

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	
IV SEMESTER									
HC 4.1	Communication Research Methods	3	1	0	4	3	80	20	100
HC 4.2	New Media Technology	3	1	0	4	3	80	20	100
HC 4.3	Advertising and Marketing Communication	3	1	0	4	3	80	20	100
HC4.4a	New Media Technology (Practice)	0	0	4	4	3	60	20	100
HC4.4b	Lab Journal Production *					Viva-Voce	20		
HC 4.5	Dissertation	0	0	4	4	IA	20		100
						Dissertation	60		
						Viva-Voce	20		
Soft Core Paper (any one)									
SC 4.1	Photo Journalism	3	1	0	4	3	80	20	100
SC 4.2	Magazine Production Techniques	3	1	0	4	3	80	20	100
Internship in a Mass Media Production Centre for a duration of one month is mandatory after the IV Semester's examination.									

IV SEMESTER

HC 4.1 : COMMUNICATION RESEARCH METHOS

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 acquaint students with research methodology with special emphasis on Communication research.
- b. To make them competent to carry out independent research and produce research reports.

Unit – I	Foundations of Communication Research: Definition, nature and scope of Communication Research. Characteristics of Scientific Research. Basic and Applied research. Functions of Communication research. Process of Communication research.
Unit – II	Types of Communication Research: Observation, Historical approach, Survey Research, Content Analysis, Experimental Research. Focus Group and Case Study.
Unit - III	Research process: Selection of the problem, Review of Literature, Formulation of research questions / Hypotheses, determining the appropriate method of data collection. Sample Selection. Data Collection. Analysis and Interpretation of data. Presentation of results.
Unit – IV	Data collection tools: Questionnaire, Interview Schedules, Historical sources of data. Scales of Measurement: Nominal and Ordinal Scales. Measures of Central Tendency: Mean, Median and Mode. Graphical presentation of data. Use of MS-EXCEL in data tabulation and graphical presentation of data. Regression analysis: ANOVA, Correlation Studies. Features of SPSS (Statistical Software Package for Social Sciences).
Unit – V	Report writing: Writing a research proposal, Writing Research Thesis / Dissertation: Components of a thesis / dissertation. Standards in Citation. Ethics in Research. Trends in Communication Research in India.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Goode W. and Hatt P.K.	Research Methods in Social Sciences		
2.	Kin'Robert	Case Study Research: design and methods		
3.	J. Berger	Media and Communication Research Methods: an introduction to qualitative and quantitative approaches.	2000	Sage Publ., New Delhi
4.	Ralph Natiger and David M. White	Introduction to Mass Communication Research	1999	Lousiana State University Press, Lousiana
5.	Roger D. Wimmer and Joseph R. Dominick	Mass Media Research: an introduction.	2000	Wordsworth Publ., Singapore
6.	O.P. Krishnamurthy	Methodology of Research in Social Sciences		
7.	Stampel and Westley	Research methods in Mass Communication		
8.	C.R. Kothari	Research Methodology: Methods and techniques. Ed. 2	1990	Wishwa Prakashan, New Delhi

HC 4.2 : NEW MEDIA TECHNOLOGY

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 introduce various web tools, web resources and services.
- b. To train the students in design and development of webpages.

