

**AC 19-3-2012**

**Item No. 4.62**

*University of Mumbai*



**Revised Syllabus for the M.A.**

**Program: M.A.**

**Course: Communication & Journalism**

**Semester I to IV**

(As Per Credit Based Semester and Grading System with effect from the academic year 2012–2013 for Semester I & II and from academic year 2013-14 for Semester III & IV)

**REVISED SYLLABUS INCLUDING SCHEME OF PAPERS, SCHEME OF EXAMINATION, MEDIUM OF EXAMINATION AND INSTRUCTION FOR THE MASTER OF ARTS (COMMUNICATION AND JOURNALISM).**

**(TOTAL 04 SEMESTERS)**

**Theory Paper = 60 Marks**

**Term work = 40 Marks**

**Total = 100**

**Minimum 96 credits.**

Medium of examination: English or Marathi or Hindi.

Medium of Instruction: English

**PREAMBLE**

“Course” means a Semester Course.

“Credit” (C) is the weightage assigned to a course in terms of the workload of the learner\* as per UoM AC & MC for UG Semester- Credit system, June 2011, Point 2.24 -

\*This has a reference to the ‘Workload’ of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like writing a literature review, conducting surveys and content analysis, elocution, taking writing tests of a nature suggested in the syllabus, making video audio content, conducting seminars and presenting abstracts and presenting papers etc. A system of assigning Credit Points (CP) for a single course shall be practiced Credits assigned for a single course will pay attention to how many hours it would take for an average learner to complete a single course successfully. 1 (one) credit is construed as corresponding to approximately 30 learning hours.

“Grade” means a letter grade assigned to a student on the basis of evaluation of a course on the seven point scale.

“Grade Point” (g) means the numerical equivalent of a letter grade assigned to a student in the seven point scale.

“Cumulative Grade Point Average” (CGPA) means a cumulative index grade point average of a student calculated in the following manner:

$$(g_1 \times c_1) + (g_2 \times c_2) + \dots$$

$$CGPA = \frac{\dots}{\dots}$$

Total number of credits offered by the students up to and including the semester for which cumulative index is required.

“Final Grade Point Average” FGPA is the final index of a student at the time of award or a degree.

“Final grade” is the letter equivalent assigned to a student on the basis of his/ her final grade points at the time of the award of the degree.

**Faculty Adviser: (only in case of electives)**

The Department/College through which a student seeks admission shall appoint an Adviser for each course each semester from amongst the members of the faculty concerned. The advisor shall advise the student about the course to be taken and record them and his/ her progress on the Course Card. The Card shall carry such entries as may be specified by Regulations.

Registration of courses is the sole responsibility of a student. No student shall be allowed to do a course without registration and no student shall be entitled to any credits in the course unless he/ she has been formally registered for the course by the scheduled date to be announced by the University.

Last registration will be allowed up to a maximum of three weeks after the beginning of a semester on payment of late registration fee.

No student shall be allowed to add a course or substitute a course for another course later than one week from the date of commencement of the semester. A student wishing to drop a course must do so as early as possible in no case later than four weeks from the date of commencement of the semester. No student shall be permitted to drop a course after the four-week period. Provided that a student may take more optional courses than prescribed in the programme, in which case in the calculation of Final Grade Point Average only the prescribed number of optional courses in the descending order of the grades obtained by the student shall be included. For example, if a programme has 12 compulsory courses and 04 optional courses and a student credits 06 optional courses, his/ her Final Grade Point Average shall be calculated on the basis of 12 compulsory courses and the first four optional courses, when all the six are ranked according to descending order of grades obtained by him/ her. However, no students shall be permitted to register in a semester only to take an additional optional course.

**Credit requirements:**

A student enrolled for the Semester-Credit Master of Arts (Communication and Journalism) must acquire a minimum of 96 (ninety six) credits at the end of four semesters of this programme.

Each semester 04 P.G. courses (subjects or papers) of 06 credits each may be undertaken. This will lead to  $04 \times 06 = 24$  credits per semester and  $16 \times 06 = 96$  credits for four semesters.

Credit also to be given for dissertation carried out as a part of this Master degree programme, over and above the taught courses.

The total no. of credits required for a programme may be divided equally among four semesters, i.e. in case of total 96 credits, 24 credits to be earned in each of the four semesters.

This M.A. (Communication and Journalism) shall be **given four teaching/ contact hours a week** and credit for these courses shall be as follows:

- i) 'C' level courses are Core courses which would require 04 hours of teaching/contact learning per week. (06 credits).
- ii) 'E' level courses are Electives within the parent department.

A student may choose to earn more than the 96 credits by choosing electives in each semester. However, a learner can opt for not more than two elective courses per semester for earning extra credits. Moreover a learner may be allowed to opt for extra courses depending on the availability of space, facilities, staff, etc. of the Institution and the decision whether to offer the elective course may be taken by the Head of the Institution/Head of the Department/Course co-ordinator of that institution in consultation with the academic staff of the institution.

A minimum attendance of 75% per semester per course is mandatory. Students having less than 75% attendance in a particular course (whether core or elective) will not be given credits for that course and will not be allowed to appear for the examination in that course. This is a full time post-graduate degree program. In case a learner is employed in any private or public organization, it is completely the learner's responsibility to fulfill the attendance criteria and submit assignments on deadline as directed by the concerned institution/department. .

### **Credit Transfer:**

Credit transfers from and to recognized Indian and foreign Universities/Institutions would be taken up on case to case basis by the Head of the Institution/Head of the Department/Course co-ordinator in consultation with academic staff. . For this purpose a formal application in writing shall be made by the student to the Head of the Institution/Head of the Department/Course co-ordinator. In such a case, the details should be immediately submitted to the concerned authorities for updating the records to enable smooth conduct of examinations.

### **Block Transfer:**

This refers to a group of courses, such as a completed certificate or diploma programme that are accepted for transfer of credit into a degree programme. This decision would be taken up on case to case basis by the Head of the Institution/Head of the Department/Course co-ordinator in consultation with academic staff. . For this purpose a formal application in writing shall be made by the learner to the Head of the Institution/Head of the Department/Course co-ordinator. In such a case, the details should be immediately submitted to the concerned authorities for updating the records to enable smooth conduct of examinations.

**Evaluation:**

The standard evaluation pattern consists of internal assessment/ continuous evaluation of 40 marks and a semester end examination of 60 marks value. The criteria for 40 marks internal assessment/ continuous evaluation has been provided for under each course offered under this programme.

The Seven Point Grading System prescribed by the University of Mumbai shall be followed thus

Grades	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

**Note:**

1 There shall be no rounding off of SGPA/CGPA/FGPA.

2 The SGPA/CGPA/FGPA obtained by a student is out of a maximum possible 7 points

The final Grade Point Average obtained by the student shall be classified into following divisions:

A student clears a course only if he/she has cleared both the components, namely, continuous evaluation / internal assessment and semester end examination (for courses having semester end examination ) by securing a grade higher than 'F' in both of them, or only if he or she secures an overall grade higher than 'F' (for courses having no end semester examination).

A student who fails in a course either by not clearing the continuous evaluation / internal assessment and consequently being not eligible to appear in the end semester examination, or by failing in the end semester examination, or by absenting from appearing in the end semester examination (for courses having end semester examination) or by failing to secure an overall grade higher than 'F' (for courses having no end semester examination), shall be required to repeat that course.

**Examination:**

Exams of all postgraduate degree courses of the Faculty of Arts of the first and the second year (i.e. Semester I to IV) will be conducted by Examination Department of the University

of Mumbai. Thus the Examination Section of the University will put up the examination timetable, issue centre numbers, subject code, and hall tickets and also declare the results and issue the statement of marks and the degree certificates.

Exam fees will be collected as per University rule for each semester exam.

There will be a semester end examination at the end of each semester. The theory examination of each semester exam course will be of 60 marks and of minimum 2 hours duration. To pass the theory paper the student is required to get 24 marks out of 60 in the theory paper.

Continuous Internal Assessment review of literature, writing test, survey, analysis of content, poster presentation, power point presentation, elocution, publishing of abstract and presenting of a research paper at a national conference, seminar, producing audio visual teaching aids, translation, open book test, domain knowledge test, starting and maintaining a Blog etc will be an integral part of each course and 40 marks will be assigned to it. The Ad Hoc Board of Studies has prescribed the alternatives mentioned above or a combination of them for internal assessment for each course.

Students who cannot appear for the semester end examination due to unforeseen circumstances may be allowed to appear for an additional examination at the discretion of the Head of the Department in consultation with the University Department of Examination, provided the student can furnish legitimate reason and/or documentary evidence for his/her failure to appear for the relevant examination. An application will have to be made for the additional examination by the candidate not later than 10 days after the end of the relevant examination.

In case a candidate is unsuccessful in acquiring maximum 50% of the normal load i.e. for 12 credits out of the 24 credits, e.g. two core courses at the semester end examination in any of the four semesters, he/she may be allowed to carry pending additional load of the previous semester/s over and above the normal load and will have the option of reappearing for the examination of that course/s. However, this pending additional load has to be cleared in any of the semesters so as to not to exceed the maximum limit of total 6 semesters for an M.A. degree in the Faculty of Arts from the date of admission.

Common Provision of continuing with a programme after a break beyond six semesters is fixed as per University policy.

If the candidate passes the continuous evaluation / internal assessment part of any course for which he/she fails in the semester end exam, the grades of the continuous evaluation / internal assessment may be carried forward.

A student shall also have the option of having the result of his examination in a particular course declared null and void for improvement of programme, provided he/she makes an application in writing to the Head /Director of the Department / Centre or College Principal not later than 10 days after the semester end examination.

A student who has passed in all the courses and obtained no less than 96 credits shall be deemed to have obtained the Master of Arts (Communication and Journalism) Degree.

If candidate has passed the theory paper but has failed to get all 06 credits in a core subject then candidate has failed the course. If candidate gets 06 credits in a core subject but fails the theory paper then the candidate has failed the course.

The candidate shall have the freedom to choose the number of credits from each elective course. Thus from an elective course of six credits the candidate can choose to earn a minimum of one or a maximum of six credits.

If a candidate earns credits in an elective those may be recorded in the mark sheet of the semester concerned as well as the final mark sheet. However, if the learner is unable to earn that credit the candidate does not fail the semester nor is the inability to earn credits recorded in the mark sheet.

Electives shall not have end semester theory exam.

The final grade point average of a student will be worked out on the basis of the formula indicated below:

$$FGPA = \frac{\sum_{i=1}^n C_i \times g_i}{\sum_{i=1}^n C_i}$$

$c_i$  = Credit of the  $i$ th course

$g_i$  = Grade Point secured by the student in the  $i$ th course

$n$  = Total number of courses prescribed for the student

FGPA = Final Grade Point Average of the students concerned.

Examiners or Board of Examinations shall be appointed for each course by the Chairperson of the Board of Studies / Ad-hoc Board of Studies, in consultation with the Head/Director of the University Department / Centre concerned.

An application for admission to the semester examination shall be made in the prescribed form and forwarded through the Head/ Director of the University Department/ Centre/ College Principal concerned to the Faculty of Arts at the Examination House and shall be accompanied by the relevant documents.

### **Additional Examinations**

Internal Assessment:

Eligibility norms to appear for the additional class test or assignment or project for learner who remained absent:

The learner must apply to the Head of the Institute giving the reason(s) for absence within 08 days of the conduct of the examination along with the necessary documents and testimonials.

If a learner is absent for participation in Inter Collegiate events, State or National or International events. Training camp or coaching camp organized by authorized University or, State or National or International bodies.

NSS/NCC Event/ Camps/ Cultural activities/ Sports activities/ research festival or any other activities authenticated by the Head of the concerned Institution shall generally grant permission to the learner to appear for the additional class test or assignment.

