of Innovation
- Mc Luhan's Media Determinism
- Limited Effects and Spiral Silence

Unit-V

- Western and Eastern Concepts of Communication- Aristotle, Plato
- Islamic, Hindu and Buddhist concept of Communication
- Meaning, Theory and Concepts of Information and Knowledge Societies
- Socio-cultural and Economic perspectives of Information and Knowledge Societies

SUGGESTED READING

1. Mass Communication and Journalism in India- D.S Mehta, Allied Publisher's Ltd
2. Mass Communication in India- Kewal J. Kumar, Jaico Books
3. Mass Communication theory- Dennis Mc Quail, Sage Publications
4. Mass Communication Today- Subir Ghosh
5. Understanding Media- M McLuhan, Routeledge
6. Handbook of Journalism and Mass Communication- Agrawal, Veerbala, Gupta, V.S. Concept Publishing Co., New Delhi.
7. The Journalist's Handbook- Kamath, M.V, Vikas Publishing House, New Delhi
8. Professional Journalism- Kamath, M.V Vikas Publishing House, New Delhi

PAPER NAME: HISTORY OF JOURNALISM

PAPER CODE: JM 103

Unit-I

- Journalistic practices in ancient civilizations
- Invention of the Printing Press
- News Books in Europe
- Growth of Printing in India

Unit-II

- Origin of newspapers in India: Hicky's Gazette
- Growth of language Journalism: Contribution of Raja Ram Mohan Ray, Bal Gangadhar Tilak
- Early struggle for freedom of Press
- Mahatma Gandhi and role of Press during the freedom movement
- Major trends in Post-Independence Press in India.

Unit-III

Growth and development of:

- Bengali Journalism
- Urdu Journalism,
- Hindi Journalism
- Survey of the Contemporary Language Press in India

Unit-IV

- Early English Newspapers of India
- Major trends in Post independence Press
- 21st Century English Newspapers in India

Unit-V

History of Growth and Development of Indian:

- News Agencies
- Radio
- Television
- New Media

SUGGESTED READING

1. Journalism in India, Rangaswamy and Parthasarthy, Sterling Publishers
2. The Press, Chalapati Rao
3. History of Indian Journalism. J. Natarajan. Publication Division

PAPER NAME: REPORTING

PAPER CODE: JM 105

Unit-1

- Concept of News
- Basic elements of a News Report
- News and news value: Sources of News and their types
- News Sources: Identifying, Cultivating, Verifying and dealing with sources of news
- Ethical aspect of sourcing News and Reporting
- Reporting set up in newspapers, magazines and agencies
- Qualities of a Reporter

Unit-2

- Structure of a news report
- Writing a report: Different styles
- Lead writing, Kinds of Lead
- Understanding Beats, search for information and issues, investigation and process of selection.
- Reporting Speech, Meetings, Accident, Crime, Politics and Political Parties, Legislature, Court proceedings etc
- Reporting based on Press conference, Press release and Seminars

Unit-3

- Investigative, Analytical and Interpretative Reporting: Purpose, Source
- Narrative Journalism
- Specialized Reporting: Science, Sports, Business, Conflict, Disaster, etc.
- Writing on Development issues
- Different writing styles

Unit-4

- Feature writing: concept and definition
- News and non-news Features
- Writing Special articles, Weekend pullouts, Supplements, Backgrounders, Reviews (Book/Films/Documentaries)
- Column writing, different kinds of columns, style of column writing

Unit-5

- Journalistic Interviews- types and techniques
- Setting up the interview, preparation before, and after the interview
- Magazine Reporting: Current trends, style and future
- Reporting and writing for different media platforms

SUGGESTED READING

1. Writing for the Media- Usha Raman, OUP
2. Essentials of Practical Journalism- Vir Bala Agarwal, Concept Publishing
3. Handbook of Journalism- M V Kamath
4. Keywords in News and journalism studies, Barbie Zeliezer, Tata Mc graw hill
5. Understanding Journalism, Lynette Sheridan Burns, Sage
6. News Reporting and writing, K M Srivastava, Sterling Publishers
7. The theory and practice of journalism, B N Ahuja

PAPER NAME: EDITING

PAPER CODE: JM 107

Unit-1

- Objectivity, ethics and social context of News
- Need and purpose of editing: what editing does at the level of idea?
- Copy reading and proof-reading symbols, style sheet
- Glossary of Journalistic terms
- Fundamentals of Copy Editing

Unit-2

- Newsroom Organisation
- Editorial Department: set-up
- Challenges of news desk and the daily routine
- Duties and responsibilities of an editor
- News editor, Chief Sub Editor, Sub Editor

Unit-3

- Headlines, Types of Headlines
- Techniques of headline writing
- Headlines for broadsheet daily, tabloid and magazines
- Writing blurbs and insets
- Editing multi city editions

Unit-4

- Editing of copies sent by Rural Reporters
- News Agency Reports
- Opinion Writing, Edits and Middles
- Principles of Translation
- Editing a Book

Unit-5

- Introduction to Printing Technology: Offset Printing and Method
- Printing technology of a modern newspaper
- The importance of topography, typefaces and families
- Elements of newspaper design
- Importance of illustrations, graphics and colour in newspaper design, the modular format
- Designing: the front page, the editorial page, special pages & supplements
- Magazine make up: Using visuals, graphics, cartoons, caricatures, info-graphs
- Editing of photographs: why and how. Aesthetics, meaning and purpose

SUGGESTED READING

1. Art and print production- N.N.Sarkar, OUP
2. Evans, Harold, Editing and Design (5 Volumes). William Heinemann, London
3. Creative newspaper design, V Giles, F W, Hodgson, Focal Press