Unit – I	Networking: LAN, WAN, MAN. Internet: Evolution of Internet. World Wide Web (www). Difference between Internet and Web. Communication Protocols: TCP/IP, HTTP, File Transfer Protocol (FTP). Web Browsers, Search Engines. Meta Search Engines. Websites and Portals. Internet facilities and resources.
Unit – II	Web based services: E-Mail, Online Discussion Forums, RSS Feeds, Audio / Video streaming, Webcasting, Social Networking Sites: Facebook, Twitter. Weblogs.
Unit - III	Web as a publishing medium. Theory of design and graphics, Basic elements and principles of graphics, Design and layout: use of colours. Various Internet tools for fast dissemination of news and other multimedia files on Internet.
Unit – IV	Web page designing: Designing and development of a webpage. HTML and DHTML. Web development tools – Dreamweaver, Flash, MS-Frontpage.
Unit V	Adverting and marketing on web. E-Commerce. Cyber Crime and Cyber Laws in India. Code of Ethics in web media. Emerging trends in web applications to media.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Jason Whittaker	Producing for the web (Media skills)	2000	
2.	Thimothy Garrand	Writing for Multimedia and the Web: a practical guide to content development for interactive media.		
3.	Steven Holzner	HTML Black Book	2007	Dreamtech Publ., New Delhi
4.	Stephen Pite	The Digital Designer: 101 Graphic design projects for print, the web, multimedia and motion graphics.		
4.	John V. Pavlik	Journalism and New Media		
5.	Andras Nyiro	21 st Century Journalism: a practical guide		
6.	Bob Walsh	Clear Blogging: how people blogging are changing the		

		world and how you can join them		
7.	Damien and Stolarz	Hands on guide to Video blogging and Podcasting.		
8.	Theodore L. Glasser	The idea of Public Journalism		

HC 4.3 : ADVERTISING AND MARKETING 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 make students understand the importance of advertising in present society.
- b. To train them in marketing communication.

Unit – I	Advertising: Concept of Advertising, evolution of Advertising in the world and India. Nature and Scope, types and functions of Advertising. Role of Advertising in modern times.
Unit – II	Media of Advertising: Direct mail, Newspaper advertisement, Magazine advertisement, Television and Radio commercials, Outdoor advertisement – Posters, Transit advertisement.
Unit - III	Foundations of Marketing Communication – Concept of Marketing Communication, nature and scope, functions of Marketing Communication. Strategies of Marketing Communication.
Unit – IV	Applied Marketing Communication: Oral, written and electronic communication for Business Management. Social media for Business Communication.
Unit V	Marketing Communication Skills: Case method of learning. Presentation skills for Business Management. Negotiation skills for Business Management. Events management for Business Management. Inter-cultural Communication for Business Management and Emerging issues and concerns in Marketing Communication.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	William Wells (Ed)	Advertising: Principles and Practices	2001	Prion Books, London
2.	Marla R. Staffer (Ed)	Advertising, Promotion and New Media	2001	Times Mirror Co., USA
3.	Bir Singh (Ed)	Advertisement Management	2000	Anmole PUBL., New Delhi
4.	Larry Percy (Ed)	Strategic Advertisement Management	2000	Suraj Publ., New Delhi

5.	Wells, Burfert Morlaty (Ed)	Advertisement: principles and practice.	2003	Prentice-Hall, New Delhi
6.	S.A. Choonawala and K.C. Sethia (Editors)	Foundations of Advertising: theory and practice.	2005	Himalaya Publ., New Delhi
7.	George E. Belch	Advertising and promotion: an integrating marketing communication perspective.	2004	Tata McGraw Hill, New Delhi

HC 4.4 (a) : NEW MEDIA TECHNOLOGY (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.	Familiarity with various Internet Protocols and their functions.
2.	Planning the search strategy and searching the Web using Search Engines.
3.	Creating an account on one of the social networking sites.
4.	Creating a web page using HTML.
5.	Creating a web page with advanced features using one of the web development tools – Dreamweaver / MS-Frontpage etc.

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

HC 4.4 (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 IV Semester. Viva-Voce will be conducted by the Examiners based on the evaluation of Lab Journals.

HC 4.5 : DISSERTATION

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

Exam Marks: 60

I.A. Marks : 20

Viva-Voce : 20

Objectives:

- a. To enable students to apply the theoretical knowledge they have gained in Communication Research Methods into practice.
- b. To conduct a small scale research project and prepare final research report.

Each student has to carry out a small scale research project on an approved topic in the field of Journalism and Mass Communication under the supervision of a Faculty Member and submit Dissertation before MJMC IV Semester's Examination.

SC 4.1 : PHOTO JOURNALISM

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 make students understand the role of photography in mass communication.
- b. To train them in technology involved in photography.

