

Master of Arts in Media and Communication (MAMC)

(Proposed)

Faculty Name: Communication and Media Studies

Programme Name: M. A. in Media and Communication

Structure

I	Courses	Th	Pr	Int	Ext	Uni	TOTAL	
							Marks	Credits
CC1	Understanding Communication	3	1	50	50	50	100	4
CC2	Introduction to Mass Media	4	-	50	50	50	100	4
CC3	Audio Production	2	2	50	50	50	100	4
CC4	Journalistic Writing	-	4	100	-	-	100	4
CC5	Visual Communication	2	2	100	-	-	100	4
				350	150	150		
TOTAL of Semester I							500	20
II	Courses	Th	Pr	Int	Ext	Uni		
CC6	Research Methods and Statistics	2	2	50	50	50	100	4
CC7	Media and Society	2	2	50	50	50	100	4
CC8	Introduction to New Media	3	1	50	50	50	100	4
CC9	Writing for Advertising	-	4	100	-	-	100	4
E1	Internal Faculty Elective- Audio Production	2	2	100	-	-	100	4
				350	150	150		
TOTAL of Semester II							500	20
III	Courses	Th	Pr	Int	Ext	Uni		
CC10	Communication Research	2	2	50	50	50	100	4
CC11	Advertising & PR	2	2	50	50	50	100	4
CC12	Seminar- Trends in Mass Communication	-	4	100	-	-	100	4
CC13	Media Laws and Ethics	4	-	50	50	50	100	4
E2	External Elective- Creative Writing	4	-	100	-	-	100	4
				350	150	150		
TOTAL of Semester III							500	20
IV	Courses	Th	Pr	Int	Ext	Uni		
CC14	Media Planning and Scheduling	3	1	50	50	50	100	4
CC15	Dissertation or Film {Thesis/presentation and viva}	-	8	100	100	100	200	8
CC16	Internship	-	8	100	100	100	200	8
				250	250	250		
TOTAL of Semester IV							500	20

Notes: 1) CC Core Course

2) E1: Visual Communication, Scientific Writing

3) E2: Creative Writing, Gender & Development, Communication for Development

Master of Arts in Media and Communication

Semester I

I	Courses	Th	Pr	Int	Ext	Dept /Univ	TOTAL		
							Marks	Credits	
CC1	Understanding Communication	3	1	50	50	U	100	4	
CC2	Introduction to Mass Media	-	4	50	50	D	100	4	
CC3	Audio Production	2	2	100	-	D	100	4	
CC4	Journalistic Writing	-	4	50	50	D	100	4	
CC5	Visual Communication	2	2	50	50	D	100	4	
				300	200				
TOTAL of Semester I							500	20	

Understanding Communication

Objectives:

This course will enable the students to:

- understand the concepts related to communication.
- Be able to examine role of communication in self to society.
- get acquainted with the trends in communication approaches and models.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
CC1	Understanding Communication	4	3	1	2/50	2/50	100

Module / Objectives	Contents	Evaluation
Module 1 Objectives: Student will :- a. Know about the basic concepts in Communication b. Gain understanding about basic concepts and terminology used in c. Understand different approaches used in human communication.	Concepts in Communication 1. Definitions of Communication 2. Functions of Communication 3. Types & Levels of Communication 4. Elements of Communication 5. Barriers in Communication. 6. Scope of communication 7. Stakeholders in communication 8. Communication as a process and product 9. Evolution of communication 10. Role of technology in communication	Class room exercises
Module 2 Objectives:- Student will :- a. Know about the evolution of models of communication. b. Gain understanding about different models for communication and mass communication.	Models in Communication 1. Basic Models in Communication: Lasswell's formula, Shanon & Weaver mathematical model, Osgood & Schramm's model, Berlo's SMCR model. 2. Models of Mass Communication : Defluer, Ball & Rokeach dependency model; Gerbner's general model of mass communication; Comstocks psychological model of TV effect; Schramm's model of mass communication, Westley & MacCleans model of Communication research, Katz &	Library-based assignment or presentations about scholars and models given by them.