PAPER CODE: JM 109

PAPER NAME: BUSINESS COMMUNICATION

Unit -1

Definition and importance of Business Communication

Foundations of Business Communication

Business Communication 2.0 concept

Characteristics of effective business communication

Importance of listening, business etiquette & nonverbal communication

Unit-2

Interpersonal/intrapersonal Business Communication

Mastering team & interpersonal communication

Advantages & disadvantages of working in teams

Guidelines for successful collaborative writing

Social networking technologies in business communication

Unit-3

Barriers to Communication

Role Play in crisis situations

Oral Communication: Basic Grammar and Pronunciation

Enhancing presentations with slides and other visuals

Unit -4

The Three-Step Writing Process

Importance of analyzing the situation before writing a message

Information-gathering options

Importance of good organization

Differences between the direct & indirect approaches to organizing a message

Written Communication: letter – Writing, Report-Writing

Unit-5

Guidelines for effective communication: to improve reading skill, writing skill, public speaking

Building Careers and Writing Resumes Applying

and Interviewing for Employment

Planning, Writing, and Completing Reports and Proposals

Suggested Reading

1. Business Communication Today - Boveen and Thill (1995), New York
2. Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
3. Effective Business Communication - Murphy and Hildebrandt (1991), New York: McGraw Hill
4. Communication in India: Some Observations and Theoretical implications - J.S. Yadava, IIMC
5. Communication Theory: Eastern and Western perspective- Lawrence D. Kincaid
6. Business Communication – R.K. Madhukar 7. Business Communication Today – Sushil Bahl

Unit I

SECOND SEMESTER

PAPER NAME : RADIO PRODUCTION

PAPER CODE: JM 102

UNIT I

- Basic Sound techniques and its importance
- Concepts of Sound: Frequency, Wavelength, Amplitude
- Process of Radio Broadcasting
- AM and FM Broadcasting
- Organisation of Radio Newsroom

UNIT II

- Development of Radio as a Mass Communication Medium
- Emergence of All India Radio
- Growth of FM Radio: State and Private Initiatives
- Internet Radio
- Future of FM Radio

UNIT III

- Microphones and Recorders
- Field recordings and Voice Despatches
- Process of Recording and Editing Sound
- Studio and operating facilities for Radio Production
- Process of Radio Broadcasting

UNIT IV

- Evolving formats of Radio programmes
- Role of demographics
- News and Current Affairs, entertainment, business, sports, radio features and documentaries and programmes for special audiences
- Radio commercials
- Writing Radio Scripts- Print punctuation vs. Broadcast punctuation

UNIT V

- Performers for Radio: Announcers, Reporters, Newscasters, Commentators, Talk show hosts
- General principles of Radio Anchoring
- Radio in Education and Development
- Community Radio Movement
- Broadcasting Ethics and codes

SUGGESTED READING

1. Basic Radio Journalism, Paul Chantler & Peter Stewart- Elsevier (SPD)
2. Radio and television Journalism, K m Srivastava, Sterling Publishers
3. Broadcast Journalism in the 21st century, K m Srivastava, Sterling Publishers
4. Broadcasting in India, P C Chatterji, New Delhi Sage publications
5. Broadcasting in India, G C Awasthy, Allied Publishers
6. Handbook of radio, TV and Broadcast journalism, R K Ravichandran, Anmol Pub
7. The Radio station, Keith, Focal Press

PAPER NAME: TELEVISION PRODUCTION

PAPER CODE: JM 104

Unit I

- History of Television in India – Open Sky
- Modes of Transmission of TV Signal (Terrestrial, Cable, Satellite, DTH, IPTV, HITS)
- Formats of TV Signal (SDTV, HDTV)

Unit II

- Shooting & Editing: Basic Shots – Basic Camera Movements – Composition of Shots– Lighting – Sound
- Basic Principles of Visual Editing (Jump Cut- its causes and remedies, Cut Away Shot, Imaginary Line, etc)
- Linear & Non Linear Editing – Post Production
- Common equipment and Technology: Different Types of Camera and Tapes – Formats (CCD) – White Balancing – Time Code –VCR – PCR – Feed (Upload & download, Broadband, FTP, Back Pack) – DSNG – Audiovisual Editing Software – News Bulletin Compilation Software

Unit III

- TV news: Types of News Stories (Dry, Story with Graphics, AVO, Voiced Over News Capsule, Phone-in, Hot Switching)
- Different Sources of TV News- Role of TV News Agency
- Challenges & Opportunities of Reporting for TV and its difference with that of the Print –
- Compilation & Production of TV News Bulletins- Sound Bite – Piece to Camera
- Scripting for Television

Unit IV

- TV Programmes and Documentaries: Scope & Formats of TV Programmes
- Different Stages, Planning and Production of Studio Based and Field Based TV Programmes (Single Camera & Multiple Camera, Live & Recorded)
- Programmes for Special Audience – Talk Shows, OB Programme, Sports Programme, Musical Programmes, Interview for Television
- Documentary (its different types and stages)
- Reality Shows, Non-Fiction programmes & Serials – Writing Proposals/ Budgeting
- Anchoring & Presentation Techniques

Unit V

- Commercials TV: Spot Buy
- Story Board
- Sponsorship
- Marketing
- Audience Research: TAM (TRP), BARC

SUGGESTED READING

1. Video Production- Vasuki Belavadi, OUP
2. Television Production- Gerald Millerson- Focal Press
3. The Television handbook, Patricia Holland, Routledge
4. Television fundamentals, John Watkinson, Focal press
5. Television Field Production and Reporting, Frederick Shook, Pearson Education
6. Switching channels: ideologies of TV in India, Nilanjana Gupta, OUP
7. Video Editing and Post Production, A Professional guide, Gary h Anderson, Focal Press
8. Guide to Production Techniques, N Dimpleby, R Dimpleby, K Whittington

