

Paper No.	Title of the Paper	Hours of Teaching per week			Credits	Scheme of Examination			Total Markss
		L	T	P		Duration (in hours)	Theory/ Practical	IA	
III SEMESTER									
HC 3.1	Media Management	3	1	0	4	3	80	20	100
HC 3.2	Communication Theories	3	1	0	4	3	80	20	100
HC 3.3	Television Broadcasting	3	1	0	4	3	80	20	100
HC3.4a	Writing for Television & Production	0	0	4	4	3	60	20	100
HC3.4b	Lab Journal Production*					Viva-Voce	20		
Soft Core Paper (any one)									
SC 3.1	Development Communication	3	1	0	4	3	80	20	100
SC 3.2	Corporate Communication	3	1	0	4	3	80	20	100
Open Elective Paper (any one)									
OE 3.1	Film Studies	3	1	0	4	3	80	20	100
OE 3.2	Political Communication	3	1	0	4	3	80	20	100
	Total				24				600

III SEMESTER

HC 3.1 : MEDIA MANAGEMENT

Theory: 3 Hours/week x 16 weeks = 48 hours
Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

Exam Marks: 80
I.A. Marks : 20

Objectives:

- a. To acquaint the students with principles of media business management.
- b. To impart knowledge of organizational structure and management of media institutions.

Unit – I	Basics of Management: Concept of Management. Classical and modern approaches to management. Principles of management. Factors influencing Media management and application of Management techniques in media institutions.
Unit – II	Fundamentals of Media Management: Organizational structure, different departments and functions of print and electronic media. Types of media ownership. Organizational structure and management of Indian News agencies and Management of Advertising Agencies.
Unit - III	Economics of Print Media Management: Economics of Newspaper Management, production cost, operation, non-operation, revenue heads – selling of spaces, commercial print jobs, budgeting, break even points etc. Circulation management. Advertising management. Readership measurement systems and other aspects.
Unit – IV	Economics of Broadcasting Media Management : different departments of Radio and Television. Management of Radio and Television Broadcasting. Film production, distribution, Exhibition and Publicity and Viewership measurement systems - TRP, TAM, INTAY and other rating systems.
Unit – V	Committees: Reports of Committees / Commissions: S.K. Patil Committee Report, Ashik Chanda Committee Report, Varghese Committee Report, Khosla Committee Report, Joshi Committee Report. Prasara Bharathi Act. Trends in Media Management.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	William and Rucker	Newspaper Organization and Management.		
2.	R.C. Sarkar	Press at the crossroads in India		
3.	A.G. Noorani	Freedom of Press in India.		
4.	Vanita Kohli and Khandekar	The Indian Media Bsness	2006	Sage Publ., New Delhi
5.	James Redmind and Robert	Media Organization and Management.	2004	Response Books, London
6.	W.J. Statton and Charles Futrell	Fundamentals of marketing,	2003	Tata McGraw Hill, New Delhi
7.	Frank Thayer	Newspaper Management		
8.		Reports of the Enquiry Committees		Ministry of Inf. & Broadcasting, New Delhi
9.	Hazler C.	Total Quality Management.	1991	Champra & Hall, London

HC 3.2 : COMMUNICATION THEORIES

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- a. To create awareness among students about the need for theories in mass communication.
- b. To introduce important theories of communication.

Unit – I	Communication Theory: definition of the concept, characteristics of communication theory, need for communication theory. Emergence of scientific perspective on mass communication.
Unit – II	Normative Theories: Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory. Development Theory and Participation Theory.
Unit - III	Limited Effects Theories: Paradigm shift in mass communication theory. Two step flow theory. Limited effects theories; Selective process; Information flo theory; Functional analysis and Diffusion theory.
Unit – IV	Persuasive Theories of Communication: Learning Theories, Credibility Theories, Psychological Theories of Communication, Attention, Perception, Balance, Congruity, Dissonance, Inoculation Theory and Atribution Theory.
Unit – V	Hypodermic Needle Model, Two Step, Multi Step Flow Model, Information Theory, Normative theories, Four Theories of Press. Cultural Theories: Marshall Mc Luhan. Uses and Gratification Theory. Agenda Setting Theory. Play Theory

	and Para Social Theory.
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References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Melvin L. DeFleur and Sandra Basll Rokeach	Theories of Mass Communication		
2.	Denis Mc Quail	Mass Communication Theory.	2004	Sage Publ., New Delhi
3.	S. Natarajan	An outline of Indian Journalism		
4.	Caporaso J. and Lenine D.	Theories of Political Economy.	1992	Cambridge Univ. Press, Cambridge
5.	Andal N.	Communication Theories and Models		
6.	N. Usha Rani	Educational TV in India: challenges and issues.	2006	Discovery Publ., New Delhi
7.	Benerin	Communication Theories		
8.	W. Severin and Tankard J.	Communication Theories	2000	Longman, New York.