The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

### **SEMESTER END EXAM:**

Students who cannot appear for the semester end examination due to unforeseen circumstances may be allowed to appear for a additional / supplementary examination at the direction of the Head of the Department in consultation with the University Department of Examination, provided the student can furnish legitimate reason and/ or documentary evidence for his/ her failure to appear for the relevant examination. An application will have to be made for the additional supplementary examination by the candidate not later than a week after the end of the relevant examination.

**Revaluation: As per the University policy.**

### **Removal of the Name of a Student from the Programme:**

The names of students falling under following categories shall automatically stand removed from the roll of the University:

Those students who have already exhausted the maximum period of six semesters for the M. A. (Communication and Journalism) programme.

A student of MACJ first year fails to clear more than 50% of the prescribed core courses at the end of the first semester.

A Student has still to clear courses which cannot possibly be cleared in the remaining period of study even if he/ she is allowed to register for the normal load for the remaining period plus 50% of this normal load.

Notwithstanding what is contained in the Ordinance, the Academic Council may, in exceptional circumstances and on the recommendations of the Centre/ Department and Board of the School



as well as on the merits of each individual case, consider at its discretion and for reasons to be recorded, relaxation of any of the provisions except those prescribing CGPA/ FGPA requirements.

**No Candidate shall be eligible to register for the programme/ courses if he/ she is already registered for any full-time programme of study in the University or in any other University/ Institution.**

**Admission Procedure:**

One Course card for each semester has to be duly filled in by the candidate and ratified by the Head/ Director/ of the Department/ Centre/ College Principal within the first two weeks of each semester in four sets: for the Controller of Examination, other respective department/s and for the student.

Any deviation from the above mentioned uniform pattern may be permissible if passed through the various statutory bodies with proper justification. Students-teacher Ratio should be conducted to the credit and semester system as per UGC norms.

**SCHEME OF PAPERS AND DETAILED SYLLABUS**

**Semester I**

Paper No.	Name of Paper Core subjects	Teaching hours*	Term work	
			Learning hours	Credits
	Communication Theory	48	180	6
	Ethics	48	180	6
	Reporting and Editing	48	180	6
	Media Criticism	48	180	6
<b>Total</b>		<b>192</b>	<b>720</b>	<b>24</b>
Paper No.	Name of Paper Elective subjects	Term work		
		Learning hours	Credits	
	Introduction to Public Relations Theory and Practice	180	6	
	Media Relations & Media Writing	180	6	
	Investigative reporting	180	6	
	Research in Public Relations	180	6	
	Advertising Theory and Practice	180	6	
	Graphic designing	180	6	
<b>Total</b>		<b>1080</b>	<b>36</b>	

### Semester II

Paper No.	Name of Paper Core subjects	Teaching hours*	Term work	
			Learning hours	Credits
	Introduction to Television Studies	48	180	6
	Introduction to Film Studies	48	180	6
	Introduction to Media Research	48	180	6
	Media Laws	48	180	6
<b>Total</b>		<b>192</b>	<b>720</b>	<b>24</b>
Paper No.	Name of Paper Elective subjects	Term work		
		Learning hours	Credits	
	Media Advocacy	180	6	
	Introduction to Media Organizations	180	6	
	International Public Relations	180	6	
	Advanced Advertising Theory and Practice	180	6	
<b>Total</b>		<b>720</b>	<b>24</b>	

### Semester –III

Paper No.	Name of Paper Core subjects	Teaching hours*	Term work	
			Learning hours	Credits
	Media Economics	48	180	6
	Advanced Media Research	48	180	6
	Introduction to Media Production	48	180	6
	New Media	48	180	6
<b>Total</b>		<b>192</b>	<b>720</b>	<b>24</b>
Paper No.	Name of Paper Elective subjects	Term work		
		Learning hours	Credits	
	Introduction to OB and HR in Media	180	6	
	Advertising Communication and Management	180	6	
	Introduction to marketing	180	6	
	Introduction to Media Planning	180	6	
	Media and Knowledge Management	180	6	
	Media and Culture	180	6	
7.	Communication for Young Learners	180	6	
8.	Development Communication	180	6	
<b>Total</b>		<b>1440</b>	<b>48</b>	

## SEMESTER -IV

Semester IV involves continuous evaluation of dissertation of the learners. During the continuous evaluation process, every Research Supervisor will teach as well as supervise the progress of the dissertation for a minimum of 192 hours. The learning hours would be 720 hours and the number of credits awarded for the dissertation would be minimum 24.

\*AC agenda Item No. 4.57 (dated 21/12/2011) pg no. 5.

### Semester –I

#### A. Core subjects

##### Paper –I

##### Communication Theory (Core subject)

Argumentation theory, Cognitive Dissonance theory, Model of Text Comprehension, Semiotics, Speech Act, Uncertainty Reduction Theory, Adaptive Structuration theory, Attraction-Selection-Attrition Framework, Agenda Setting theory, Cultivation theory, Reception theories, Hypodermic Needle theory, Medium theory, Priming, Framing, Spiral of Silence, Two Step Flow theory, Uses and Gratifications, Theory of Rasa, Four theories of the Press.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the

completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual

learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.

11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
13. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

#### Bibliography:

Encyclopedia of Communication Theory, Volume 1&2, Authors: Stephen W. Littlejohn, Karen A. Foss, Editor: Stephen W. Littlejohn, Karen A. Foss, Publisher: SAGE Publications Ltd, 2009  
McQuail's Mass Communication Theory, 6<sup>th</sup> Edition, Author: Denis McQuail, Publisher: SAGE Publications Ltd, 2010.

## Paper –II

### Ethics (Core subject)

Ethics in Western and Indian philosophy, Similarities and differences between media ethics and other fields of applied ethics, the ideology of journalism, ethics of journalism, ethics of entertainment media, what is social responsibility, intercultural dimensions of media ethics, the sociology of news, media ethics and the State and other institutions, Concepts of Democracy, Freedom, Equality, Justice, Secularism, Socialism, Sovereignty, Federalism, Fundamental Rights and Human Rights, logical analysis of arguments and language, forms of evidence and criteria for assessing credibility of evidence.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.

6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
13. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
14. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
15. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
16. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.



17. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

#### Bibliography :

- Aristotle, *Ethics*, The Echo Library 2006  
Moore G.E., *Ethics*, Kormendi Press, 2008, Pgs 260  
Moore G.E., *Principia Ethica*, 1903, Barnes and Noble, 2005 Pgs 218  
Sidgwick, Henry, *Outlines of the History of Ethics*, 1892, Kessinger publishing 2004  
Durant, Will, *The story of Philosophy*  
Radhakrishnan, Dr. Sarvapalli, *Indian Philosophy (Vol. 1 and 2)*; G. Allen & Unwin, Ltd.  
दीक्षित, श्रीनिवास. *भारतीय तत्त्वज्ञान*.  
Frost, Chris, *Media Ethics and self-regulation*; Longman 2000  
Spencer, Herbert, *Data of Ethics* (forming the first part of his two volumes on *The Principles of Ethics*, but also published separately) Kessinger Publishing 1998, 341 Pgs.  
Rashdall, Dr. Hastings, *Theory of Good and Evil*, Clarendon Press, 1907  
Finnis, J., *Fundamentals of Ethics*, Georgetown University Press, 1983  
Tilak, Lokmanya, *Collected Writings*, Kesri Marattha Trust  
Bertrand, Claude-Jean, *Quality Control - Media Ethics and Accountability Systems*, Translation by C-J. Bertrand of his *La Deontologie des Medias*, Paris, Presses Universitaires de France, 1997.  
Law books of Presss registration act, defamation law, IPC, CrPC, Cyber laws, Broadcast related laws.  
Sharma, S.R. (ed.), *Encyclopaedia of Constitutional Law Vol. 1 to 5: An Introduction to Constitutional La* , New Delhi: Anmol Publications, 2003.  
*Good News, Bad News* by MacMillan, 1996, Pgs 481.  
Davies, Nick, *Flat Earth News*,  
Lakshaman Nirmala, *Writing a nation : An anthology of Indian journalism*, Edited, लेले, रा.के., मराठी वृत्तपत्रांचा इतिहास.  
Verghese B.G., *First Draft*,  
*Society for Professional Journalists – [spj.org/ethics](http://spj.org/ethics)*  
*Journalism Ethics Cases Online ; <http://journalism.indiana.edu/resources/ethics/>*  
*The Guardian's Editorial Code; <http://image.guardian.co.uk/sys-files/Guardian/documents/2007/06/14/EditorialCode2007.pdf>*  
*Norms of Journalistic Conduct – Press Council of India Edition 2005 ;[http://indianchristians.in/news/images/resources/pdf/press\\_council\\_of\\_india\\_norms\\_of\\_journalistic\\_conduct\\_and\\_selected\\_principles.pdf](http://indianchristians.in/news/images/resources/pdf/press_council_of_india_norms_of_journalistic_conduct_and_selected_principles.pdf)*  
Your slip is showing – Indian press today by S. Nihal Singh  
Verghese, B.G., *The media in contemporary India*, in *Essay in contemporary India-Transitions* Edited by Peter Ronal D'Souza

Gordon, David; Kitross, M.; and Merrill, C. John, *Controversies in Media Ethics*  
Crawford, Nelson A., *The Ethics of Journalism*, Greenwood Press, 1969,  
Gordon, Stuart A, *Notes Towards a Definition of Journalism*, Poynter Institute of Media  
Studies, 1993, Pgs 55.  
Bennett, W. L., *News: The Politics of Illusion*, Longman, 1988, Pgs216.  
Chomsky, Noam and Herman, Edward S., *Manufacturing Consent*, Pantheon Books, 2002, Pgs  
412.

### **Paper –III**

#### **Reporting and Editing (Core subject)**

Grammar, syntax, styles of writing, figures of speech, passive and active voice, summarization and precise, paraphrasing, Foregrounding theory, Translation skills, what makes news, news values, basics of reporting and news writing, storytelling techniques, similarities and differences in newspaper and magazine feature stories, digging for Information and initiating newsgathering, building and using background information and finding sources, getting the most of Interviews, online resources, the trend story, narrative Writing, in-depth stories, principles of editing, editing symbols, headline writing, writing the editorial, writing reviews.

#### **The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
2. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
3. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a

publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the teacher concerned.

5. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
6. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
7. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
8. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
9. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
10. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

### **Bibliography :**

Melvin Mencher, Melvin Mencher's News Reporting and Writing, McGraw Hill.  
The Associated Press Style Book.  
Lauren Kessler and Duncan McDonald. *When Words Collide: A Media Writer's Guide to Grammar and Style*, Belmont, California: Wadsworth .  
William Strunk (and E.B. White), *The Elements of Style*, Longman .  
Kevin Kerrane and Ben Yagoda, *The Art of Fact*, Scribner.  
Walt Harrington, *Intimate Journalism*, Sage.  
Carl Sessions Stepp, *The Magic and Craft of Media Writing*, Chicago.  
Christopher Scanlan, *Reporting and Writing*, New York, OUP.  
Donald Murray, *A Writer Teaches Writing*, Boston, Houghton Mifflin.  
Renee J. Cappon, *The Word: An Associated Press Guide to Good News Writing* .  
G. Stuart Adam and Roy Peter Clark, *Journalism- The Democratic Craft*, New York, OUP .

### **Paper –IV**

#### **Media Criticism (Core subject)**

Media concepts and keywords in Journalism, media and communication, What is Criticism, The Essence of Criticism, Critical Functions, Criticism and the Communication Process, Knowledge Processing, Tonal and Talent Ingredients, Stage-Molding Ingredients, Business Gratifications, Audience Gratifications, Reality Programming, Depiction Analysis, Structural Analysis, Probing Ethics and Values, Aesthetics and Art, The Logic of Aesthetic Form, Composite Criticism.