9. Keywords in news and journalism studies- Barbie Zelieger. Tata McGraw Hill.
10. News reporting and writing- K.M. Srivastava.- Sterling Publishers
11. Broadcast journalism in the 21st century- K.M. Srivastava.-Sterling Publishers
12. Handbook of Radio, TV and Broadcast Journalism- R.K. Ravindran, Anmol Publications

PAPER NAME: CORPORATE COMMUNICATION AND PUBLIC RELATIONS

PAPER CODE: JM 106

Unit I

- Definition, Public Opinion, PR Concepts, definitions and principles; PR and allied disciplines, Lobbying
- Various theories in PR
- The process of public relations
- Role and scope of PR. Public Relations as a management function.
- PR & Advertising, PR & Propaganda, PR & Publicity
- Opportunities, challenges and issues for PR and corporate communication in the media
- Environment

Unit II

- History of PR-World & India
- Growth as a communication function, concept of communication audit
- PR campaign
- PRO- qualifications and function
- Publics in PR

Unit III

- Press releases

- Press conference
- House journals
- Corporate films
- Annual corporate report and annual meetings
- Other PR Tools

Unit IV

- Corporate PR- Meaning, growth and importance of corporate communication, how corporate communication works
- Corporate Governance and corporate Culture
- Communication with publics (internal / external) & employee relations. Media Relations
- Community relations & CSR
- PR in India (Both public & private sector), PR in central and state governments and the functioning of various media units of the state and Union governments
- Role of PR in different sectors: government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc
- PR in crisis management, Event management & PR

Unit V

- PR counselling, , lobbying
- PR in crisis management
- PR-Agencies, Event management & PR
- PR & latest technology, Emerging trends in PR, social media
- Codes of conduct and professional PR organizations (PRSI, IPRA, etc)

SUGGESTED READING

1. Public Relations-Strategies and Tactics, Wilcoux, Ault, Agee
2. Planned Public Relations, Frank Jefkins
3. Public Relations – Subir Ghosh
4. Effective PR – Cutlip & Center
5. P R in Business & Public Administration in India, U M Dhenkney, Vaishali Pub
6. Public Relations- Averill Elizabeth Gordon,OUP
7. Corporate communication- Principles and Practice, Jaishree Jaithwaney. OUP

8. Public Relations- Iqbal Sachdeva.

9. Effective PR- C.V.Narasimha Reddy, PHI

10. Handbook of Public Relations in India, D S Mehta, Allied Publishers

11. Public Relations- Principles, cases and problems, F Moore and F Kalupa, Surjeet Pub

PAPER NAME : ADVERTISING

PAPER CODE:JM 108

Unit I

- Introduction to Advertising-understanding advertising, functions of advertising
- Socio-economic effects of Advertising
- Types of advertising, evolution of advertising in India and the world
- Theories of advertising-Stimulus Response Theory, AIDA, AIDCA, DAGMAR approach
- Advertising Agencies

Unit II

- Creative strategy and Media Planning
- USP, appeals in advertising, Message strategy, visualizing an ad,
- Ad strategies, copywriting, Idea generation, Copywriting principles, copy devices, Copy jargon, Ad copy Layout-Formal and informal balance, Copywriting for different media
- Media Planning-Factors influencing media planning-media strategy, media scheduling, media mapping

UNIT III

- Brand building and Advertising Management
- Three levels of product-Core, Actual and Augmented Product,
- Defining Brand, Brand Name, Concept and commodity brands, Power Brands, life cycle of a brand, brand image and brand equity,

- Campaign Planning, Elements in a Marketing Plan
- Marketing Objectives, Marketing Strategy, Planning an Advertising Campaign- Planning Cycle, Planning Framework

UNIT IV

- Legal and Ethical issues in Advertising and Research
- Legal aspects of advertising- ASCI
- Advertising ethics
- New trends, Digital and social media advertising, Mobile advertising
- Consumer behaviour

UNIT V

- Advertising Research: Scope and objectives
- Market Research and Advertising research
- Types of research- target market, positioning, pre-test, post-test, audience research

SUGGESTED READING

1. Foundations of Advertising- Theory and Practice, Chunawala & Sethia, Himalaya Pub
2. Advertising Management- Jaishree Jaithwaney and Shruti Jain, OUP
3. Advertising-Frank Jeffkins
4. Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.
5. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi
6. Integrated Advertising-promotions and Marketing Communication, C Kenneth, Prentice Hall

PAPER NAME : NEW MEDIA

PAPER CODE: JM 110

Unit I

- Development of information and communication technology and its impact on media
- Evolution and growth of internet
- Internet penetration in India,
- Platforms for Cyber Journalism

Unit II

- Characteristics of Cyber Journalism
- Multimedia, Hypertext, Interactivity, Archives and Virtuality
- Computer assisted reporting and editing
- Computer animation and digital video, convergence

Unit III

- Content writing, on-line writing style
- Search engine optimization
- Writing for text messaging through mobile phones
- Advertising on the Internet

Unit IV

- Social media, Types of social media

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m, Civil society

- Political economy and internet
- Internet and Censorship

Unit V

- Digital revolution and Digital Communication: Use of new media for development
- Different usages of new media technologies
- Basics of new media terminology: Information Society, Knowledge Society
- E-learning, Web commerce, video conference and virtual presentation