HC 3.3 : TELEVISION BROADCASTING

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- a. To introduce the status of television production in India.
- b. To impart skills to write the script and produce television programmes.

Unit – I	Television as a medium of communication. Evolution of Television in India and world. Organizational structure of Television Station, different departments. Status of telecasting in India.
Unit – II	Writing for Television: Principles and techniques of writing for television, script writing, development of story and script, story board, concept creation for Television programme. Research.
Unit - III	Production Process: Types of Television Porgrammes: News Bulletins, Documentaries, Serials, Talk shows, Sitcoms, Phone-in-quid, Reality shows, Interviews. Stages in production: Pre-production, Production and Post-production.
Unit – IV	Television Production Management: Planning and management of single and multi-camera productions, understanding different production environments, Floor and Studio management, managing budget, Talent., scheduling, shooting and post-production.
Unit – V	Types of Camera, lance, types of shoots, visual compositions, single and multi camera production, Lighting, lighting effects, types of lighting equipment.

	Video editing: titling, subtitling, graphic animation – editing & mixing, voice-over, blubbing, FCP, Primera Pro. Ethics in visual presentation.
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References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Bernard Wilkie	Creating special effects for TV and video.	2006	Focal Press, Singapore
2.	Gerald Millerson (Ed)	Lighting for Video.	2000	Focal Press, Singapore
3.	Bernard Wilkie (Ed)	Creating special effects for TV and video.	2006	Focal Press, Singapore
4.	Gerald Millerson	Effective Television production.	2000	Focal Press, Singapore
5.	Gerald Millerson	Video Camera Technologies	2000	Focal Press, Singapore
6.	Glyn Alkin	Sound recording and reproduction.	2006	Focal Press, Singapore
7.	Patric Morris (Ed)	Nonlinear Editing.	2000	Focal Press, Singapore
8.	Peter Ward (Ed)	T.V. Technical operations	2003	Focal Press, Singapore
9.	Peter Ward (Ed)	Studio and outside Broadcast, Camera Work	2005	Focal Press, Singapore
10.	Robert L Hartwig (Ed)	Basic T.V. technology	2004	Focal Press, Singapore
11.	Mitch Mitchel	Visual effects for Film and Television.	2004	Focal Press, Singapore
12.	Roger Laycock	Audio techniques for Television production	1999	Focal Press, Singapore
13.	Rod Fainweather(Ed)	Basic Studio Directing	2002	Focal Press, Singapore
14.	Roger Laycock	Audio techniques for Television production.	1999	Focal Press, Singapore
15.	Tony Grant (Ed)	Audio for Single Camera operation	2000	Focal Press, Singapore

HC 3.4 (a) : WRITING FOR TELEVISION & PRODUCTION (PRACTICE)

Practical: 4 Hours/week = 8 x 16 weeks = 128 hours

Exam Marks: 60

I.A. Marks : 20

Objectives:

- a. To impart technical skills to students in the use of various equipments.
- b. To impart practical skills to students in writing the script and production of Television Programmes.

1.	Writing script for (i) News Reporting, (ii) Television Interview, (iii) Panel discussion, (iv) short film, (v) Commercial Advertisement, (vi) Social Service Advertisement,
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	(vii) Phone-in-Programme, (viii) Development Story, (ix) Success Story, and
	(x) Role Model.
2.	Producing a television programme of a duration of 10 minutes.

Note: Submission of Practical Record is compulsory at the time of Practical Examination.

HC 3.4 (b) : LAB JOURNAL PRODUCTION (VIVA VOCE)

Max. Marks: 20

The students have to produce all the Lab Journals they have brought out by their team during MJMC III Semester. Viva-Voce will be conducted by the Examiners based on the evaluation of Lab Journals.

SC 3.1 : DEVELOPMENT COMMUNICATION

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- To enable students to understand development in the light of different theories and approaches.
- To enable the students to understand the role of communication to achieve overall development in India.