Unit – I	Basics of Photo Journalism: Concept of Photo Journalism, Evolution of Photography in the world and India, salient features of Photo Journalism, Functions of Photo Journalism, qualifications and responsibilities of Photo Journalists, Sources of News for Photo Journalists.
Unit – II	Selection criteria for news photographs, channels of news picture : wire, satellite, agency stock, picture library, freelancer. Photo editing, caption writing, legal and ethical requirements.
Unit - III	Understanding the Camera. Types of camera, types of lens, types of films, types of filters, importance of light and lighting equipment, camera accessories, Picture appreciation.
Unit – IV	Digital Camera. Point and shoot. SLRs, DSLRs, SLDs, SLT, Digital Technology. Feature, effects, techniques, film developing and printing. Flash photography. Impact of technology.
Unit V	Photo editing software: Adobe’s Photoshop. Branches of Photography: Nature photography, Wild Life Photography, Sports Photography, Film Photography, Fashion Photography and other branches.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Cyernshem G.R.	History of Photography		
2.	Rothsteline	Photo Journalism		
3.	Milten Feinberg	Techniques of Photo Journalism		
4.	Jack Price	News Photography		
5.		Newspaper Photography – a Professional view of Photo Journalism today.		
6.	Tom Ang	Digital Photography Masterclass: Advanced Photographic and Image-manipulation techniques for creating perfect pictures.		
7.	Steve Bavister	Making money from Photography in every conceivable way		
8.	Katz Steven	Shot by Shot: visualizing from Script to Screen		

9.	Rabiger Michael	Directing the Documentary		
10.	Michael Langford, Anna Fox, Richard Sawdon Smith	Langford's basic photography: the Guide for serious photographers.		
11.	Yvonne V. Butler	The advanced digital photographer's handbook		
12.	Susan Sontag	On photography		

SC 4.2 : MAGAZINE PRODUCTION

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 acquaint the students with the origin and growth magazines in India.
- To train them in planning, designing and production of magazines.

Unit – I	Basics of Magazine Production: Development of Magazine Journalism in the World and India. Advantages of Magazine Journalism. Different Departments of a Magazine Production House. Feasibility survey for starting a magazine.
Unit – II	Types of Magazine: Popular magazine, News magazine, Magazine for specialized groups, Professional and Technical magazine, Sports magazine etc.
Unit - III	Collection of material for magazine. Editing techniques. Creative editing, Copy editing, Creative titles and Sell. Writing effective titles.
Unit – IV	Production of a magazine: Design, layout, headlines, typography, Caption writing and visual effects of magazine, photographs, cartoons, graphics, illustration. Colors. Importance of new production technology. Current production techniques. Pagination. Publication of online magazines.
Unit V	Economics and logistics of magazine production: Publishing. Competition from other media. Television, Radio, Film and Video. Globalization and technological impact on Indian magazines. Trends and prospects of magazine: print and electronic. Practical design and development of a magazine of two pages.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Uday Sahay (Ed)	Making News	2006	Oxford Univ. Press, New Delhi
2.	Asha Rani Mathur (Ed)	The Indian Media, Illusion, Delusion and Reality	2006	Roop Publ., New Delhi
3.	Wolsely Ronald (Ed)	Understanding magazine.	2005	Iowa State University Press, Iowa
4.	Nadiga Krishna Murthy	Indian Journalism	1969	Mysore University Press, Mysore

5.	Risover and Birch (Ed)	Mass Media and the Popular Arts	2002	MCC Books, New Delhi
6.	Villa Nilain J.V.	Mass Communication in India: Sociological Perspective	2005	Sage Publ., New Delhi
7.	Theosore Peterson (Ed)	Magazine in the Twentieth Century	1994	Illinois Univ. Press, Illinois.

INTERNSHIP (ONE MONTH)

There shall be an Internship for a period of one month after the completion of MJMC IV Semester's Theory and Practical examinations. Each student has to compulsorily undergo Internship in one of the reputed Mass Media Centers approved by Board of Studies in Journalism and Mass Communication in partial fulfillment for the award of MJMC degree.