SUGGESTED READING

1. Hands on guide to Streaming Media, Joe Follansbee, Elsevier (SPD)
2. Journalism Online, Mike Ward, Elsevier (SPD)
3. New Media Technology, John V Pavlik, Allyn and Bacon publications
4. Cyber Media, J Chakroborty, Authors Press
5. Computer aided communication, G K Parthasarty, Authors Press
6. Communication Technology: The New Media Society, Rogers M Everett, The Free Press
7. Web Journalism-practice and promise of a new media, James G Storall, Pierson Education
8. Online Journalism- Principles and practices of news for the web, James Foust, Holcomb Hathway Publishers
9. Convergent Journalism: the fundamentals of multi-media reporting, Stephen Quill, Peterlang Publishing, New York

PAPER NAME: COMPUTER APPLICATIONS

PAPER CODE: JM112

- Introduction to Computer system
- Basic principles of functioning of computer
- Introduction to different operating systems and Utility packages
- MS-DOS Internal and external commands
- Window Basics, the user interface (Task Bar, Start button, Title Bar, Right clicking), Windows accessories, miscellaneous features, my Computer icon, network neighbourhood, Explorer

Unit II

- Introduction with special reference to MS Word
- Opening documents and moving around, manipulating windows, using the interface
- Proofing documents, document enhancement, creating and printing merged documents, using wizards and templates
- Handling graphics and creating tables and charts

Unit III

Spreadsheet and presentation package

Worksheet basics and data entry,

Working with graphs and charts, database management

Power-point basics: creating, handling and presentations,

Adding clipart and other objects

Unit IV

- Adobe Photoshop and Coral Draw
- Introduction to Photoshop and its features: Painting and Drawing,
- Introduction to painting techniques
- Image editing
- Automating Photoshop

Unit V

Quark Express and In-Design

SUGGESTED READING

THIRD SEMESTER

Paper name: COMMUNICATION RESEARCH

Paper code: JM 201

Unit I

- Definition and Elements of Research
- Research methods and Approaches in Social Sciences
- Mass Media Research and Scientific methods
- Importance of Communication Research-Indian Scenario

Unit II

- Research process: Formulation of research problem,
- Review of literature
- Hypothesis
- Research design

Unit III

- Qualitative and Quantitative Research Methods: Ethnography, Ethno-methodology, Symbolic Interaction-ism
- Policy and Archival research
- Communication Policy analysis, Analysing visual, still and moving images
- Grounded theory
- Research methods-Census method, survey method, observation method, clinical studies, case studies, content analysis

Unit IV

- Tools of Data Collection: Observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups
- Sampling methods
- Media research-evaluation, feedback-feed forward-media habits-public opinion surveys-pre-election studies and exit polls
- Attitude Measurement- Thurstone, likert, Guttman, semantic differential Scales, Rating scales, levels of measurement. Reliability and Validity measurements

Unit V

- Data Analysis and Report Writing- Data analysis techniques-coding and tabulation-non-statistical methods
- Descriptive-historical-statistical analysis-univariate, bi-variate, multivariate tests of significance-central tendency
- Preparation of research reports/projects reports/ dissertations,
- Referencing and Citation style, Bibliography, synopsis and Abstracts
- Ethical perspectives of mass media research

SUGGESTED READING

1. Media Analysis Techniques, Arthur A.Berger, Sage New Delhi
2. Research methodology-Research and Techniques, C.R.Kothari, Wiley Eastern Ltd
3. Basic Research Methods, Gerard Guthrie, Sage Publications
4. Wimmer and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage
5. Learning.Media research cross- sectional analysis- Uma Joshi, Author Press
6. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press
7. Reinard John C. (2007) Introduction to Communication Research (Paperback). New Delhi:McGraw-hill.
8. Media Research Cross- sectional Analysis- Uma Joshi, Author Press
9. Anthropological Methods for Communication Research. Binod C. Agarwal. Concept Publications.

PAPER NAME: MEDIA LAW AND ETHICS

PAPER CODE: JM 203

Unit I

- Indian Constitution- Basic principles of the Preamble
- Fundamental rights- freedom of speech and expression and their limits
- Directive Principles of State Policy
- Provisions of declaring emergency and their effects on media

Unit II

- Media Ethics-Media's ethical problems including privacy
- Right to reply, inter-community issues
- Crony Journalism, sensational and yellow journalism
- Conflict of Interest, Paid Journalism
- Role of press and/or Media Councils and Press Ombudsman in the world
- Ethical reporting on Children

Unit III

- Press Council of India and Press Commissions of India-Broad guidelines and codes.
- A critique of PCI. Accountability and independence of media
- Advertising Standards Council of India (ASCI) and its working- A critique of ASCI
- Covering Conflicts and international Humanitarian law
- Code of Conduct by Associations of Media Professionals and Broadcast laws/ codes

Unit IV

- Specified Press laws- Contempt of Court 1991
- Civil and criminal law of defamation
- Relevant provisions of Indian Penal Code with reference to sedition
- Crime against women and children. Laws dealing with obscenity
- Official Secrets Act 1923
- RTI, Public Interest Litigation
- Press and Registration of Books Act, 1867
- Cinematography Act, 1953
- Prasar Bharti Act
- Copyright Act
- Cable Television Act
- Information technology Act

Unit V

- Cyber media and Laws, Cyber laws in India and abroad
- Internet and Cyberspace in the present age
- Evolution and history of cyber crime.-Cyber Crimes, Cyber Security, Cyber ethics
- Control on contents:
 1. Blogging and social networking sites
 2. Hacking and anti-hacking concepts

SUGGESTED READING

1. Media Laws, Paranjoy Guhathakurta, OUP
2. The Law and the Press- Press Institute of India
3. Media law and ethics- N Neelamalar, PHI
4. Law of the Press in India, Durgadas Basu
5. The Press, Chalapati Rao

PAPER NAME: COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE

PAPER CODE: JM 205

UNIT I

- Development; meaning, concept and approaches to development
- Characteristics of developing societies, Indices of development
- Dominant paradigm of development