#### **The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
2. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
3. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

4. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
5. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
6. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
7. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
8. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

## **Bibliography :**

Bob Franklin, Martin Hamer, Mark Hanna, Marie Kinsey, John Richardson, *Key Concepts in Journalism Studies*, SAGE Key Concepts series

John Hartley, *Communication, Cultural and Media Studies – The Key Concepts*, Routledge

Peter B Orlik, *Electronic Media Criticism: Applied Perspectives*, Lea's Communication.

## **B. Elective Subjects**

### **Paper –I**

#### **Introduction to Public Relations Theory and Practice (Elective)**

Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, Propaganda, Public Opinion & Publicity, Public Relations-catalyst, persuasion and motivation, Communication theories & Models in Public Relations, Reputation, perception and relationship management, The PR process, Research and Planning and Evaluation, PR ethics.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
4. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must

have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.

5. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
6. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
7. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
8. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
9. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper

shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

## **Bibliography**

- Excellence in Public Relations and Communication Management  
Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992. 666 pgs.
- The Unseen Power: Public Relations, a History  
Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994. 812 pgs.
- Public Relations Theory  
Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 354 pgs.
- Crisis Communications: A Casebook Approach  
Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996. 330 pgs.
- Public Relations in Asia: An Anthology Book By Krishnamurthy Sriramesh, Thomson, 2004.
- Foundations of Communication Theory  
Book by Kenneth K. Sereno, C. David Mortensen; Harper & Row, 1970. 372 pgs.
- Strategic Planning for Public Relations  
Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs.
- Corporate Public Relations: A New Historical Perspective  
Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987. 180 pgs.

## **Paper –II**

### **Media Relations & Media Writing (Elective)**

Media and its types, nature and process and tools, Media Relations Theories, Print Media and its functions, Broadcast Media and its functions, Online Media and its function, nature, scope and dynamics of Media Relations, Media Relations in India and Media Analysis and Evaluation.



Different types of writing in Media: writing speeches, authored articles on behalf of senior spokespeople of companies, press release - for different sectors - financial, entertainment, pharmaceuticals, telecom, TV channels. invitations -media invitations for press conferences, invitations for various events, writing descriptions - of a photograph/ sketch, briefing documents, pitch notes, official emails - to clients, to media, to others, synopsis writing - of articles, basic translations – headlines, writing content for brochures, answers on behalf of clients, backgrounders, profiles for clients. Ghost writing: speeches, Making brochures /newsletters.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
4. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
5. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.

6. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
7. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

11. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

#### Bibliography :

Public Relations Writing: Principles in Practice, Book By Donald Treadwell, Jill B. Treadwell published by Sage Publications.

Media Writing: Print, Broadcast, and Public Relations, Book by W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates, 2004. 424 pgs.

Managing the Media: Proactive Strategy for Better Business-Press Relations, Book by Fred J. Evans; Quorum Books, 1987. 176 pgs.

Media Relations: Issues and Strategies, Book by Jane Johnston; Allen & Unwin, 2007 .

Rethinking Public Relations: The Spin and the Substance, Book by Kevin Moloney; Routledge, 2000. 196 pgs.

Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism, Book by Thomas H. Bivins; Lawrence Erlbaum Associates, 2004.

Public Relations Writing and Media Techniques, Book by Dennis L. Wilcox published by Allyn & Bacon/Pearson Education 2008.

#### **Paper –III**

##### **Investigative reporting (Elective)**

Why Investigative Reporting Matters, What Journalists Can Investigate, Organizing the Investigation, Interviewing Whistleblowers, Difficult Interview Situations, Legal Concerns in Investigative Journalism, Ethical Concerns in Investigative Journalism, Putting the Story Together, Writing the Investigative Series, knowing the government and its institutions, Interpreting Surveys, Introduction to Statistical and Mapping Software for journalists, Social Science Methods for Journalists, the criminal justice system, criminal and civil laws, the legislature, bureaucracy and executive, how to whet a source, how to keep a source, how to make sources, indexing and framing, introduction to the IPC and the Evidence Act.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.

2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
7. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
8. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual

learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.

9. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
10. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
11. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
12. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.

#### **Bibliography :**

Hugo de Burgh, *Investigative Journalism – Context and Practice*, Routledge.

David Spark, *Investigative Reporting – A study in Technique*, Focal Press.

John Pilger, *Tell Me No Lies - investigative journalism that changed the world*, Vintage.

#### **Paper –IV**

##### **Research in Public Relations (Elective)**

What is research, Applications of research, characteristics, types & paradigms of research in PR, logical reasoning, the research process, Planning a research study, Reviewing the

literature, Formulating a research problem, Identifying variables, Constructing hypothesis, Research design, Sampling- Probability and non probability, Methodologies, Methods, Tools of data collection, collecting data using attitudinal scale.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

- 1. Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
- 2. Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
- 3. Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
- 4. Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
- 5. Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
- 6. Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

7. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
8. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
9. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
10. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
11. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
12. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.

## **Bibliography :**

Mass Media Research: An Introduction, Seventh Edition, Book by Roger D. Wimmer, Joseph R. Dominick, Thomson Wadsworth.

The Essential Guide to Doing Research, Book by Zina O'Leary, Sage Publications.

## **Paper - V**

### **Advertising Theory and Practice - (Elective)**

History and evolution of advertising, Role of advertising in Marketing Mix, Ad Concepts, Definition and elements of an Ads, Objectives, Need and importance, Maslow's Need of Hierarchy, Above the line advertising, Below the line advertising, AIDA, DAGMAR, Brand recall, Brand Image/personality, Logo, trademark, slogans, Techniques for advertising, Advertising budget, Different medium and types of ads, Agency Set up and Job flow, Creative brief and Copywriting, Advertising appeals, Evaluation/Effects of Ads, Ethics and Laws in ads.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
2. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
3. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
4. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be



allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.

5. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language.
6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
8. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
9. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper

shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

10. **Internship in AD agencies** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached.
11. **Producing two ad films of not more than 45 seconds and not less than 30 seconds** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall consult the film with the teacher concerned during the period of learning of the course. The film shall be entirely shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), ad copy, content of the film, narrative, pre-production and post-production quality.
12. **Recording of books:** Students may record books designated by the teachers using the facilities of the MUST Radio Station in the campus. 30 hours of recording with a minimum of usable audio of 15 hours will earn the learner 1 credit. The recording will be judged for diction, quality of voice. The recording to be made available on the Department's computer and CDs in MP3 format. The conversion and uploading has to be done by the learner.
13. **Producing two ad spots for radio of not more than 45 seconds and not less than 30 seconds duration** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner after consultation with the teacher concerned shall produce two radio ad spots. Marks shall be assigned for quality of language, ad copy, content, pre-production and post-production.

### **Bibliography :**

Advertising basics: a resource guide for beginners, Authors : John V. Vilanilam, A. K. Varghese, Editor: A. K. Varghese, Sage Publications, 2004

Advertising Media wise, Author: Julian Petley, Publisher: Black Rabbit Books, 2003

Advertising The M & E handbook series, Authors: Jefkin, Jefkins Frank, 2<sup>nd</sup> Edition, Publisher: Pearson Education India, 1992.

Advertising-Routledge introductions to media and communications, Author: Iain MacRur, Routledge Publications, 2009.

Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why, Author : Max Sutherland, 3<sup>rd</sup> Edition, Publisher: Allen & Unwin, 2009.

Advertising: Principles And Practice, 7<sup>th</sup> Edition, Author: Wells, Publisher: Pearson Education India, 2007.

Advertising in India: trends and impact, Author: Oma Gupta, Publisher: Gyan Publishing House, 2005.

Indian advertising: 1780 to 1950 A.D. Author: Arun Chaudhuri, Publisher : Tata McGraw-Hill Education, 2007.

### **Paper- VI**

#### **Graphic Designing (Elective)**

The building blocks of design for desktop publishing: Lines, shapes, mass, texture , color, colour theory, colour formats, resolution in graphics, graphic design softwares, visual communication theory, visual communication in media research, Logo design, Designing for branding

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
3. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
4. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
5. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
6. **Designing a brochure** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner shall design a brochure applying the colour and visual communication theories under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Photoshop skills** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner shall work on 10 photographs on Photoshop on the parameters laid down by the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality and design of the material produced.

**Bibliography :**

THE ART OF PHOTOSHOP FOR DIGITAL PHOTOGRAPHERS - Author: Daniel Giordan.  
UNDERSTANDING ADOBE PHOTOSHOP: Digital Imaging Concepts and Techniques  
Author: Richard Harrington  
Just My Type: A Book About Fonts by Simon Garfield  
Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, &  
Students by Ellen Lupton  
Color & Color Theory- Interaction of Color - Josef Albers  
Designer's Color Manual: The Complete Guide to Color Theory and Application by Tom Fraser  
and Adam Banks  
The Elements of Color: A Treatise on the Color System by Johannes Itten  
Pantone Guide to Communicating with Color by LeatriceEisman

## **Semester II**

### **A. Core Subjects**

#### **Paper- I**

##### **Introduction to Television Studies (Core Subject)**

Television's Past, What is Television Studies, Bringing Television Home: Domestic Space and "New" Technologies, Rethinking the Cultural Industries: Early Industry Structure and Content, Public Broadcasting and Cultural Policy, Cultural Production in the Network Era, Gender in the Post-Network Era, What makes news on TV, The Power of Television, Difference between TV News and Print News Gathering, How television news teams work together – Team, Responsibilities, Planning your story for your audience, How do you get the best possible shots & audio for your news story, Shooting techniques – Light and camera position – Importance of axes, Ethics and Guidelines for TV reporting in India, Organisational chart of TV newsrooms, MCR & PCR – Functions, Anchoring, Voice Over.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for

two marks of which one mark will be for the quality of language and one for the quality of reasoning.

3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
6. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
7. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
8. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.

9. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
10. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
12. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
13. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

14. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
15. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
16. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

- Bernadette Casey, Neil Casey, Ben Calvert, Liam French, Justin Lewis, *Television Studies – The Key Concepts*, Routledge.
- John Hartley, *Television as Transmodern Teaching*.
- Roger Silverstone, *Regulation, Media Literacy and Media Civics*.
- Lynn Spigel, *Our TV Heritage: Television, the Archive and the Reasons for Preservation*
- William Uricchio, *Television’s Next Generation*.
- Anna McCarthy, *The Rhythms of the Reception Area: Crisis, Capitalism and the Waiting Room TV*.
- Jostein Gripsrud, *Broadcast Television: The Chances of its Survival in the Digital Age*
- David Morley, *At Home with Television*.
- John Caldwell, *Convergence Television: Aggregating Form and Repurposing Content in the Culture of Conglomeration*.
- Jeffrey Sconce, *What If? Charting Television’s New Textual Boundaries*.
- William Boddy, *Interactive Television and Advertising Form in Contemporary U.S. Television*
- Shanti Kumar, *Is There Anything Called Global Television Studies?*
- Michele Hilmes, *Who We Are, Who We Are Not: Battle of the Global Paradigms*
- Mimi White, *Flows and Other Close Encounters with Television*
- Michael Curtin, *Media Capitals: Cultural Geographies of Global TV*
- Amanda Lotz, *Re-designing Women: Television after the Network Era*
- Michael Curtin, *On Edge: Culture Industries in the Neo-Network Era*
- Todd Gitlin, *Inside Prime Time*.
- Laurie Oullette, *Viewers Like You? How Public Television Failed the People*
- John Fiske and John Hartley, *Forward and ‘Reading’ Television*
- Tanya Modleski, *The Rhythms of Reception: Daytime Television and Women’s Work*

Robert Allen, *On Reading Soaps: A Semiotic Primer*.  
Horace Newcomb and Paul Hirsch, *Television as a Cultural Forum*  
Nick Browne, *The Political Economy of the Television (Super)Text*  
Charlotte Brunson, *What is the 'Television' of Television Studies?*  
Jostein Gripsrud, *Television, Broadcasting, Flow: Key Metaphors in TV Theory*.  
Horace Newcomb, *The Development of Television Studies*  
Lynn Spigel, *The Making of a TV Literate Elite*  
Raymond Williams, *Programming: Distribution and Flow*.