Unit – I	Concept of Development: Concept, nature, characteristics and indicators of Development. Economic, social psychological and political aspects of Development. Models, Theories and Strategies of Development.
Unit – II	Development Communication: definition of the concept, origin and growth, nature, scope and functions of Development Communication. Communication and Development in cultural context. Approaches – Diffusion of Innovation, Magic Multiplier, Empathy, Alternative approaches. Development Communication policies and practices in India.
Unit - III	Development Communication Planning: Definition of the concept, Process of Development Communication Planning. Development Communication Campaigns in modern society.
Unit – IV	Role of Media in Development – Performance and role of Print, Radio, Television, Folk Media, Documentaries, New Media in Development Issues. Role of Development agencies – NGOs, Corporate Houses, RTI in Development Communication. Social Audit and Social interventions in Development Communication.
Unit – V	Case Studies – Writing development stories in the areas such as Health and Family Welfare, Environment, Education, Weaker sections and tribals, Agriculture, Rural development. New technologies and prospects of development. Use and challenges of New Media technologies in Development Communication.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	B.P. Mahesh Chandra Guru	Applied Development Communication.		
2.	B.P. Mahesh Chandra Guru	Grassroots Development Communication.		
3.	Uma Joshi	Understanding Development Communication		Dominant Publ., New Delhi
4.	Ganesh S.	Lectures in Mass Communication	1995	
5.	Amartya Sen	Development as Freedom	1999	Alfred A. Knopf, New York
6.	Anil Singhal and James W. Dearing (Editors)	Communication of Innovation.	2006	Sage Publ., New Delhi
7.	Srinivas R. Melkote	Communication for development in third world		
8.	M. Abdul Rehaman Pasha	Communication Radio		
9.	D.V.R. Murthy	Development Journalism, What Next?	2007	Kanishka Publ., New Delhi
10.	Everest M. Roger	Definition of innovations.		
11.	Daya Thussu	Media on the move: Global flow and contra flow.	2006	Routledge, London
12.	Gupta V.S.	Communication and Development		Concept Publ., New Delhi
13.	Mridula Menon	Development Communication and Media debate	2007	Kanishka Publ., New Delhi
15.	Ghosh and Pramanik	Panchayat Raj in India	2007	Kanishka Publ., New Delhi
16.	Shivani Dharmarajan	NGOs and Prime Movers	2007	Kanishka Publ., New Delhi
17.	Bella Modi	Design and Development Message		
18.	N. Usha Rani	Folk Media for development		
19.	Ishwar Daithota	Abhyudhaya Patrikodyama		
20.	Wilbur Schramm, Jack Lyle and Edwin B. Parker	Television in the lives of our children.	1996	Sanford Univ. Press, Stanford.
21.		Successful Scripting Writing for Television, Radio and Film: Writer's Digest	2000	Wolff & Cox
22.	Ken Dancyger	The technique of Film and Video editing. Ed. 3.	2000	Focal Press, Singapore
23.	Robert L. Hilliard	Writing for Television, Radio	2001	Wordsworth Publ.

		and Film.		
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SC 3.2 : CORPORATE COMMUNICATION

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- To create awareness among students about the role of communication in corporate world.
- To make them understand the process of communication and role of a Journalist in corporate organizations.

Unit – I	Basics of Corporate communication: definition of the concept, need, functions and salient features of corporate communication. Role of communication in organizational development. Qualifications, responsibilities and role of a Journalist in Corporate organization.
Unit – II	Corporate communication management: Employee relations, Investor relations, Supplier relations, Distributor relations, Customer relations, Media relations, Government relations and Community relations.
Unit - III	Process of Corporate communication. Major tools of communication – Institutional publications, House journals, House advertisements, Print and Electronic media; Social media, Corporate advertising, Photographs, Films, Audio-Visual displays, New media and new communication technologies. News releases and press conferences; Media tours; Public Service announcements / advertisements, Special events, Open House – Exhibition – Demos.
Unit - IV	Corporate communication for Events management, Negotiations management, Reputation management, Business management, Crisis management and Disaster management.
Unit - V	Corporate Social Responsibility (CSR) – Need for CSR, CSR and Environment protection, CSR and Community development. Ethics of Corporate communication. Research in corporate communication. Trends in Corporate communication in India and abroad.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Allen H. Centre (Ed.)	Public Relation practices.	2003	Prentice Hall of India Inc., New Delhi
2.	Kogan Page	Corporate Communication: principles, techniques and strategies	1997	
3.	Joep Cornelissen	Corporate Communication: a guide to Theory and Practice		
4.	B.P. Mahesh Chandra	Managerial communication for	2016	Concept Publ., New

	Guru and B.K. Ravi	modern organizations		Delhi
5.	B.M. Ceas, Van Riel and Charles J. Fombrun	Essentials of Corporate Communication: implementing practices for effective Reputation Management		
6.	Richard Dolphin, David Reed	Fundamentals of Corporate Communication.		
7.	Philip Lesly	Handbook of Public Relations and Communication	2000	JBS Publ., New Delhi

OE 3.1: FILM STUDIES

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- To introduce the developments in the film industry with special reference to India.
- To acquaint the students with process of film making and impact of films on society.