- The modernization and dependency approach
- Development as economic growth

UNIT II

- Alternative approaches to Development: Social, cultural, economic and political perspectives in Development
- Need-based approach; sustainable Development
- Human Development approach
- Right based approach and participatory approach to development
- Development as Freedom
- Millennium Development Goals

UNIT III

- Development Communication: Role of media in development-emerging perspectives
- Strategies for development communication in India-evolutionary perspectives
- Communication for nation building
- Diffusion of Innovation; Extension approach
- Development Support Communication
- Participatory Communication

Unit IV

- Technology and development-its social implications

- ICT for development; Evolution of ICT in Development Endeavour, ICT projects implemented in India
- Problems and prospects.- Democratic and Decentralised Processes in development
- Gender and Development

Unit V

- Role of different Media for Development
- Comparative advantages and potential of different media for development communication
- Community Media-Indian scenario
- Strategies in designing social service messages

SUGGESTED READING

1. Children's Television in India: A Situational Analysis, B C Agarwal, C.Lall, Concept
2. Communication Development and Civil Society. V.S. Gupta. Concept publications
3. Development Communication. Thomas L. Mcphail. John Wiley & Sons
4. Media Society: Industries, Images, and Audiences - David Croteau. Pine Forge Press

PAPER NAME: PHOTO JOURNALISM

PAPER CODE: JM 207 (A)

Unit I

- Photo Journalism-History of photo journalism
- Difference between a photographer and photo journalist

- Understanding Visuals- Capturing Human interest visuals
- Photography for different media-newspaper, magazine, internet
- Importance of visuals in journalism-timeliness, unbiased and narrating the story

Unit II

- Techniques of photo Journalism-both professionally and aesthetically
- Types of cameras-Digital versus Analogue, SLR versus point and Shoot Cameras
- Different types of lenses, tripod and flash
- Knowing the aesthetics of photo journalism- Composition, camera angles
- Types of images formats- Raw, JPEG
- Understanding Lights
- Mobile phone for photo journalism

Unit III

- Types of Photo Journalism
- Sports Journalism, Travel Journalism, food and life style, science, medical, spot news, war photo journalism
- Wildlife photo journalism

Unit IV

- Photo feature and editing-photo shop
- Online photo editors-manipulating the images, applying effects
- Technical skills for photo journalism

- Sending photographs through internet

Unit V

- Ethical and legal issues-treating subjects with respect-Privacy, stereotyping
- Victims of incidents or tragedy, Public Interest visuals
- Photography in the age of new digital technology
- Photo journalism as a profession and business-photo Agencies-its Role in Media
- Photo freelancing as a profession
- Photo journalist as a writer
- Photo journalism the emerging perspectives

SUGGESTED READING

PAPER NAME: SCIENCE, ENVIRONMENT AND HEALTH COMMUNICATION

PAPER CODE: JM 207 (B)

Unit I

- Introduction to Science Communication and its characteristics
- Media use for Science Communication
- Status of Science Communication in India-Important science publications for popular reading
- Media coverage of science-print-radio-television and new media

- Promotional campaigns of science communication

Unit II

- Writing for Science Communication
- Basic principles and techniques of writing science for media:
 1. Print, Radio, TV, new media
 2. News, features, columns, interviews, documentaries
 3. Advertisements, slogans, jingles
 4. Short films

Unit III

- Environmental Issues; Global Warming
- Kyoto Protocol
- Rio Earth Summit, Montreal Meet
- Copenhagen Declaration
- Major campaigns and environmental movements in India- Chipko, Carbon trading, Narmada Bachao Andolan and others

Unit IV

- Environment and Media: Role of media in environmental movements-issues involved
- Content analysis of mass media in India with reference to environmental problems
- Role of governmental and non-governmental organizations in environmental campaigns
- Media Research on environmental subjects
- Environmental Policy Initiatives: National and International

Unit V

- Health Communication: Health Literacy
- Major health issues in India- Aids, Cancer, family Planning, Polio, swine flu, bird flu
- News writing techniques of public health related issues

- Ethics of reporting health issues in media
- Research on media coverage of health issues in Indian media
- Health communication strategies

SUGGESTED READING

PAPER NAME: SPORTS JOURNALISM

PAPER CODE: JM 207(C)

Unit I

- Introduction to Sports Journalism: Evolution of organised Sports, the social, cultural and economic importance of Sports
- Major Sporting Events: Olympics, Asiad, Commonwealth Games, SARC Games, World Cup Soccer, World Cup Cricket, Wimbledon, etc
- Sports in India: an historical overview and present status with special reference to Bengal
- Major tournaments in the country in popular games: Cricket, Football, Hockey, Badminton, Athletics
- The Governing bodies of different Sports, Players Associations, Sports Management Companies

Unit II

- Knowing Sports and Sports Journalism: The rules and regulations of different sports: cricket, football, tennis, hockey, badminton, boxing, wrestling, etc
- Outstanding sports personalities
- Rural and tribal sports, its history and present status
- Growing commercialisation and corporatization of Sports: its effects
- Sports and Politics

Unit III

- Practising Sports Journalism: Sports Department of a Newspaper, Sports Editor, Reporter, Sub editor, Photographer; their role and responsibility, The editorial structure of Sports Channels

- Writing a Sports Report in different styles, form and format across media: for Print, TV, Radio and New Media
- Covering a Sports event for different media: print, radio, television and web, Preparations before an event, organising logistics, Research for coverage of a large sports event
- Writing different types of stories; Camp stories and sidelights; Writing features on sports: Different styles; Interviewing Sportspersons, different formats
- Writing sports columns; Syndicated columns, blogs.