## **Paper- II**

### **Introduction to Film Studies (Core subject)**

What is cinema, Film theory – form and function, Film analysis, History of World Cinema, History of Indian Cinema, History of Marathi Cinema, The Hindi film industry, Hollywood Cinema, German expressionism, Soviet Montage, Italian neo realism, French new wave cinema, Japanese Cinema, New Iranian Cinema, Korean Cinema, Digital Aesthetics, Music and choreography in Indian Cinema, Indian and global cinema in the context of globalization, Rule of A B D C E.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the



completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of

- reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
  11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
  12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
  13. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
  14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

### **Bibliography :**

- R Dwyer and C Pinney (Ed), *Pleasure and the Nation: History, Politics and Consumption of Public Culture in India*.  
 R Vasudevan, *Making Meaning in Indian Cinema*  
 C Dasgupta, *The Painted Face*  
 Satyajit Ray, *Our Films Their Films*  
 P Brookes, *The Melodramatic Imagination: Balzac, Henry James, Melodrama and the Mode of Excess*

Vinay Lal and Ashis Nandy (Ed), *Fingerprinting Popular Culture: The Mythic and the Iconic In Indian Cinema*

Sergei Eisenstein, *Film Sense*

T Elsaesser and A Barker (Ed), *Early Cinema, Space, Frame, Narrative*

N Burch, *Live to Those Shadows*

D Bordwell, J Staiger, K Thompson, *Classical Hollywood Cinema, Film Style and Mode of Production to 1960*

R Maltby and I Craven, *Hollywood Cinema: An Introduction*

D Gornery, *The Hollywood Studio System*

D Bordwell, *Narration in Fiction Film*

E Brannigan, *Narrative Comprehension in Film.*

### **Paper –III**

#### **Introduction to Media Research (Core subject)**

Scientific approach to the study of media effects, Ways of knowing, the nature of science, What is theory, Analysing media content, Search for causal relationships, Brief history of media effects research, Types of media effects, Propaganda and publicity with reference to the World Wars, Effects of media violence, sexual content in the media, media that stir emotions, persuasive effects of media, effects of news and political content, effects of media stereotypes, Impact of new media technologies, influence of Marshall McLuhan, ethics of research, research skills and techniques for journalists, techniques of public relations, special interests groups, political communication, analysis of key press conferences, press releases and crisis events that employ “media management” techniques, analyzing basic forms of statistical information, and common errors, reporting on polls and pollsters, Methods for assessing the credibility of studies, experts, web sites.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the

completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the

reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

10. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
11. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
12. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

#### **Bibliography :**

Mass Media Research: An Introduction, Seventh Edition, Book by Roger D. Wimmer, Joseph R. Dominick, Thomson Wadsworth

The Essential Guide to Doing Research , Book by Zina O'Leary, Sage Publications

#### **Paper- IV**

##### **Media Laws (Core subject)**

Freedom of the Press, Constitutional foundation of freedom of the press in India, Need for limitations on freedom of the press, The press as business, The press as property, The press and the legislature, Rights, duties and liabilities of proprietor, printer, publisher, editor, author, journalist, contributor and vendor, The Press Council Act, 1978, The Cinematography Act, 1952, The Prasar Bharati (Broadcasting Corporation of India ) Act, 1990, The Information Technology (Amendment) Act, 2008, The Cable Television Networks Rules, 1994 and Cable Television Networks (Regulation) Act, 1995, Right to Information Act, 2005, Working Journalists (Fixation

of rates of wages) Act, 1958 and the journalists' wage boards, Indian Penal Code and the press (Defamation).

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of

learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.

8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the

material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

13. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
14. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
15. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

#### Bibliography :

Durga Das basu (Acharya, Dr.), *Law of the Press*, fourth edition 2002, publisher- Wadhawa and Company Nagpur, Administrative office, DD-13, Kakaji extn; Opp. Neharu Place, New Delhi-110019.

Ratanlal Ranchhoddas aand Dhirajlal Keshavlal Thakore (Advocate), *The Indian Penal code*, Reprint edition 1994, publisher- Wadhawa and Company, Law Book publisher, Dhatoli, Nagpur-440012.

Kagzi , M.C. Jain, *The Constitutional of India Vol.1 & 2*, New Delhi: India Law House, 2001.

Pylee , M.V.; *Constitutional Amendments in India*, Delhi : Universal Law,2003.

Basu, Durga Das, *Constitutional Law of India*, New Delhi: Prentice-Hall of India Ptv. Ltd. 1991.



Sharma, S.R. (ed.), *Encyclopaedia of Constitutional Law Vol. 1 to 5: An Introduction to Constitutional Law*, New Delhi: Anmol Publications, 2003.

<http://presscouncil.nic.in>

## **B. Electives**

### **Paper- I**

#### **Media Advocacy (Elective)**

India has been a rich country in political campaigning and advocacy of social issues. It is extremely important for students to understand the basics of this field and to explore in depth the processes of working on these issues.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and

content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.

6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
9. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key

argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

12. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
13. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
14. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
15. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
16. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
17. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60,

total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.

18. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

**Bibliography :**

Michael Pertschuk, Phillip Wilbur, Anne Marie O’Keefe, *Media Advocacy: Reframing Public Debate*.

James W Dearing, Everett M Rogers, *Agenda Setting*, Sage.

Wayne Wanta, *The public and the national agenda: how people learn about important issues*, Routledge.

Lawrence Marshall Wallack, *News for a Change*, Sage.

Shanto Iyenger, *Is Anyone Responsible? – How Television Frames Political Issues*, University of Chicago Press.

Jennings Bryant, Mary Beth Oliver, *Media Effects*, Routledge.

Noam Chomsky, Edward Herman, *Manufacturing Consent: The Political Economy of the Mass Media*, Random House.

**Paper- II**

**Introduction to Media Organizations (Elective)**

Organization structure: a media perspective, Intro to OB, Organisation structure, Organisation culture, Work specialization, Departmentalization, Centralization and Decentralization, Common Organization designs, Organization Design and Employee Behavior, Diagnosing Communications in Organizations, Overcoming Organizational Communication Barriers, Organizations as Communication Systems, Communicating between Organization Structures, the Indian Media business.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner

will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
5. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
8. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's

convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

9. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
10. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
11. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.

### **Bibliography :**

The Indian media business, Author: Vanita Kohli, 2<sup>nd</sup> Edition, Publisher: SAGE, 2006.

Organization theory: challenges and perspective, Authors: John McAuley (FIPD.), John McAuley, Joanne Duberley, Phil Johnson, Publisher: Prentice Hall/Financial Times, 2007.

Organization theory: modern, symbolic, and postmodern perspectives, Authors: Mary Jo Hatch, Ann L. Cunliffe, Contributor: Ann L. Cunliffe, 2<sup>nd</sup> Edition 2, Publisher: Oxford University Press, 2006.

Organization theory: from Chester Barnard to the present and beyond, Author: Oliver E. Williamson, Editor: Oliver E. Williamson, 2<sup>nd</sup> Edition, Publisher : Oxford University Press, 1995.

Organization theory and design, Authors: Daft, J. Murphy, H. Willmott, 10<sup>th</sup> Edition 10, Publisher: Cengage Learning EMEA, 2010.

Organization Theory: Structure, Design, And Applications, 3<sup>rd</sup> Edition, Author: Robbins, Publisher: Pearson Education India, 2009.

### **Paper- III**

#### **International Public Relations (Elective)**

Theory and practice of international public relations, ethics of IPR, challenges of IPR, Global PR and the circuit of culture, regulatory environment of global PR practice, the face and shape of global PR, practicing PR in a global environment, PR practice and consumption, contested identities and shifting publics in a globalized world, the cultural-economic model, ethical considerations in global PR practices.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size

colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.

6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
9. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's



convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

12. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
13. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
14. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.

#### **Bibliography :**

Hugh M Culbertson, *International Public Relations, A Comparative Analysis*, Lawrence Erlbaum Associates.

Patricia Ann Curtin, Thomas Kenneth Gaither, *International Public Relations: Negotiating Culture, Identity, and Power*, Sage.

Danny Moss, Barbara De Santo, *Public Relations Cases, International Perspectives*, Routledge.

#### **Paper- IV**

##### **Advanced Advertising Theory and Practice (Elective)**

Relation between media advertising and consumers, Advertising and New Media in sales promotion, Persuasion Theory, S-R Theory, Sleeper Effect, Positioning principles, Branding concepts, laws of branding, branding in media, Fundamentals of International advertising, Trans-cultural advertising messages, The future of advertising trends and indicators

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
2. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
3. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
4. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
5. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language.
6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning

of the course. Marks shall be assigned on the technical quality, design and language of the material produced.

7. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
8. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
9. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
10. **Internship in AD agencies** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached.
11. **Producing two ad films of not more than 45 seconds and not less than 30 seconds** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall consult the film with the teacher concerned during the period of learning of the course. The film shall be entirely shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), ad copy, content of the film, narrative, pre-production and post-production quality.
12. **Recording of books**: Students may record books designated by the teachers using the facilities of the MUST Radio Station in the campus. 30 hours of recording with a minimum of usable audio of 15 hours will earn the learner 1 credit. The recording will be judged for diction, quality of voice. The recording to be made available on the

Department's computer and CDs in MP3 format. The conversion and uploading has to be done by the learner.

13. **Producing two ad spots for radio of not more than 45 seconds and not less than 30 seconds duration** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner after consultation with the teacher concerned shall produce two radio ad spots. Marks shall be assigned for quality of language, ad copy, content, pre-production and post-production.

#### Bibliography :

Advertising basics: a resource guide for beginners, Authors : John V. Vilanilam, A. K. Varghese, Editor: A. K. Varghese, Sage Publications, 2004.

Advertising Media wise, Author: Julian Petley, Publisher: Black Rabbit Books, 2003.

Advertising The M & E handbook series, Authors: Jefkin, Jefkins Frank, 2<sup>nd</sup> Edition, Publisher: Pearson Education India, 1992.

Advertising-Routledge introductions to media and communications, Author: Iain MacRur, Routledge Publications, 2009.

Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why, Author : Max Sutherland, 3<sup>rd</sup> Edition, Publisher: Allen & Unwin, 2009.

Advertising: Principles And Practice, 7<sup>th</sup> Edition, Author: Wells, Publisher: Pearson Education India, 2007

Advertising in India: trends and impact, Author: Oma Gupta, Publisher: Gyan Publishing House, 2005.

Indian advertising: 1780 to 1950 A.D. Author: Arun Chaudhuri, Publisher : Tata McGraw-Hill Education, 2007.

Effective advertising: understanding when, how, and why advertising works: Marketing for a New Century, Author: Gerard J. Tellis, SAGE Publications, 2004.

Shoveling smoke: advertising and globalization in contemporary India, Author: William Mazarella, Publisher: Duke University Press, 2003.

Advertising management: concepts and cases, Author: Mohan, Publisher: Tata McGraw-Hill Education, 1989.

### **Semester III**

#### **A. Core subject**

##### **Paper- I**

##### **Media Economics (Core subject)**

Introduction to media economics theory and practice, economics and media regulation, economics of international media, economics of the daily newspaper, television, radio, internet, cable industry, films, advertising, online media and public relations.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
9. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

**Bibliography :**

Alan B Albarran, *Media Economics: Understanding markets, industries and concepts*, Wiley-Blackwell.

Colin Hoskins, Stuart McFadyen, Adam Finn, *Media economics: applying economics to new and traditional media*, Sage.