	Lazarfeld's 2 step flow of Communication model, Spiral of Silence.	
Module 3 Objectives:- Students will gain information on growth of different media and it's role in society.	Growth and Development of Communication sciences a. Communication as transmission b. Communication as reception c. Communication as culture d. Relationship of communication with culture and media e. Role of Communication in any society f. Communication as a discipline	Review based assignment
Module 4 Objectives:- Students will understand the role of self in communication.	Understanding Self and 'other' in Communication 1. Transactional analysis 2. Johari WindowT 3. SWOT analysis 4. Maslow's Hierarchy of needs 5. Content-context of communication 6. Appearance, audio and emotion in rapport building	Class room exercises in pairs and groups

References:

1. Osborn, Michael and Suzanna Osborn, Public Speaking, 3rd edition, Hongaton Mifflin Co., 1994.
2. McGregor, Graham and White, R.S. The Art of Listening, (eds.) Croom Helm, Sydney, 1986.
3. Devito A. Joseph. Human Communication – The Basic Course, Harper Collins, 6th ed., 1994, New York.
4. Natalie Rogers. How to Speak without Fear, Goyel Saab, Delhi, 1982.
5. Alessandra, T & Hunsaker, P. (1993). Communication at Work. Fireside, Simon & Schuster, New York, NY.
6. Charles, K. (1998). Peak Performance the art of Communication. Black Enterprise
7. D'Aprix, R. (1996). Communicating for Change: connecting the workplace with the marketplace, Joss Publishers, CA
8. Holtz, S. (2004), Corporate Conversations: A guide to crafting effective and appropriate internal communication, Amacom, New York
9. Stanton N. (2013). Mastering Communication and culture: Readings in the codes of human interaction. New York: Holt, Rinehart & Winston

Introduction to Mass Media

Objectives:

This course will enable the students to:

- understand the concepts related to media and communication.
- get acquainted with the trends in media communication.
- Examine issues associated with media portrayal and representation.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
CC2	Introduction to Mass Media	4	3	1	2/50	2/50	100

Module No/ Objectives	Contents	Evaluation
Module 1 Objectives: Student will :- a. Know about the basic concepts in media communication. b. Understand different types of media used in human communication.	Concept of Media <ul style="list-style-type: none"> ▪ Medium, media and mass media ▪ Role of technology in media communication ▪ Characteristics, functions and role of media ▪ Applications/role of media- education, instruction, entertainment, cultural integration, debate and discussion ▪ Media- as an industry, as a profession, as a culture, as a watchdog, and so on. 	Primary data collection and classroom discussions.
Module 2 Objectives:- Students will 1. gain information on growth of communication in human society. 2. Understand role of media in communication.	Growth and Development of Mass Media <ol style="list-style-type: none"> a. Smoke signals to drum beats and cave painting b. Evolution of media- from visuals to written words to photography to films. c. Electronic media d. Internet and mobile media 	Review based assignment and presentation in the class
Module 3 Objectives:- Students will a. Understand how growth of different media	History of media in India <ol style="list-style-type: none"> 3. print media 4. Cinema 5. Radio 6. television 7. Computers 8. Hand held devices/Mobiles 	Examining physical, social, cultural, economic history of media in India.

is associated with other factors in the society.		
Module 4 Objectives:- ○ Students will understand the issues of convergence, representation, propaganda and ethical issues in media studies.	General Issues in Mass Communication ○ Convergence ○ Representation Urban/rural, minorities, marginalized people, women, children, handicapped etc. ○ Propaganda and Advertising ○ Ethical Issues in Media portrayal	Debates and Discussions in the class

References:

- Berger C.R. & Chafee S.H. (eds.) 1987. Handbook of Communication Science. Beverly Hills & London. Sage Publications.
- JOSHI, P C : Culture communication and social change. New Delhi: Vikas Publ , 1989.
- KUMAR, KEVAL J : Mass communication in India. 3rd Rev ed. Mumbai : Jaico Publishing House, 2003.
- KUPSC, JAREK : The History of cinema : for beginners. Hyderabad : Orient Longman, 2003.
- MAKING MEANING IN INDIAN CINEMA/edited by Ravi S Vasudevan. New Delhi : OUP, 2000.
- Mcquail D. 1984. Introduction to Mass Communication Theory (3rd edition) New Delhi, Beverly Hills & London; Sage Publications.
- Singhal Arvind & Rogers E M *India's Information Revolution*. New Delhi: Sage Publications. 1989.
- SINGHAL, ARVIND & ROGERS, EVERETT M : India's communication revolution : from bullock carts to cyber marts. New Delhi : Sage, c2001
- Vilanilam J V Mass communication in India: A sociological perspective, Sage, New Delhi. 2005.
- VIVIAN, JOHN : The Media of mass communication. 5th ed. Boston : Allyn and Bacon, c1999.