Unit IV

- Presentation: Designing Sports Pages for newspaper, magazine and sports-focused website
- Using Sports Photographs and Info graphs, Use of different type fonts and colours
- Designing sports features/documentaries for Television
- Designing sports features/documentaries for Radio
- Promotion of the Sports page/programme/website

Unit V

- Sports Journalism Practical:

Students will be required to publish a four-page tabloid-sized news bulletin every fortnight compiling/writing stories on international, national, regional and local sports events. The bulletin will also carry features written and interviews done by the students.

SUGGESTED READING

1. Andrews Phil; Sports Journalism: A Practical Introduction
2. Barnes, Simon; The Meaning of Sport
3. Craig, Steve; Sports Writing: A Beginner's Guide, 2002
4. Govindarajulu, N.; Sports Journalism, Friends Publications (India), 2009
5. Mehra, G; Asian Games, New Delhi 1989
6. Rice, Jonathan; Start of Play: The Curious Origin of our Favourite Sports, London, 1998

7. Steen, Rob; Sports Journalism: A Multimedia Primer
8. Stofer, Kathryn T.; Sports Journalism: An Introduction to Reporting and Writing
9. Brad Schultz, Sports Media, Elsevier (SPD)

PAPER NAME: PEACE JOURNALISM

PAPER CODE: JM 207(D)

Unit 1

- Introduction to Peace Journalism: Concept of Peace, Conflict and Peace
- Basic theories and concepts of conflict studies
- Nature, types, causes and stages of conflicts-different theoretical approaches
- Understanding conflict resolution
- Origin and evolution of Peace journalism, Concept of peace journalism: war journalism vs. peace journalism
- Concept of media diplomacy

Unit-II

- Media and Conflict: Role of media in covering conflict: peace building and reconciliation
- Reporting Conflict, Writing conflict stories
- Journalists under fire: professional hazards of reporting conflicts
- Propaganda, censorship, spin, psy-ops and embedded journalism
- Conflict-sensitive reporting guidelines for journalists

Unit III

- Conflict Dynamics in India: The conflict zones in India: J&K, North-East India, Indo-Pak, Sino-India. Maoist Problem: an introduction
- Profile and status of major terrorist organizations, armed outfits in north-east India
- Other conflict scenario in India: Communal and Ethnic violence, Conflict over natural resources: water, minerals, etc.
- Peace accords, Punjab, North East India, etc.
- Understanding the nature and scope of the Armed Forces (Special Powers) Act(1958), National Security Act (1980), Disturbed Areas Act (1976)

Unit IV

- Legal and Ethical Aspects: Legal and humanitarian aspects of conflict reporting, covering women and children from conflict zones
- Issues of reporting conflicts in an era of 24/7 round-the-clock news environment
- Terrorism and media, Ethical dimensions of media coverage of acts of terror
- The new media environment and conflict: internet chat-rooms, internet communities, propagation of hate and peace messages, webcasting
- Organizations for protection of journalists working in conflict zones- CPJ, IFJ, Amnesty International, Reporters Sans Frontiers, NHRC, Role UN plays
- International Agencies and Peace, Peace Keeping Forces, Peace and Religion

Unit V

- Peace Journalism Practical:

Students will be required to publish a four-page tabloid-sized news bulletin every fortnight compiling stories on international, national, regional and local conflict issues and other

resources that would contribute towards generating awareness about the various aspects of conflict studies and conflict resolution attempts.

SUGGESTED READING

1. Arrow, Kenneth, et al., Barriers to Conflict Resolution
2. Bhowmik, Subir, Troubled Periphery: The Crisis of India's North-East, New Delhi, Sage Publications, 2010
3. Bratic (2006): Media effects during violent conflict: Evaluating media contributions to peace building. Communication and Conflict
4. Bratic, V. (2006). Examining peace-oriented media in areas of violent conflict. IPRA paper
5. Deutsch, Morton & Coleman, Peter T, The Handbook of Conflict Resolution: Theory and Practice
6. Foerstel, Herbert N., Killing the Messenger: Journalists at Risk in Modern Warfare, Praeger Publishers. (2006)
7. Hess, Stephen, The Media and the War on Terrorism, Brookings Institution Press Washington D. C. (2003)
8. Hussain, Wasbir, Order in Chaos; Essays on Conflict in India's Northeast and the Road to Peace in South Asia, Delhi, Spectrum Publication.
9. Johan Galtung: Conflict, War and Peace: A Bird's Eye View
10. Lynch, Jake, Journalist Ethics and Reporting Terrorism. 2002
11. Thayer, F. (2001). Principles and tactics of propaganda: Inevitability and effectiveness of managing public attitudes. New Mexico State University
12. Thussu, D. K. and D. Freedman (eds), War and the Media: Reporting Conflict 24/7. London. Sage Publications. 2003.
13. Ury, William, Getting Past No: Negotiating With Difficult People.
14. Verghese, B. G. India's Northeast REsurgent: Ethnicity, Insurgency, Governance, Development, Delhi, Konark Publishers.
15. Welch, D. (1999). Powers of persuasion. History today.