Alison Alexander, *Media Economics: Theory and Practice*, Lawrence Erlbaum.  
Robert G Picard, *Media Economics: Concepts and Issues*, Sage .

## **Paper- II**

### **Advanced Media Research (Core subject)**

Research Approaches, Hypothesizing and theorizing, Writing a Literature Review, Writing a research proposal, Research paradigms, Research methods and tools, Content Analysis, Ethnography and observation studies, how to prepare a questionnaire, interview techniques, writing the dissertation, annotation, citing, referencing, survey techniques, research writing styles, data analysis, learning to use SPSS and Excel software for data analysis, introduction to statistics and statistical terms.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each

presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.

6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
9. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that



the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

12. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
13. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

### **Bibliography :**

Mass Media Research: An Introduction, Seventh Edition, Book by Roger D. Wimmer, Joseph R. Dominick, Thomson Wadsworth.

The Essential Guide to Doing Research, Book by Zina O'Leary, Sage Publications.

### **Paper- III**

#### **Introduction to Media Production (Core Subject)**

Theories of design, design principles, the colour theory, making the newspaper, magazine, radio programme, television programme, making a film, making a website, introduction to traditional forms of communication in India, folk forms, audio and video production techniques.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less

than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.

2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.

8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

13. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
14. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
15. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
16. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
17. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
18. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
19. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the

course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.

20. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

### **Bibliography :**

Product Management in India, Author: Ramanuj Majumdar, 2<sup>nd</sup> Edition, Publisher: PHI Learning Pvt. Ltd., 2004.

Introduction to Media Production: The Path to Digital Media Production, Authors : Robert B. Musburger, Gorham Kindem, 4<sup>th</sup> Edition, Publisher : Focal Press, 2009.

Design, User Experience, and Usability. Theory, Methods, Tools and Practice, Author: Aaron Marcus, Editor: Aaron Marcus, Publisher: Springer, 2011.

Design methods and theories, Volumes 24-25, Authors: Design Methods Group, Design Research Society, Design Methods Institute, Publisher : Design Methods Institute, 1990.

Designing and producing media-based training, Authors: Steve R. Cartwright, Glen Phillip Cartwright, Publisher: Focal Press, 1999.

### **Paper- IV**

#### **New Media (Core subject)**

New media and popular culture, social networking, emerging identities, games as advanced new media, mobile journalism, new media as a pedagogical tool.

#### **The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.

10. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
12. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
13. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely fiction and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
14. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

15. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
16. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

### **Bibliography :**

- Bell, D and Kennedy, B. M. (eds) (2000). *The Cybercultures Reader*. London: Routledge.
- Bennett, W. L. (ed.) (2007). *Civic Life Online: Learning How Digital Media Can Engage Youth*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). Examines the relationship of participation in online communities to civic and political engagement. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).
- Birkerts, S. (1994). *The Gutenberg Elegies: The Fate of Reading in an Electronic Age*. New York: Fawcett Columbine. Birkerts provides a great sense of just how much things change when texts migrate to the computer screen. Some chapters are more relevant to the module than others: see particularly Chapter 3 (pp. 70-76), all of Part II (pp. 115-64) and the Coda (pp. 210-29).
- Birkerts, S. (1994a). *Close Listening*. In: *The Gutenberg Elegies: The Fate of Reading in an Electronic Age*. New York: Fawcett Columbine, pp. 141-50. Birkerts ponders the return to an oral tradition that audio books might prompt, and the difference between reading and listening to a book.
- Birkerts, S. (1994b). *Hypertext: Of Mouse and Man*. In: *The Gutenberg Elegies: The Fate of Reading in an Electronic Age*. New York: Fawcett Columbine, pp. 151-64. Birkerts considers aspects of hypertext fiction.
- Bogost, I. (2010). Ian became a fan of Marshall McLuhan on facebook and suggested you become a fan too. In: Wittkower, D. E., ed. (2010). *Facebook and Philosophy: What's on Your Mind?* Chicago, IL: Open Court, pp. 21-32.
- Bolter, J. D., and Grusin, R. (1999). *Remediation: Understanding New Media*. Cambridge, MA: MIT.
- Buckingham, D. (ed.) (2007). *Youth, Identity, and Digital Media*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). Contributors discuss how growing up in a world saturated with digital media affects the development of young people's individual and social identities. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).
- Castells, M. (2003). *The Internet Galaxy: Reflections on the Internet, Business, and Society*. Oxford: Oxford University Press.



Chandler, D. (1998). Personal Home Pages and the Construction of Identities on the Web. Retrieved 26th February 2005 from: <http://www.aber.ac.uk/media/Documents/short/webident.html>

Danet, B. (2001). *Cyberpl@y: Communicating Online*. Oxford: Berg.

De Kerckhove, D. (1997). *The Skin of Culture: Investigating the New Electronic Reality*. London: Kogan Page.

Everett, A. (ed.) (2007). *Learning Race and Ethnicity: Youth and Digital Media*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). An exploration of how issues of race and ethnicity play out in a digital media landscape that includes MySpace, post-9/11 politics, MMOGs, Internet music distribution, and the digital divide. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).

Farivar, C. (2011). *The Internet of Elsewhere: The Emergent Effects of a Wired World* (New Jersey: Rutgers University Press, 2011). This book, comparing the internet in Iran, Estonia, South Korea, and Senegal, has an accompanying website [here](#).

Gackenbach, J. (2006). *Psychology and the Internet: Intrapersonal, Interpersonal, and Transpersonal Implications*. 2nd ed. San Diego, CA: Academic Press.

Galloway, A. R. (2006). *Protocol: How Control Exists after Decentralization*. 2nd ed. Cambridge, MA: MIT.

Gates, B. (1996). *The Road Ahead*. Revised ed. London: Penguin.

Gauntlett, D. and Horsley, R. (eds) (2004). *Web.Studies*. 2nd ed. London: Arnold. [David Gauntlett](#) has made available the [introduction to the first edition](#), as well as the [introduction to the second edition](#), on his website <http://www.theory.org.uk/>.

Gillmor, D. (2004). *We the Media: Grassroots Journalism by the People, for the People*. Farnham: O'Reilly. The entire book is available free in pdf format here: <http://www.oreilly.com/catalog/wemedia/book/>.

Gleick, J. (2003). *What Just Happened: A Chronicle from the Information Frontier*. London: Abacus.

Grossman, W. (1997). Underground Fiction. Salon Magazine. Retrieved 13th February 2005 from: <http://archive.salon.com/march97/21st/london970320.html>. A short article on Geoff Ryman's online novel [253](#).

Gurak, L.J. et al. (eds) (2005). *Into the Blogosphere: Rhetoric, Community, and Culture of Weblogs*. Minnesota: University of Minnesota. Retrieved 9th October 2005 from: <http://blog.lib.umn.edu/blogosphere/>. An ongoing collection of essays and articles on the 'discursive, visual, social, and other communicative features of weblogs'.

Hammersley, B. (2005). Generation Text. Guardian Online, 13th January, p. 24. Retrieved 20th February 2005 from: <http://www.guardian.co.uk/technology/2005/jan/13/gadgets.mobilephones>

Herz, J. C. (1995). *Surfing on the Internet: A Net-Head's Adventures On-Line*. London: Abacus. This book is a little dated now, but Herz's geeky enthusiasm conveys the excitement and novelty of 'the internet' ten or so years ago.

Jaffe, J. M., Lee, Y.-E., Huang, L.-N. and Oshagan, H. (1995). Gender, Pseudonyms, and CMC: Masking Identities and Baring Souls. Paper presented at the 45th Annual Conference of the International Communication Association, May. Retrieved 12th March 2005 from: <http://research.haifa.ac.il/~jmjaffe/genderpseudocmc/>.

Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York, NY: New York University Press.

Jones, Steven G. (ed.) (1995). *CyberSociety: Computer-Mediated Communication and Community*. Thousand Oaks, CA: Sage.

Levinson, P. (1997). *The Soft Edge: A Natural History and Future of the Information Revolution*. London: Routledge.

Levinson, P. and Novak, C. (1999). On Yesterday. *Technos*. 8:4 (Winter). Retrieved 21th June 2006 from: [http://www.ait.net/technos/tq\\_08/4levinson.php](http://www.ait.net/technos/tq_08/4levinson.php). A short interview in which Levinson discusses his book *Digital McLuhan*, education and gatekeeping, hot and cool media, the global village and the internet, technological determinism, and science fiction.

Lewis, M. (2001). *The Future Just Happened*. London: Hodder & Stoughton. Accompanies the documentary series of the same name.

Lister, M. et al. (2003). *New Media: A Critical Introduction*. London: Routledge.

Livingstone, S. and Bovill, M. (eds.) (2001). *Children and Their Changing Media Environment: A European Comparative Study*. Mahwah, NJ: Lawrence Erlbaum Associates. Reports on a large cross-European study of children's changing use of the media.

Lovink G. and R. Somers Miles. *Video Vortex Reader II: Moving Images Beyond YouTube*. Amsterdam: Institute of Network Cultures. Retrieved 30th May 2011 from: <http://www.networkcultures.org/publications>.

Lovink, G. and N. Tkacz (eds) (2011). *Critical Point of View: A Wikipedia Reader*. Amsterdam: Institute of Network Cultures. Retrieved 30th May 2011 from: <http://www.networkcultures.org/publications>.

McCloud, S. (2000). *Reinventing Comics: How Imagination and Technology Are Revolutionizing an Art Form*. New York: HarperCollins.

McPherson, T. (ed.) (2007). *Digital Youth, Innovation, and the Unexpected*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). Examines how emergent practices and developments in young people's digital media can result in technological innovation or lead to unintended learning experiences and unanticipated social encounters. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).

Metzger, M. J. and A. J. Flanagin (eds) (2007). *Digital Media, Youth, and Credibility*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). Examines the difficulties in determining the quality of information on the Internet—in particular, the implications of wide access and questionable credibility for youth and learning. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).

Murray, J. H. (1997). *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*. Cambridge, MA: MIT.

Poole, S. (2000). *Trigger happy: Videogames and the Entertainment Revolution*. New York: Arcade.

Porter, D. (ed.) (1997). *Internet Culture*. London: Routledge.

Ryman, G. (1996). 253. Available at: <http://www.ryman-novel.com>. A hypertext novel.

Spender, D. (1995). *Nattering on the Net: Women, Power and Cyberspace*. Melbourne: Spinifex.

Suler, J. (1996-2000). *The Psychology of Cyberspace*. Retrieved 25th March 2005 from: <http://www.rider.edu/~suler/psyber/psyber.html>.

Trend, D., ed. (2001). *Reading Digital Culture*. Oxford: Blackwell.

Turkle, S. (1996a). Virtuality and its Discontents: Searching for Community in Cyberspace. *American Prospect*, 7 (24), December. Retrieved 12th March 2005 from: <http://hebra.haifa.ac.il/~soc/lecturers/talmud/files/547.htm>. Adaptation of a chapter from Turkle, 1997.