Audio Production

Objectives:

This course will enable the students to:

- understand the concepts related to audio communication.
- Be able to produce audio programmes on varied themes and formats.
- get acquainted with the technology for audio production.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
CC3	Audio Production	4	1	3	2/50	2/50	100

Module No/ Objectives	Contents	Evaluation
Module 1 Objectives – Student will 1. Understand role of sound in day to day life. 2. Listen, review and research audio programs and listening habits	Understanding Audio/Sound/Radio a. Role of sound-audio in life b. Listening to audio programs of different kinds and analyzing the same. c. Reviewing listening habits, radio channels and role of audiotapes and radio in today's media scenario. d. Radio formats and audio expectations	Primary data collection in terms of listener surveys in a group. Classroom discussion about role of radio in a day to day life.
Module 2 Objectives – Student will 1. Understand the characteristics of sound. 2. be able to identify types of microphones, their use. 3. Be able to use sound effectively.	Fundamentals of Sound & Audio 1. Nature and characteristics of sound. 2. Creating audio space 3. Types of microphones 4. Mixers 5. Online/offline editing 6. Audio studio set up 7. AM, FM, Community Radio, Satellite Radio	Creating audio spaces through classroom exercises.
Module 3 Objectives – Student will 1. Be able to understand and	Music 1. Types of music – classical, Popular 2. Types of music – Indian, Western	Attending Music programmes/workshops. Discussions with musicians about sound and elements of sound in music.

identify different types of music. 2. Understand role of music in audio video production.	3. Music in audio production – background score, title music, effects . 4. Creating Audiospace	
Module 4 Objectives – Student will 1. Be able to script and produce different types of audio programs	Producing Audio Programs Process of production - Preparation of scripts (research, preparing the audio script with narration and music and sound effects).	Producing a five-minute interview program (issue based) or experimenting with different formats for radio.

References:

- Swain Dwight. Scripting for Video and audio- visual. Focal Press. 1981
- Atkin, G. 1990. Sound Technics for Video and Television. London & Boston. Focal Press.
- Huber, D.M. 1987. Audio Production Techniques for Video. McMillan.
- Mott, R. 1990. Sound Effects for Radio and Television. Boston & London. Focal Press.
- Radio Production, Robert Mcleish, Focal Press, Oxford, 2005.
- Fundamentals of Audio Production Hardcover – July 2007 by Drew O. McDaniel , Rick C. Shriver and Kenneth R. Collins. Pearson.

Journalistic Writing

Objectives:

This course will enable the students to:

- Understand the concepts related to news, journalism, factual communication.
- Be able to examine role of journalistic communication in society.
- Equip to write news stories for print as well as broadcast and online media.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
CC4	Writing for Journalism	4	2	2	50	50	100

Module No.	Contents	Evaluation
Module 1 Objectives: Student will:- <ul style="list-style-type: none"> • Explore the ways in which news is crafted and put-forth among the masses. • Study the attributes of quality journalism and the legal, moral and ethical issues which confront the free press. • Critically examine event elements to be turned into a news story. • Understand the role of News in public and personal domain and evaluate the future of this form. 	What is News Identifying news – What makes news? Agenda Setting, Gate-keeping, Priming Hard and Soft News Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight) Reporting for Newspapers, News Agencies and Magazines. Reporters: Qualities and Responsibilities Beats – Crime, Entertainment, Legal, etc... Sources of News gathering, News Value and elements of news, Role and Importance of Sources , Different types of Sources Examining and testing News Value Changing Concept of News: Factors and Issues Future of News: Public to Personal, political to economic, corporate, cross-media sharing	Comparing various news stories in the class. Understanding role of news organization in framing the news.
Module 2 Objectives: - Student will: <ul style="list-style-type: none"> • Integrate critical thinking, reading, and writing independently. • Be able to research sources, evaluate credentials, and use various kinds sources required in News writing. • Adapt writing to 	News Writing Skills Language of News - Principles and Practices Attributes of News: Clarity, Precision. Conciseness. Pitfalls in use of language: Jargons, Clichés, Metaphor etc. Mind your Language and Expressions: Bias, Prejudices etc. Pejorative, Connotative vs. Denotative words and meanings.	Interviewing people and creating stories