PAPER NAME: MEDIA, CULTURE AND SOCIETY

PAPER CODE: JM 209(A)

Unit I

- Concept of Culture-meaning, dimensions-the basic theoretical framework
- Counter cultures, women, youth, and minorities
- Culture as communication, fashions, fads and rituals
- Culture industries and mass society

Unit II

- Interplay between media and society-cultural implications of mass media

- Popular and elite culture
- Multi Culturalism and sub cultures
- Feminist critiques of media
- Media and the minorities

Unit III

- Media and social issues, problems of girl child, female infanticides, child marriages, dowry, divorce, widowhood, rape, prostitution, domestic violence
- Single women and working women
- Gender discrimination, reflection of such issues in media

Unit IV

- Media and violence against women
- Media and women empowerment
- Impact of media on women and children
- Women and children in advertising

Unit V

- Women as news makers
- Women journalists
- Women and children's magazines
- Programmes on women and children on radio and TV

SUGGESTED READING

- Media and Cultural Studies, Durham, Meenakshi, Wiley Publications
 - Indian Media, Adrian Athique, Polity Press
 - Cultures of Mediatization, A Hepp, Polity Press
 - After the Media Culture and Identity in the 21st century, A Kendall, Routledge
 - Media and Memory, J Garde Hansen, Edinburgh University Press
 - Media and Ethnic Minorities, Alia V, Edinburgh University Press
 - Media, religion and Gender, Key issues and challenges, M Loveheim, Routledge
 - The New Media Environment, A L Press, Wiley-Blackwell Publications
 - Popular culture-production and consumption, Dennis Balby, C L Harrington, Blackwell
1. Cultural studies and study of Popular culture, John Story, Edinborough Univ Press

PAPER NAME: HUMAN RIGHTS AND MEDIA

PAPER CODE: JM 209(B)

Unit I

- Evolution of human rights
- Universal Declaration of Human Rights
- Media and Human Rights in International Perspectives

Unit II

- Thought and expression, freedom of speech and expression under Indian constitution, Freedom of Press
- Right to know
- Freedom of speech, right to privacy

Unit III

- Political, economic and cultural dimensions of communication
- Communication as a human right
- Information and communication as tools for equality and exploitation
- ICT for empowerment and Digital divide

Unit IV

- Writing on Human rights-types of reports, sources of news
- Trends in Indian press, problems of writing about human rights issues
- Right to Information Act

Unit V

- The role of media in protecting human rights violations
- Investigative journalism, persuasive journalism, and media activism
- Media lobbying, Politics of human rights

SUGGESTED READING

PAPER NAME: BUSINESS JOURNALISM

PAPER CODE: JM 209(C)

Unit I

Theories and Models of Economics and Business: Economic Theories-Keynes-Marshall, Marx and Engels

Gandhian model of economy

Theories of Gunnar Myrdal, Amartya Sen

Ideological Contours of economic theories and model

Planned economy

Unit II

International/ Transnational Economic Organisations: International trade-import-export-Indian economy-foreign exchange

GATT-WTO-World Bank-IMF

Bilateral and Multilateral agreements

International organization of economic co-operation including SAARC

New International economic order

Unit III

Stock Market and the Indian Economy: Stock markets-Global trends

Investigative Journalism-case studies

Laws related to economic offences-banking, service and manufacturing

Status of Indian economy

Evaluation of important financial business newspapers and magazines-international, Indian

Unit IV

Reporting and writing Business news: Business journalism-importance, scope-historical perspectives

Business news-structure-lead-types-body-headlines

Glossary of business and financial terms

Writing styles and content format

Reporting business conferences, product launches, the stock market

Unit V

Business features

Curtain raisers-backgrounders

Column-middles-analyses-editorials-types and techniques

Reporting the budget

Business interview stories

SUGGESTED READING

1. Communication Skills for professionals, Nira Konar, PHI
2. Words, John Seely, OUP
3. English Language Laboratories- Comprehensive manual, Nira Konar, PHI
4. Objective English, OUP
5. Communicative English, Meenakshi Raman and sangeeta Sharma, OUP

PAPER NAME: FOLK AND COMMUNITY MEDIA

PAPER CODE: JM 211

Unit I

- Traditional Folk Media- role and functions
- Characteristics of traditional folk media
- Traditional folk media in India-with special reference to Bengal

Unit II

- Culture and Tradition-meaning of culture
- Tradition, Folklore
- Oral tradition, devotional and religious forms, Jatra, Boul, Yakshagana, tamasha, therukuthu
- Puppetry, street play as a form for voicing public opinion

Unit III

- Community: Definitions, concepts and characteristics of a community
- Community norms, customs and institutions in contemporary India
- Community as social capital, Communities as stakeholders in development
- People's participation in development-nature, type, and levels
- Role of groups, community institutions and people's participation in programmes and initiatives of social change

Unit IV

- Community Participation-levels of citizen participation
- Participation as empowerment
- Perspectives in Participatory communication
- Public sphere and democracy
- Critique of media as public sphere
- Communication as basic human right

Unit V

- Understanding Community media-case study of select community initiatives
- Community radio, video volunteers, Namma Dhwani, community newspaper
- Practical- Community media production in collaboration with a community in any format such as street play, puppetry, radio, video etc

SUGGESTED READING

1. Traditional Media and development Communication, K Madhusudan, Kanishka Pub
2. Rang Habib- a book on theatre, Habib Tanvir, National School of Drama
3. Katputli Kala, Tevi Lal Samar, Bhartiya Lok Kala Mandal
4. Safdar on street theatre, Jan Natya Manch
5. Plays of Safdar Hashmi, Jan Natya Manch

FOURTH SEMESTER

JM 202: MEDIA MANAGEMENT

Unit I

Overview of media environment in India-Print, radio, Television and new Media

The Indian media consumer

Basic Management principles

Unit II

Advertising Agencies and PR Firms-Ownership patterns

Structure of Ad Agency and PR firm, functions of various departments

Agency-media Interface, case Studies

TRP-measurement of TRP/ BARC/RAM

Emerging trends in transmission and reception technologies and their impact on TRP/BARC/RAM

Unit III

Newspaper Management; Ownership patterns,

Structure of newspaper organization and functions of various departments and personnel

Trends affecting newspapers, Impact of broadcast media and information technology on print media.