- Turkle, S. (1996b). Interview with Sherry Turkle. *Technology Review*. Retrieved 4th March 2006 from: <http://www.priory.com/ital/turkleeng.htm>.
- Turkle, S. (1997). *Life on the Screen: Identity in the Age of the Internet*. London: Phoenix.
- Turkle, S. (2003). Interview with Professor Sherry Turkle. *Open Door*. MIT Alumni Association. July/August. Retrieved 4th March 2006 from: <http://alumweb.mit.edu/opendoor/200307/turkle.shtml>.
- Turkle, S. (2005). *The Second Self: Computers and the Human Spirit*. Revised edition. Cambridge, MA: MIT Press.
- Turkle, S. (no date). Personal webpage, Massachusetts Institute of Technology. Retrieved 12 March 2005 from: <http://web.mit.edu/sturkle/www/>. Includes interviews and links to papers available online.
- Turkle, S. (no date). Sherry Turkle Interviewed by John Papageorge. *Silicon Valley Radio*. Retrieved 4th March 2006 from: <http://www.transmitmedia.com/svr/vault/turkle/index.html>.
- Turkle, S. (2011). *Alone Together: Why We Expect More from Technology and Less from Each Other*. New York: Basic Books.
- Ward, K. J. (1999). The Cyber-Ethnographic (Re)Construction of Two Feminist Online Communities. *Sociological Research Online*, 4 (1). Retrieved 20th September 2005 from: <http://www.socresonline.org.uk/4/1/ward.html>.
- Wardrip-Fruin, N. and Montfort, N. (eds) (2003). *The New Media Reader*. Cambridge, MA: MIT. There is an accompanying website, including excerpts, [here](#).
- Wardrip-Fruin, N. and Harrigan, P. (eds) (2004). *First Person: New Media as Story, Performance, and Game*. Cambridge, MA: MIT Press.

## **B. Electives**

### **Paper- I**

#### **Introduction to Organisational Behaviour and Human Resource Management in Media (Elective)**

Power & Politics in Organizations, Chain of Command & Span of Control, Leadership, Motivation, Work Design & Stress Management, Groups in Organisation Communication, Decision Making, Intro to HRM, Recruitment & Selection, Human Resource Policies and Practices, Training & Development, Equal Employment Opportunities, Job Analysis, Performance Appraisal, Compensation & benefits, Employee & labour Relations, Organisational Change & Development, International HRM.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of

- learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
  4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
  5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
  6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
  7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
  8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the

- paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
  10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
  11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
  12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
  13. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course.

- The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
14. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
  15. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
  16. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
  17. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
  18. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
  19. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being

- learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
20. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

### **Bibliography :**

- Organization theory: challenges and perspective, Authors: John McAuley (FIPD.), John McAuley, Joanne Duberley, Phil Johnson, Publisher: Prentice Hall/Financial Times, 2007.
- Organization theory: modern, symbolic, and postmodern perspectives, Authors: Mary Jo Hatch, Ann L. Cunliffe, Contributor: Ann L. Cunliffe, 2<sup>nd</sup> Edition 2, Publisher: Oxford University Press, 2006.
- Organization theory: from Chester Barnard to the present and beyond, Author: Oliver E. Williamson, Editor: Oliver E. Williamson, 2<sup>nd</sup> Edition, Publisher : Oxford University Press, 1995.
- Organization theory and design, Authors: Daft, J. Murphy, H. Willmott, 10<sup>th</sup> Edition 10, Publisher: Cengage Learning EMEA, 2010.
- Organization Theory: Structure, Design, And Applications, 3<sup>rd</sup> Edition, Author: Robbins, Publisher: Pearson Education India, 2009.
- Managing Human Resources, Authors: Susan E. Jackson, Randall S. Schuler, Steve Werner, 2<sup>nd</sup> Edition, Publisher: Cengage Learning, 2011.
- Human Resource Management: Essential Perspectives, Authors: Robert L. Mathis, John H. Jackson, 6<sup>th</sup> Edition , Publisher: Cengage Learning, 2011.
- Human Resource Management: Essential Perspectives, Authors: Robert L. Mathis, John H. Jackson, 6<sup>th</sup> Edition , Publisher: Cengage Learning, 2011.
- Human Resource Management, Authors: Derek Torrington, Laura Hall, Stephen Taylor, 7<sup>th</sup> Edition, Publisher: Financial Times Prentice Hall, 2008.
- Human resource management: theory and practice, Authors : John Bratton, Jeffrey Gold, 2<sup>nd</sup> Edition, Publisher: Routledge, 2001.
- Human Resource Management, Author: Nirmal Singh, Publisher: Galgotia Publications
- Human resource management: contemporary issues, challenges, and opportunities Contemporary human resource management, Author: Ronald R. Sims, Editor: Ronald R. Sims, Publisher : IAP, 2007.

### **Paper- II**

#### **Advertising Communication and Management (Elective)**

Media scene in India, Advertising Research, Preparation of ad budget, Monitoring the ad budget and control process, Production and cost analysis, Setting creativity objectives and strategy development, Campaign planning and execution of advertising, Evaluation of advertising brands and promotion, social aspects of advertising and branding, advertising blunders.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
2. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
3. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
4. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
5. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the



overall organization. Five marks shall be assigned for the quality of the publication including design and language.

6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
8. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
9. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
10. **Internship in AD agencies** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached.
11. **Producing two ad films of not more than 45 seconds and not less than 30 seconds** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall consult the film with the teacher concerned during the period of learning of the course. The film shall be entirely shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing

before the shoot), ad copy, content of the film, narrative, pre-production and post-production quality.

12. **Recording of books:** Students may record books designated by the teachers using the facilities of the MUST Radio Station in the campus. 30 hours of recording with a minimum of usable audio of 15 hours will earn the learner 1 credit. The recording will be judged for diction, quality of voice. The recording to be made available on the Department's computer and CDs in MP3 format. The conversion and uploading has to be done by the learner.
13. **Producing two ad spots for radio of not more than 45 seconds and not less than 30 seconds duration** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner after consultation with the teacher concerned shall produce two radio ad spots. Marks shall be assigned for quality of language, ad copy, content, pre-production and post-production.

#### Bibliography :

Advertising in India: trends and impact, Author: Oma Gupta, Publisher: Gyan Publishing House, 2005.

Indian advertising: 1780 to 1950 A.D. Author: Arun Chaudhuri, Publisher : Tata McGraw-Hill Education, 2007.

Effective advertising: understanding when, how, and why advertising works: Marketing for a New Century, Author: Gerard J. Tellis, SAGE Publications, 2004.

Shoveling smoke: advertising and globalization in contemporary India, Author: William Mazarella, Publisher: Duke University Press, 2003.

Advertising management: concepts and cases, Author: Mohan, Publisher: Tata McGraw-Hill Education, 1989.

The Indian media business, Author: Vanita Kohli, 2<sup>nd</sup> Edition, Publisher: SAGE, 2006.

Advertising and Sales Management, Author: Mukesh Trehan and Ranju Trehan, Publisher :FK Publications

Advertising Research: Theory and Practice, Author: Joel J. Davis, 2<sup>nd</sup> Edition, Publisher: Pearson Education, 2011.

The advertising budget: the advertiser's guide to budget determination, Authors: Simon Broadbent, Institute of Practitioners in Advertising, Publisher: NTC Publications for the Institute of Practitioners in Advertising, 1989.

### **Paper- III**

#### **Introduction to media marketing (Elective)**

Fundamentals Marketing and Sales, Understanding of Marketing process, Branding, Psychology of Consumer and their behavior, Changing Indian marketing environment and consumer behavior, Consumer behavior models, New product development process, Marketing Research, Interface of marketing strategy with corporate and advertising strategy, Direct and Online marketing, Customer Relationship Management

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question

and answer session where the learner's ability to reason and explain shall be judged for one mark.

8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of

- reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
13. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
  14. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
  15. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
  16. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
  17. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
  18. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
  19. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60,

total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.

20. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

### **Bibliography :**

Marketing: An Introduction, Authors: Gary Armstrong, Michael Harker, Philip Kotler, Ross Brennan, 9<sup>th</sup> Edition, Publisher: Financial Times Prentice Hall, 2009.

Branding: a practical guide to planning your strategy- Marketing in action series, Author :Geoffrey Randall, 2<sup>nd</sup> Edition., Publisher : Kogan Page, 2000.

What is branding? Essential Design Handbooks, Author: Matthew Healey, Publisher: Rockport Publishers, 2008.

Consumer behavior, Authors: Evans, Jamal, Foxall, Publisher: John Wiley & Sons, 2007.

Consumer Behaviour, Author: M. Khan, Publisher: New Age International, 2007.

Consumer behaviour: applications in marketing, Authors:Robert East, Malcolm Wright, Marc Vanhue, Publisher: SAGE Publications Ltd, 2008.

### **Paper- IV**

#### **Introduction to Media Planning (Elective)**

Introduction to media planning, general procedures and Problems, Reach, Frequency, Scheduling, Media Objectives, Mechanics of Media buying and selling, Media cost and buying problems, setting and allocation of budgets, Target audience analysis, Media measurement techniques, Interpretation of data, Principles of planning media strategy, evaluating and selecting media vehicles.

#### **The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.

2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the

- guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
  10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
  11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
  12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
  13. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2,



- total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely nonfiction and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
14. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
  15. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
  16. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
  17. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
  18. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
  19. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner

shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.

20. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

### **Bibliography :**

Advertising media planning: a brand management approach, Authors: Larry D. Kelley, Donald W. Jugenheimer, 2<sup>nd</sup> Edition, Publisher: M.E. Sharpe, 2008.

Advanced media planning, Volume 1, Authors: John R. Rossiter, Peter J. Danaher, Publisher: Springer, 1998.

Media planning: a practical guide, Author: Jim Surmanek, 3<sup>rd</sup> Edition, NTC Business Books, Publisher: McGraw-Hill Professional, 1996.

Advertising Media Planning, 6<sup>th</sup> Edition, Authors: Jack Z. Sissors and Roger B. Baron, Publisher: McGraw-Hill, 2002.

### **Paper- IV**

#### **Media and Knowledge Management (Elective)**

Introduction to Knowledge and Knowledge Management, Need and Challenges of KM in changing media environment, Knowledge Management Dimensions, Types of knowledge, Knowledge Capture and sharing, KM Technologies - KM Portals, KM applications, compression Technologies, archiving techniques; Knowledge Management Practices; KM Training; Social Media and Knowledge Management, Web 2.0 Technologies, Benefits of sharing data, KM and Networking, Convergence of technology and KM.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1000 words and a minimum of ten citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course.

The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

4. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.

5. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.

6. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.

7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20

marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language.

9. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.

10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be

answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

**13. Recording of books-** Students may record books designated by the teachers using the facilities of the MUST Radio Station in the campus. 30 hours of recording with a minimum of usable audio of 15 hours will earn the learner 1 credit. The recording will be judged for diction, quality of voice. The recording to be made available on the Department's computer and CDs in MP3 format. The conversion and uploading has to be done by the learner.

**14. Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

### **Bibliography :**

Networked Knowledge - Networked Media: Integrating Knowledge Management, New Media Technologies and Semantic Systems, Authors: Sebastian Schaffert, Tassilo Pellegrini, Klaus Tochtermann, Editors: Sebastian Schaffert, Tassilo Pellegrini, Klaus Tochtermann, Sören Auer, Publisher: Springer, 2009.

Knowledge integration: the practice of knowledge management in small and medium enterprises, Authors: Antonie Jetter, Jeroen Kraaijenbrink, Editors: Antonie Jetter, Jeroen Kraaijenbrink, Publisher: Springer, 2006.

New media and knowledge management: part of "New media and e-science" programme and "Statistics" programme, Authors: Nada Lavrač, Mitja Jermol, Tanja Urbančič, Dunja Mladenčić, Publisher: Jožef Stefan Institute, 2006.

Virtual Community Practices and Social Interactive Media: Technology Lifecycle and Workflow Analysis Premier Reference Source, Author: Demosthenes Akoumianakis, Editor: Demosthenes Akoumianakis, Publisher: Idea Group Inc (IGI), 2009.

Knowledge management in the digital newsroom, Author : Stephen Quinn, Publisher: Focal Press, 2002

Knowledge management systems: information and communication technologies for knowledge management, Author: Ronald Maier, 2<sup>nd</sup> Edition 2, Publisher: Springer, 2004.

Managing knowledge: perspectives on cooperation and competition, Authors: George Von Krogh, Johan Roos, Editors: George Von Krogh, Johan Roos, Publisher: SAGE, 1996.