<p>audience, context, and purpose by independently using rhetorical principles and journalistic concepts in varied, complex ways.</p> <ul style="list-style-type: none"> • Apply journalistic conventions to study the different styles of news writing. 	<p>Inverted Pyramid, pillar style of news writing, Headline writing: Types & Functions and 5Ws and 1H of news writing Rewriting from other languages. Interviewing- importance, role, scope and skills for effective interviewing Feature Writing – issue based writing, interpreting and writing research based articles for general audiences.</p>	
<p>Module 3 Objectives:- Student will:</p> <ul style="list-style-type: none"> • Critically evaluate the role of Graphics and design in the world of journalism. • Overview the concept of Design & Graphics and explore different styles within. • Explore various media materials in context to their principles of their Layouts and Designs. • Study various techniques required in print work publishing and getting hands-on experience with softwares. 	<p>DESIGN & GRAPHICS FOR PRINT Basics of Design and Graphics Elements and principles of design Typography : Physical form, aesthetics and classifications Colour scheme and production Layout & Design TPC – Total Page Concept Components of layout and layout planning Advertisement layout, Broadsheet and Tabloid layout Magazine, Book & Web banner layout Visuals & Printing Visuals : Physical forms, functions & editing Basic of Desk Top Publishing DTP & Designing Softwares Printing process, methods & paper finishing</p>	<p>Designing a print medium- newsletter, magazine, booklet as a group work.</p>
<p>Module-4 Objectives:- Student will:</p> <ul style="list-style-type: none"> • Examine the role of broadcast media in news writing. • Overview the concept of Design & Graphics and explore different styles even in broadcast news presentation. 	<p>News in Electronic media Radio and television news presentation Role of News organization set ups- print, radio, television, cable in news writing Ethics in Journalism</p>	<p>Comparing print news versus broadcast news. Visiting site of news production</p>

References:

- Web Journalism: Practice and Promise of a New Medium by James Glen Stovall, 2004, Allyn & Bacon, UK.
- Online Journalism: Principles and Practices of News for the Web by James C.Frost.

- Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt.
- Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom Koth (Adamantine Press Ltd.)
- Mc Liesh Robert – Radio Production (Focal Press), 2005.
- Storiesin Sound (Documentary Arts and Culture) (The University of North Carolina Press)
- Carl Hausman, Frank Messere and Philip Benoit and, Modern Radio audio Production, tenth edition, 2015, Cengage Learning, Australia.
- The Art of Interviewing for Television, Radio & Film by Iry Broughton (TAB Books Inc. 1981)
- Writing for Broadcast Journalists- Media Skills by Rick Thompson, 2010, Rutledge, London.
- News: reporting and Writing by Alfred Lawrence Lorenz & John Vivian, Pearson, 2006.

Visual Communication

Objectives:

This course will enable the students to:

- Understand the concepts related to design and visual communication.
- Be able to examine role of visuals in communicating in any society.
- Equip to read and design visual communication products.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
CC5	Visual Communication	4	2	2	4/100	-	100

No	Content	Evaluation
Module I Objective – Student will 1. Understand the difference between seeing and perception. 2. Learn basics of visual theory and elements of visual design.	Introduction to visual communication theory How and why we see The concept of visual literacy Sense and Perception of images Elements of Visual design <ul style="list-style-type: none"> • Point, line, plane, texture, rhythm, contrast, perspective and space, balance, light and colour • Typography and readability Packaging, layout, look/feel etc.	
Module II Objective – Student will 1. Learn and apply basic principles of design and visual imaging.	Principles of design Understanding visual art Visual aesthetics Patterns of arrangement and object placement Contrast, balance and harmony	
Module III Objective – Student will 1. Learn to apply elements of typography and color in visual image.	Typography Science of signs, images and words Readability Packaging and visuals Effective use of color Applications of visual designs: letterhead, logos, posters, visiting cards, calendars, photography, scenic designs, art designs, mass media	

<p>Module IV Objective – Student will</p> <p>1. Use of design principles in moving images like television, animation, and film.</p>	<p>Graphics and Animation for electronic and films</p> <p>Layout and design Design principles in movies and television Computer-generated images Computer animation in film and television Special effects in film and television</p>	
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References:

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- Aitchinson, Jim : 2001. Cutting Edge Commercials. Prentice Hall. Singapore.
- Berger, Arthur. 1992. Media Analysis Techniques, Beverly Hills, Calif. Sage.
- Butterworth, M. 1980. Architecture. London.
- Carter David (ed). 2000. Creating Logo Families. Harper Collins. N.Y.
- Lester, P. 2000. Visual Communication Images with Messages(2nd Edition). Wadsworth.
- McLuhan, Marshall. 1964. Understanding Media. Signet.
- Pavitt, Jane . 2000. Brand New. V&A Publ. London.
- Pink S. 2001. Doing Visual Ethnography. Sage. California.
- Porter Tom & Greenstreet Bob . 2002. Manual of Graphic techniques: Mediums & Methods.
- Rose, Gillian. 2001. Visual Methodologies. Sage.
- Shaw Jefferey & Weibel Peter. 2003. Future Cinema. Imaginary after Film. The MIT Press. Cambridge.
- Stoltze Design: 2000. Letterhead and Logo Design 6. Rockport Publ. Gloucester, MA.