Emerging revenue patterns for print media

Catering to the changing newspaper subscriber. Emerging marketing strategies

Customer relationship management (CRM) in print, FDI in Media

Unit IV

Broadcast management-TV and Radio

FM: organizational structure, structural Hierarchy, functions of various departments and personnel

Programming considerations, audience research, programming strategies, programme promotion, marketing programmes

FM radio in India: the Market and the audiences, an analysis

Issues of broadcast management

Unit V

Media Entrepreneurship: Concepts of entrepreneurship

Characteristics of entrepreneurs

Understanding problems and prospects, case studies-ABC, RNI and INS

SUGGESTED READING

1. Understanding global Media, Flew, Palgrave
2. Marketing Management, Rajan Saxena
3. Social Marketing, Philip Kotler
4. Media speaks, Management matters, Debanjan Bannerjee, Sarup publishers
5. Company to company, Andrew littlejohn, Cambridge University press
6. Newspaper Management in India. Gulab Kothari,, Intercultural Open University, The Netherlands.
7. Newspaper organization and management- Herbert Williams.
8. Newspaper Economics and Management. N. Trilok Sindhwani,, Ankur Publishing House, New Delhi.
9. Indian media business-Vanita Kohli. Sage .
10. Newspaper Organization and Management- Herbert Williams

11. Indian Media business- Vanita Kohli, Sage Publications
12. Media economics-concepts and issues-common text series-Robert G. Picard- Amazon.
13. The economics and financing of media companies (1): economics, business and legal study series. Robert G. Picard. Amazon.
14. Media audiences: effects, users, institutions and power John Sullivan, Sage

JM 204: FILM STUDIES

Unit I

Development of Cinema in the World: Technological innovations and early cinema (Kinetoscope, Lumier brothers, Melies, Porter)

Early cinema, **Birth of a Nation** and important films of the silent era

Griffith and evolution of film Grammar

Influence of Eisenstein and Pudovkin

Impact of world war

Hollywood Studio System

Unit II

Indian Films Industry: Early developments

Prabhat Studios and Bombay Talkies

Influence of world cinema

Major film directors: Dada Shaheb Phalke, Satyajit Ray, Hrithik Ghatak, Mrinal Sen, Adoor Gopalakrishnan, Shyam Benegal, Raj Kapoor, etc

Rise of regional cinema

The documentaries in India

UNIT III

The Component of Film: the raw material and equipment

The story, screenplay and script

The actors, crew members, and the director

The process of film making- Pre-production, production, post-production

Unit IV

Nature of films, elements and characteristics

Films and social issues

Film policy of Indian government; Films Division, & NFDC

Indian cinema after liberalisation

Committees and working groups on Cinema, Findings and Recommendations

Unit V

Methods and movements: Different schools of film making (Hollywood, German expressionism, Neo realism, Surrealism, French new wave)

Auteur Criticism – Auteur Theory & Film Analysis

Genre Criticism: Genre characteristics, Schools of Genre criticism, Film Analysis (eg. Study of Western Genre)

Semiotics – Major theories & Film Analysis (Peter Wollen, Metz)

Psychoanalysis – Freud, Lacan & Film Analysis (Zizek)

F Sergei Eisenstein and Soviet films

Akira Kurosawa and Japanese films

De Sica and Italian films

SUGGESTED READINGS

1. Film Art: An Introduction, D Bordwell & K Thompson, Mc Graw Hill
2. Movies & Methods (2 vols.), Bill Nicholas, University of California Press
3. The Technique of Film Editing – L. Reisz & G. Millar
4. Oxford History of World Cinema, G N Smith, OUP
5. A History of Narrative Film – David Cook
6. How to read a film – James Monaco, Amazon
7. Film Theory & Criticism – Ed. Leo Braudy & Cohen
8. Non-Fiction Film: A Critical History – R. M. Barsam
9. Documentary: A History of Non-Fiction film – E. Barnouw
10. The Major Film Theories: An introduction, J D Andrew
11. Theories of Authorship – ed. John Caughie
12. Film Genre Reader – ed. B. K. Grant
13. Signs & Meaning in Cinema – Peter Wollen, Indiana University Press
14. Film Language: A Semiotics of Cinema – C. Metz
15. The Four Fundamental Concepts of Psychoanalysis – J. Lacan
16. Indian Cinema today, kobita Sarkar, sterling Publishers
17. Our Films, their films, stayajit ray, Orient Longman Ltd
18. History of Cinema, Eric Rhodes, Penguin Publishers
19. Indian Popular cinema- a narrative of Cultural change- W Dissanayake, Trentham
20. Cinema Studies, the key concepts- Suzanne Hayward, Routledge
21. So Many Cinemas; The motion picture in India, B D Garga

PAPER NAME: Media Production

PAPER CODE: JM 206

This is a practice based paper where the students will independently produce a final documentary film project, on the field.

Methodology :

The paper will incorporate all the three stages of documentary shooting:

- 1. Pre-production-** Pitching ideas for a 30 minute documentary film, Research, Budgeting, Scripting, Screenplay, treatment, recce
- 2. Production-** Actual on location shooting with sync sound
- 3. Post- Production-** Final editing, voice overlays, sound mixing, sub-titling and credits

PAPER NAME: Dissertation

PAPER CODE: JM 208

OBJECTIVE

The students will be expected to apply the inputs in terms of concepts and media research methods to undertake a serious study on media and communication related topics and themes. A mini dissertation has to be submitted.

Methodology :

Individual students will have to opt for dissertation on a particular area of their research interest at the beginning of the semester (first week) as per the deadline set by the department. This has to be declared by the students in writing. The Department will, in a formal meeting of faculty members, allocate guides to respective students. The respective guides will mentor the students in their dissertation work. The submission and evaluation norms for the paper will be as per the University norms.