## **Paper- VI**

### **Media and Culture (elective)**

The paper seeks to understand the multifarious linkages between the social structures of media industries (technological, political, economic), the meaningful cultural objects they produce and distribute (texts, sounds and images), and the interpretations and uses people make of these objects. The social structures of media industries will be taught through the following: Rhetoric, Influence, & Information, Mediation & Reproducibility, Public Sphere & Imagined Communities, Ideology, Hegemony & Political Economy, Power, Knowledge and Practice, Post-Modernism, The National & Post-Colonial Imagination, Feminism & Queer Theory.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1000 words and a minimum of ten citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.

5. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.

6. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.

7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language.

9. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.

10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a

book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

13. **Recording of books** - Students may record books designated by the teachers using the facilities of the MUST Radio Station in the campus. 30 hours of recording with a minimum of usable audio of 15 hours will earn the learner 1 credit. The recording will be judged for diction, quality of voice. The recording to be made available on the Department’s computer and CDs in MP3 format. The conversion and uploading has to be done by the learner.

14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

**Bibliography :**



John Durham Peters, *Speaking Into the Air: A History of the Idea of Communication*. Chicago: The University of Chicago Press, 2000.

John B. Thompson, *The Media and Modernity*. Stanford: Stanford University Press, 1995

Everett M. Rogers, *A History of Communication: A Biographical Approach*. New York: Free Press, 1994.

Kant, Immanuel, *Critique of Judgment*, “Comparison of the Aesthetic Value of the Various Fine Arts”

C. Wright Mills, *People, Power, Politics*, “The Cultural Apparatus” and “Mass Media and Public Opinion”

Elihu Katz and Paul Lazarsfeld, *Personal Influence*, (only 1-47)

Jacques Ellul, *Propaganda*, (only 3-32 and 61-87)

Norbert Wiener, *Cybernetics: The Human Use of Human Beings*

Aristotle, *On Rhetoric*.

Edward Herman and Noam Chomsky, “A Propaganda Model”

Georg Friedrich Hegel, *Phenomenology of Spirit*, (opening arguments until “Perception”)

Walter Benjamin, *Illuminations*, “The Work of Art in the Age of Mechanical Reproduction”

Horkheimer and Adorno, *Dialectic of Enlightenment*, “The Culture Industry: Enlightenment as Mass Deception”

Jean Baudrillard, *Simulacra and Simulation* (trans. By Sheila Faria Glaser), “The Precession of Simulacra”

Friedrich A. Kittler, *Grammaphone* Jurgen Habermas “The Public Sphere”

Craig Calhoun, *Habermas and the Public Sphere*

Benedict Anderson, *Imagined Communities*

Howard Rheingold, *Virtual Communities* humdog, “pandora’s vox: on community in cyberspace”, *Film, Typewriter*, “Introduction”

Karl Marx and Friedrich Engels, “Class Struggle”

Karl Marx “The Values of Commodities” and “The Fetishism of Commodities”

Louis Althusser, “Ideology and Ideological State Apparatus”

Raymond Williams, *Marxism and Literature*, “Hegemony” and “Culture” Joachai Benkler, *The Wealth of Networks*.

Michel Foucault, *Discipline & Punish*

Michel Foucault *Power/Knowledge*

Pierre Bourdieu, *Habitus: The Logic of Practice*

David Harvey, *The Condition of Post-Modernity*, “Postmodernism”

Frederic Jameson, “Postmodernism, or the Cultural Logic of Late Capitalism”

Jacques Derrida, *Margins of Philosophy*, “Difference”

Michael Hardt and Antonio Negri, *Empire*

Alexander R. Galloway, *Gaming: Essays on Algorithmic Culture*

David Harvey, *The Condition of Post-Modernity*, “Modernism”

Dick Hebdige, *Hiding in the Light*, “Staking out the Posts”

Jean-Francois Lyotard, “The Postmodern Condition”

Manuel Castells, *The Network Society* V. 1 (excerpts)

Jack Bratich. 2008. “Activating the Multitude: Audience Power and Cultural Studies.”

Goldstein and J.L. Machor, eds., *New Directions in American Reception Study*. Oxford: Oxford University Press.

## **Paper- VII**

### **Communication for Young Learners (Elective)**

Issues and challenges in Elementary Education, How children learn and acquire the spoken language, Becoming literate- Entering into the world of visual symbols, Issues of culture and context in language communication, Literature for young learners and its role in childhood development, Scope of Multimedia communication for young learners, Instructional design for young learners, Exposure and basic introduction of authoring tools , Image processing software, Layout tools, Films, Theatre and Performing Arts for young learners, Development of communication material for children in print form ( about 40 to 60 pages), Development of instructional design for young learners using authoring tools in interactive multimedia format ( 10 to 15 minutes of viewing time), An action research in Communication for young learners.

#### **Credit division in the course :**

1. **Face to Face teaching and Lab sessions** - 1 credit
2. **Assignments based on the reading material** - 2 credits, 60 hours, 3 descriptive assignments of 1500 to 2000 words each & 4 forum discussion assignments
3. **Production/development of any two of the following-** Film, Print material, Instructional design for interactive multimedia- 2 credits
4. An action research in communication needs of young learners, with focus on language learning skills or any other learning stream of the participant’s choice - 1 credit.

#### **Bibliography :**

Adams, M.J. (1990). *Beginning to read: Thinking and learning about print*. Cambridge, MA: MIT Press.

Adams, M.J., Foorman, B.R., Lundberg, I., & Beeler, T. (1998). *Phonemic awareness in young children*. Baltimore, MD: Brookes Publishing.

Allington, R.L. (2000). *What really matters for struggling readers: Designing research-based programs*. NY: Longman.

Anderson, R.C., Hiebert, E.H., Scott, J.A., & Wilkinson, I.A.G. (1985). *Becoming a nation of readers* (The Report of the Commission on Reading). Washington, DC: The National Institute of Education.

Chall, J.S. (1996). *Learning to read: The great debate* (3rd ed). Fort Worth, TX: Harcourt Brace.

Dickinson, D.K., & Tabors, P.O. (2001). *Beginning literacy with language*. Baltimore, MD: Brookes Publishing.

Fuchs, D., Fuchs, L.S., Mathes, P.G., & Simmons, D.C. (1997). *Peer-assisted learning strategies: Making classrooms more responsive to diversity*. *American Educational Research Journal*, 34(1), 174-206.

Moats, L. (1999). *Teaching reading IS rocket science: What expert teachers of reading should know and be able to do*. Washington, DC: American Federation of Teachers.

Stanovich, P.J., & Stanovich, K.E. (2003, May). Using research and reason in education: How teachers can use scientifically based research to make curricular and instructional decisions. Washington, D.C.: The Partnership for Reading, National Institute for Literacy.

Vellutino, F.R., & Scanlon, D.M. (2002). *The interactive strategies approach to reading intervention*. *Contemporary Educational Psychology* 27, 673-635.

Menon, S. (2010). The generalizability of the TExT Model to Indic languages. Paper prepared for TExTProject.

Menon, S. (2010). Children's Literature in the West: An Overview. Paper prepared for Eklavya, Bhopal, India.

Menon, S., & Hiebert, E. H. (2005). A comparison of first-graders' reading acquisition with little books or literature anthologies. *Reading Research Quarterly*, 40(1), 12–38.

Hiebert, E. H., Martin, L. A., & Menon, S. (2005). Are there alternatives in reading textbooks? An examination of three beginning reading programs. *Reading and Writing Quarterly: Overcoming Learning Difficulties*, 21, 32.

Kaur, B., Menon, S., & Konantambigi, R. (2001). Childhood and adolescent development research. In J. Pandey (Ed.), *Psychology in India Revisited: Developments in the Discipline* (pp. 163-227). New Delhi: Sage Publications

Clay, M.M. (2000). *Concepts About Print: What have children learned about the way we print language?* Portsmouth, NH: Heineman.

Goodman, K. S. (1992) I didn't found whole language. The Reading Teacher, 46(3),188-198.

McGee, L. M. and Purcell-Gates, V. (1997). "So what's going on in research on emergent literacy?" Reading Research Quarterly, 32(3), 310-318.

Rao , D. Jagannatha (2010) Elementary Education in India- Status, Issues and Concerns . Viva Books

Edited by Govinda, R (2011) Who Goes to School ? Exploring Exclusion in Indian Education. Oxford University Press

Edited by Pierre R. Dasen and Abdeljalil Akkari (2008) Educational Theories and Practices from the Majority World. SAGE

Mayor, R. E. (2001). Multimedia Learning. London, Cambridge University Press.

### **Paper- VIII**

#### **Development Communication (Elective)**

Concept of Communication, Models of communication, Introduction to Communication Theories, Communication Profile of India, Comparison with communication profiles of other countries including Developed and Developing countries, Characteristics of different media, Role of Communication in Development, Communication approaches, Important Projects and Campaign of Government and Private efforts in different fields, Analysis and Appreciation of programmes of Radio, TV and Video and Film, AIR, Doordarshan, BBC and other models.

**The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.**

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the

- publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
  11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
  12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
  13. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
  14. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner

- with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
15. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely fiction and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
  16. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
  17. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
  18. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
  19. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
  20. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality

of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

### **Bibliography :**

- Sen, A. 1999. Development as freedom. New York: Alfred A.Knopf.  
Sen, A. 1987. Poverty and famines: an essay on entitlement and deprivation. Oxford: Oxford University Press.  
Stiglitz, J.E. 2006. Making globalization work. London: Allen Lane.  
Vaitilingham, R. 2001. The Financial Times guide to using the financial pages. (4th Edition). London: Prentice Hall.  
Wickham, K. 2002. Math tools for journalists. Oak Park, IL: Marion Street Press.

### **Semester- IV**

#### **Dissertation**

The Fourth Semester shall comprise only of a dissertation. The format of the dissertation for instance the page size, margins, chapterization, references, citation, bibliography, etc. shall be as per UGC guidelines for doctoral thesis.

Every College/Institution/Department which conducts this course will be required to set up a three member Research Committee comprising the head of the institution/course coordinator, a recognised University teacher in Communication and Journalism or a research fellow registered for a PhD Degree in the Department of Communication and Journalism or individuals with a Masters Degree in Communication and Journalism/Mass Communication/Public Relations/Electronic Media and NET/SLET Qualification along with a minimum two years of teaching experience at post-graduate level in Journalism/Mass Communication/Public Relations/Electronic Media courses in a University recognized by the UGC. The Head of the Institution/ Course coordinator shall be Chairperson of the Research Committee.

Every candidate registered for the Degree of MA(CJ) shall be required to carry out research work for the thesis under the supervision and guidance of a Research Supervisor. A Research Supervisor may not accept more than 15 research students in an academic year in a single institution and not more than a total of 20 research students. A Research Supervisor can be a recognised University teacher in Communication and Journalism or a research fellow registered for a PhD Degree in the Department of Communication and Journalism or individuals with a Masters Degree in Communication and Journalism/Mass Communication/Public Relations/Electronic Media and NET/SLET Qualification along with a minimum two years of teaching experience at post-graduate level in Journalism/Mass Communication/Public Relations/Electronic Media courses in a University recognized by the UGC.

The research project shall be assigned within four weeks of the beginning of Semester III.



Three typewritten copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidate's work is original and to what extent it is referred to other sources, shall be submitted by the candidate to a Research Committee. The topic of research shall be approved of by the Research Committee after a formal interview. If the topic is not approved by the Research Committee then the Research Committee shall give a topic of research to the candidate. The candidate shall then submit a fresh proposal within two weeks of the interview.