Unit – I	Fundamentals of Film: Definition of the concepts of Film, Cinema and Movie. Film as a medium of communication. History of Film in the world and India. Types of Film and Cinema as an entertainment industry. Impact of film on society.
Unit – II	Process of Film production: Film making as an art, Film production, distribution, exhibition and publication functions. Film production in India. Hollywood cinema, Bollywood cinema and Regional cinema.
Unit - III	Kinds of Film / Cinema: Action, commercial, art, documentary, instructional films, emotional cinema, animation, 3D cinema, Film appreciation. Principles of film appreciation.
Unit – IV	Film script writing, shooting process, editing and recording. Characteristics of the film medium, shot composition, psychological and aesthetic significance, composition in film making, problems of cinema production. Trends in Indian cinema.
Unit – V	Film Personalities: Directors and Actors. Various Committees in Cinema: CBFC, Film Federation of India, Films Division, Government of India, NFDC. Central and State Organizations in Cinema. Film festivals and Film awards. Film Society Movement. Impact of globalization on Indian Cinema.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	John L. Fell	An introduction to Film.		
2.	Anananda Mitra	Through the Western Lens.	1999	Sage Publ., New Delhi
3.	Andre Brazin	What is Cinema. Vols. 1 & 2.	1967	Univ. of California

				Press, California
4.	Christian Metz	The Imaginary Signifier, Psychoanalysis and the Cinema.	1982	Indiana University, Bloomington.
5.	Thoraval Vyas	Cinemas of India		
6.	Eric Barnouw and S. Krishnamurthy	Indian Film	1980	Oxford Univ. Press. New Delhi
7.	Carty Jowelt, James M. Linton	Movies as Mass Communication	1986	Sage Publ., New Delhi
8.	Ernest Lind Grin (Ed)	The art of Films.	1990	Oxford Univ. Press, New Delhi
9.	Fareed Kazmi	The politics of Indian Conventional Cinema	2000	Sage Publ., New Delhi
10.	Roger Crittenden	Film Editing.		
11.	Vaidyanathan T.G.	Hours in the Dark.	1990	Oxford Univ. Press, New Delhi
12.	John W. Hood	The Essential Mystery: Major Film makers in Indian Art Cinema.		MacMillan Publ., New Delhi
13.	Mast and Cohen (Ed)	Film: theory and practice	1990	Oxford Univ. Press, New Delhi
13.	M. Madhava Prasad	The Ideology of Hindi Film	1998	Oxford Univ. Press, New Delhi
14.	Thames Monaco (Ed)	How to read a Film	2004	Oxford Univ. Press, New Delhi
15.	Gaston Roberge (Ed)	The Subject of Cinema.	2006	Oxford Univ. Press, New Delhi

OE 3.2: POLITICAL COMMUNICATION

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- a. To create awareness among students about the political process.
- b. To make them realize the importance of communication in democracy.

Unit – I	Foundations of Political Communication – Definition of Political communication. Nature and scope of political communication. Features of political communication. Media and democracy. Media and freedom of expression.
Unit – II	Political Communication Theories: Agenda setting; Priming; Framing; the effect of media n the formation and change of political attitudes.
Unit - III	Political News coverage: Media bias, Press-Government relations; Election campaigns and media coverage. Communication and Civic engagement. Role of media in political participation. Political ownership of media. Agenda setting. Social media – its impact on politics – case studies.
Unit – IV	Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy.

	Global media influences. FDI in media – Government policies.
Unit – V	Online media and Political Communication: Diverse uses of Internet and Mobile phones in politics. Online political campaigns. Political communication by civic actors. Social movements. Role of NGOs in creating Political awareness among citizens.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	W.L. Bennet and R.M. Entman (Ed)	Mediated Politics: communication and future of democracy.	2004	Cambridge Univ. Press, Cambridge.
2.	Darren G. Lillekar	Key concepts in political communication.	2006	Sage Publ., New Delhi
3.	F.P. Esser and B. Fresch (Editors)	Comparing Political Communication: theories, cases and challenges	2004	Cambridge Univ. Press, Cambridge
4.	S. Foster	Political Communication: Politics Study Guides.	2010	Edinburgh Univ. Press, Edinburgh
5.	G. Graig	The Media, Politics and Public life	2004	Allen & Unwin, Auckland
6.	S. Iyengar	Media politics: a Citizen's guide	2011	WW Norton & Co., New York

EDUCATION TOUR

Education Tour of one week which involves visits to various types of media houses after the completion of MJMC III Semester's examination is mandatory to appear for MJMC IV Semester's examination. The students have to submit the Media Visit Observation Report to the Tour Leader within one week after completion of the Education Tour.