During the course of the semester, the learner shall, under the guidance and tutorials given by the Research Supervisor, complete the thesis and submit three typewritten spiral bound copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidate's work is original and to what extent it is referred to other sources, to the Controller of Examinations, through the candidate's Research Supervisor. After the viva-voce is conducted by the external examiners and the changes if any as suggested by the external examiner are incorporated into the thesis, three final hard bound copies are to be submitted as follows: one copy to the Controller of Examinations, one copy to the Department of Communication and Journalism and one copy to the student's College/Institution. These final hard bound copies should have an additional certificate stating that the changes as suggested by the external examiner have been incorporated and the same should be signed by the Research Supervisor and the Head of the Institution/Course-co-ordinator/Head of the Department.

The thesis shall be the candidate's own work carried out under the guidance of the Research Supervisor and shall be submitted to the Controller of Examinations at the end of the Semester IV of attendance. The time limit for the submission of the thesis can be extended maximum up to the fifth semester, upon the payment of fresh fees of Rs. 5000/-. Extension of the limit will be on the basis of recommendations from the Research Supervisor and approved by the Head/Course coordinator.

A candidate shall forward to the Controller of Examinations through the Research Supervisor under whom he/she has worked or by whom he/she has been guided, a statement giving the title and the synopsis of the thesis along with his/her form of application for admission to the examination and a fee of Rs 1,000. In the synopsis the candidate shall indicate the broad outlines of the work carried out. Before submission of the thesis every candidate will have to undergo a continuous evaluation process.

**The evaluation process for the thesis:** The dissertation evaluation shall be done twice before the final viva. In both situations the candidate shall be given the right to defend the thesis in case the evaluation is 'unsatisfactory'. There are 24 credits proposed for the dissertation. Of these, 12 credits will be from the continuous evaluation process. To get these credits the candidate must not get less than six 'satisfactory' remarks. The remaining 12 credits should be earned based on

evaluation of the written dissertation (6 credits) and viva voce (6 credits) conducted by an external examiner and the supervisor. To get these 12 credits the candidate must not get less than six 'satisfactory' remarks. The thesis evaluation forms and research assessment are provided in Annexure 1 and Annexure 2.

Every candidate shall submit a certificate signed by the guiding teacher under whom he/she has worked stating that there is a *prima facie* case for the consideration of the thesis. Such a certificate shall be regarded as satisfying the Research Committee for the Department of Communication and Journalism.

The thesis shall be referred for examination and report to two referees, to be appointed by the board of Examinations on the recommendations of the Ad –Hoc Board of Studies of the Department of Communication and Journalism, one of the referees being always the guiding teacher. After the viva –voce, the recommendations of the referees have to be included in the final submission copy of the thesis. The period for the inputs to be added in the final copy is two weeks from the viva-voce.

If at the time of the viva-voce, one of the referees rejects the thesis, while the other recommends it for the degree, the Research Committee shall in consultation with the Chairman, Ad Hoc Board in Communication and Journalism, appoint a third referee who shall conduct an additional viva-voce of the candidate. The Research Committee upon receipt of the recommendations of the third referee, shall decide whether the thesis be accepted or not for the award of degree, after considering the reports of all the three referees.

If two of the referees reject the thesis, the viva-voce examination will not be conducted. The candidate may resubmit the thesis within one year from the date he/she is informed about the thesis being rejected. The candidate has to pay fresh examination fees. If the candidate does not submit the thesis within this period or if his/her thesis is rejected again, he/she will not be granted re-admission for the MA (CJ) course.

Provided further that the thesis submitted and accepted for the degree shall be given a grade:

Grades	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

The grades to be awarded shall be decided by the referees valuing the thesis depending on the quality and the presentation of the research work, the performance of the candidate at the continuous evaluation and the performance at the viva-voce examination. If the research work included in the thesis is already published or accepted for publication in a peer reviewed journal, the candidate shall provide a proof of the same. Only such a candidate should be considered for O grade. A mention of the grade so awarded shall be made in the results of the examination.

The successful candidate shall be awarded FGPA in the final degree certificate jointly on the basis of the results of the Semester I, II and III examinations and the thesis submitted by him/her.

A thesis that has been rejected may be resubmitted again after due revision and payment of fresh tuition and examination fees. The revised thesis has to be resubmitted within two semesters after rejections.

## Annexure 1

### Dissertation Evaluation Form For Members of the Research Committee

Please evaluate the dissertation's different aspects using the following scale: unsatisfactory, satisfactory, good, very good, excellent.

The qualification of 'excellent' should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise. Extra space has been given with each evaluation to allow for a more detailed explanation of your rating, which would be much appreciated.

Evaluation:	Indication of frequency	Indication of quality
Unsatisfactory		
Satisfactory	20%	
Good	}	Top 80%
Very Good		Top 10%
Excellent		Top 2%

Name of the Dissertation Candidate: \_\_\_\_\_

Name of the Supervisor: \_\_\_\_\_

Title of the Dissertation: \_\_\_\_\_

Language of the Dissertation: \_\_\_\_\_

**1. Scientific Quality of the PhD Thesis**

**1a. Originality of the Research**

*Unsatisfactory /satisfactory / good / very good / excellent*

*Reason for evaluation (between 25 – 100 words):*

**1b. Scientific Quality of the (Research) Chapters**

*Unsatisfactory /satisfactory / good / very good / excellent*

*Reason for evaluation (between 25 – 100 words):*

**2. Candidate's Reflection on the Research as Proven in the Introduction and General Discussion**

*Unsatisfactory /satisfactory / good / very good / excellent*

*Reason for evaluation (between 25 – 100 words):*

**3. Quality of Written Presentation**

*unsatisfactory /satisfactory / good / very good / excellent*

*reason for evaluation (between 25 – 100 words):*

**4. Overall Assessment (based upon the above evaluation categories 1 – 3)**

*unsatisfactory /satisfactory / good / very good / excellent*

*reason for evaluation (between 25 – 100 words):*

**5. Conclusion**

*The undersigned considers that the candidate can defend the thesis:*            **yes / no**

*The qualification of 'excellent' indicates that the dissertation is in the top 2% of the research in the field of expertise and may be a reason for awarding 'with distinction'. The undersigned herewith would like to have this dissertation considered for a 'with distinction' award.*

**yes / no**

Remarks by the supervisor

**Name and Signature of the Committee Member**

(1) \_\_\_\_\_

**Name and Signature of the Committee Member**

(2) \_\_\_\_\_

**Date** \_\_\_\_\_

Annexure 2

**Research Assessment Form**

		Unsatisfactory	Satisfactory	Good	Very good	Excellent
<b>Method or procedure</b>	Focus					
	Relevance					
	Coherence					
	Research Reading					
<b>Critical Analysis</b>	Focus					
	Relevance					
	Coherence					
	Argument					
<b>Presentation of information</b>	Mechanics					

<b>and/or data</b>						
	Expression					
	Structure					
	Unity					
<b>Oral Defense</b>	Focus					
	Relevance					
	Coherence					

This evaluation will be made available to the learner and the Head of the Department. The learner shall be given the opportunity to defend in writing wherever the supervisor considers any part of the work ‘unsatisfactory’. The supervisor may change its evaluation in the light of such defence by the learner. The written defense must be made within 15 days of receipt of the evaluation.

**Name of the Dissertation Candidate:** \_\_\_\_\_

**Name of the Supervisor:** \_\_\_\_\_

**Title of the Dissertation:** \_\_\_\_\_

**Language of the Dissertation:** \_\_\_\_\_

### **Criteria for evaluation of dissertation**

In examining a student's dissertation please keep the following general criteria in mind, not necessarily in this order:

**Focus:** relevance to research problem and argument. It is crucial that the research retains a focus on the stated research problem and the proposed argument. It should develop a clear sense of core arguments, establish their relationship to the question or research problem being posed, and to sustain a focused development of the argument throughout the thesis. For every paragraph of a thesis there should be an answer to the question: So what?

**Reading:** thorough and critical use of a wide range of literature and theories. It is necessary to clearly provide evidence of the range of literature, care taken in selecting the texts most relevant to the thesis topic, efforts made to find sources independently, attempts made to follow up references. It must also be clear that the student has a good understanding of the literature.

**Research:** adequacy of research design and execution, consistency of interpretation. Examiners will scrutinize the research design, its appropriateness for the thesis, and the adequacy of its execution. They will look for evidence of an appreciation of the range of different methodologies and of how the chosen research design suits the topic, as well as its possible limitations. It is also

essential that the data generated and discussed are consistent with and support the arguments and interpretations put forward.

**Argument:** the presentation of a thesis and its reasoned defense. It is essential that a distinguished thesis takes up an independent position in relation to the relevant literature on the topic. The thesis must clearly demonstrate a depth and breadth beyond merely a literature review to establish a clear relation between the literature and the research, drawing conclusions and making connections not immediately evident in the existing literature itself. It must pursue analysis in addition to description, and the production of a line of reasoning going beyond mere reading and a descriptive account of data (where relevant). In other words, the thesis must present a coherently organized argument. The thesis must clearly identify a formulated position/s on the topic, support these with arguments, deal with arguments against as well as for it, and arrive at some sort of conclusion. This is particularly important in a thesis because by definition a thesis needs to actually have a "thesis"!

**Presentation:** competence in mechanics of essay writing and expression. Spelling, grammar, correct use of citations and construction of a bibliography must be impeccable. The bibliography must accurately represent all sources and reading. Material contained in tables or graphs must be clearly and adequately presented, and sources provided. The thesis must conform to the APA style for referencing, citations and bibliography. It must follow the guidelines laid down by the UGC for PhD Thesis writing. The quality of expression is also very important. The thesis must structure and organize the topic well. The thesis must have: *coherence*: successive sentences should relate to each other, as should successive sections of the essay, and the grammar should make sense, and *unity*: everything should be clearly related to thesis topic and to the propositions discussed. The thesis must be structured in an appropriate academic style, containing those sub-sections required to organize the material with suitable sub-headings to signify the progression and structure of its arguments. The contents page must correspondingly give a clear indication of the structure of the thesis.

The thesis must be more than a collection of manuscripts. All components must be integrated into a cohesive unit with a logical progression from one section/chapter to the next. In order to ensure that the thesis has continuity, connecting texts that provide logical "bridges" between different sections/chapters are recommended.

**Assessment:** The qualification of 'excellent' should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise.

Annexure 3

In the case of students opting for an internship the following form shall be used for evaluation of the performance.

**EVALUATION OF THE INTERN AT THE ORGANISATION**

(to be completed by the supervisor)

Name of the Intern:

\_\_\_\_\_  
Name of the Organisation where internship is being done:

\_\_\_\_\_  
Name of the Supervisor:

\_\_\_\_\_  
Designation of the Supervisor:

\_\_\_\_\_  
This internship started on (date) \_\_\_\_\_ and was completed on (date) \_\_\_\_\_  
at (location) \_\_\_\_\_

Please give a brief summary of the internship:

Personal Qualities

Evaluation of personal qualities of the intern observed during the internship. Total Marks out of 100. Each parameter has the maximum marks assigned.

Parameters	Marks
Ability to adapt to a variety of tasks (5)	
Decision-making, judgments, setting priorities (5)	
Persistence to complete tasks (5)	
Reliability and dependability (5)	
Enthusiasm for the experience (5)	
Attention to accuracy and detail (5)	



Willingness to ask for and use guidance (5)	
Ability to cope in stressful situations (5)	
Professional abilities (Related to work given at the organisation)	
Ability to synthesize information and communicate it effectively (5)	
Analysis skills; ability to determine information needs for self and patrons (5)	
Ability to select the best potential resources to meet information needs (10)	
Ability to organize, classify, and deliver information effectively (10)	
Ability to plan with and work cooperatively with others (10)	
Ability to create and communicate possible solutions to problems (10)	
Professionalism; demonstrated interest in the issues, policies, and organizations related to the field (10)	
Total Out of 100 marks	

Additional comments:

Signature of Supervisor and date of evaluation:

\*\*\*\*\*