

# **BANASTHALI VIDYAPITH**

## **Master of Arts (Journalism and Mass Communication)**



### **Curriculum Structure**

First Semester Examination, December, 2020  
Second Semester Examination, April/May, 2021  
Third Semester Examination, December, 2021  
Fourth Semester Examination, April/May, 2022

**BANASTHALI VIDYAPITH**  
**P.O. BANASTHALI VIDYAPITH**  
**(Rajasthan)-304022**

July, 2020

**68**

**No. F. 9-6/81-U.3**  
**Government of India**  
**Ministry of Education and Culture**  
**(Department of Education)**

New Delhi, the 25th October, 1983

**NOTIFICATION**

In exercise of the powers conferred by Section 3 of the University Grants Commission Act, 1956 (3 of 1956) the Central Government, on the advice of the Commission, hereby declare that Banasthali Vidyapith, P. O. Banasthali Vidyapith, (Rajasthan) shall be deemed to be a University for the purpose of the aforesaid Act.

Sd/-

**(M. R. Kolhatkar)**

Joint Secretary of the Government of India

**NOTICE**

Changes in Bye-laws/Syllabi and Books may from time to time be made by amendment or remaking, and a Candidate shall, except in so far as the Vidyapith determines otherwise, comply with any change that applies to years she has not completed at the time of change.

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## **Master of Arts in Journalism and Mass Communication**

### **MA (JMC)**

Master of Arts (Journalism and Mass Communication) is a two year (four semesters) full time program which offers a systematic progression of hands-on production work and theoretical papers that allow students to experience the full range of technical expertise, conceptual skills and artistic expression required to become accomplished media practitioners in a social and technological environment. It is a healthy mix of theoretical and practical approach – with both getting equal emphasis. Along with classroom teaching, masters in journalism and mass communication employs various on-field activities like real-time news reporting, on-field TV news coverage, industrial training, developing actual advertising campaigns etc. For specialized expertise, the professionals belonging to the media industry from various parts of the country will also interact with students throughout the year.

### **Programme Educational Objectives**

Journalism and Mass Communication education at Vidyapith is aimed to create women professionals with ethical values to contribute to the society and lead the industry. Media is a massive force that influences our society at each and every level. Journalism and Mass Communication process helps to understand how different elements of communication provide new development in social, political and economic context. The curriculum offers a systematic progression of hands-on production work, conceptual skills and artistic expression required to become an accomplished media practitioners in a social and technological environment. It also includes various on-field activities like real-time news reporting, on-field TV news coverage, industrial training, developing actual advertising campaigns etc.

- To promote journalism and mass communication education as a culture that attracts wider participation and focus to women with a view to empower them towards bridging the prevalent gender disparity.
- To prepare students to recognize and analyze the problems prevailed in society and effectively design media strategies that will provide solution to the problems.

- To emphasize on the development of critical thinking, professional writing skills and effective oral communication.
- To enable the learner to write, deliver and direct media programmes for the benefit of the society.
- To inculcate the values and attitudes that makes them representatives of social change and make competent to cope with ethical dilemmas of Mass Media.
- To acquaint with the latest technology incorporated and used in Mass Media.
- To develop research attitude in both qualitative and quantitative.
- To encourage students for publishing journals, working papers, case comments and reports based on the quality research.

### **Programme Outcomes**

After completion of the course, the student will achieve the following:

- **PO1. Domain Knowledge:** Imbibe domain-specific knowledge and develop globally-relevant skills for academic and professional enhancement and understand the history, development, and practice of the print media, electronic media, and the new media.
- **PO2. Problem analysis:** Understand the media critically and recognize how media shape and are shaped by politics, society, culture, economics, and daily lives.
- **PO3. Analyzing Complex problems:** Use domain based knowledge to analyze the real life problems in the profession and society to provide effective solutions using available resources.
- **PO4. Usage of Modern IT tools:** Use MS Office tools, Design softwares like In design, Photoshop, Quark Xpress, Coral Draw, Multimedia Softwares for designing, interpretation of data, audio-video, text, pictures, graphics and simulation tools for smooth functioning in different media industry.

- **PO5. Environment and sustainability:** Understand the impact of the mass communication channels in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- **PO6. Ethics:** To recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.
- **PO7. Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- **PO8. Communication:** To understand the role of communication in fostering interaction and interdependence across gender, race, and culture.
- **PO9. Project Management:** Demonstrate knowledge of journalism & mass communication application and management principles to apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- **PO10. Research Domain:** Develop the research attitude in both qualitative and quantitative area.
- **PO11. Life-long learning:** Demonstrate effective writing, speaking and listening skills for communication in personal, public, and media areas.

## Curriculum Structure

### Master of Arts (Journalism and Mass Communication)

#### First Year

##### Semester - I

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C*</b>
JMC 401	Communication, Media and Journalism Theories	5	0	0	5
JMC 406	Research Methodology-I	4	0	0	4
JMC 409	Transmedia Storytelling	5	0	0	5
JMC 409L	Transmedia Storytelling Lab	0	0	2	1
ECO 406	Public Economics	5	0	0	5
	Discipline Elective	5	0	0	5
<b>Semester Total:</b>		<b>24</b>	<b>0</b>	<b>2</b>	<b>25</b>

##### Semester - II

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C*</b>
JMC 407	Research Methodology-II	4	0	0	4
JMC 410	TV Programming and Production	4	0	0	4
JMC 410L	TV Programming and Production Lab	0	0	6	3
JMC 405	Radio Programming and Production	4	0	0	4
JMC 405L	Radio Programming and Production Lab	0	0	4	2
PSY 404	Positive Psychology	5	0	0	5
	Open Elective	5	0	0	5
<b>Semester Total:</b>		<b>22</b>	<b>0</b>	<b>10</b>	<b>27</b>

### Second Year

#### Semester - III

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C*</b>
JMC 511	Research Methodology-III	4	0	0	4
JMC 505	Digital Media	4	0	0	4
JMC 505L	Digital Media Lab	0	0	4	2
JMC 501	Advertising and Public Relation	4	0	0	4
JMC 501L	Advertising and Public Relation Lab	0	0	2	1
JMC 503	Community Broadcasting	4	0	0	4
JMC 503L	Community Broadcasting Lab	0	0	2	1
POL 502	Indian Polity-I	5	0	0	5
	Reading Elective – I	0	0	4	2
<b>Semester Total:</b>		<b>21</b>	<b>0</b>	<b>12</b>	<b>27</b>

#### Semester - IV

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C*</b>
JMC 514P	UIL Project	0	0	48	24
	Reading Elective - II	0	0	4	2
<b>Semester Total:</b>		<b>0</b>	<b>0</b>	<b>52</b>	<b>26</b>

#### List of Discipline Elective

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C*</b>
JMC 403	Ethics, Constitution and Media Laws	5	0	0	5
JMC 404	International and Inter-Cultural Communication	5	0	0	5
JMC 402	Data Journalism	5	0	0	5
JMC 408	Sports Journalism and Sports Reporting	5	0	0	5



### List of Reading Elective

Course Code	Course Name	L	T	P	C*
JMC 512R	Social Psychology	0	0	4	2
JMC 502R	Advertising Management	0	0	4	2
JMC 504R	Critical Thinking and Modern Lifestyle	0	0	4	2
JMC 508R	Media and Public Administration	0	0	4	2
JMC 513R	Tourism Planning and Sustainable Development	0	0	4	2
JMC 506R	Ethical Journalism	0	0	4	2
JMC 510R	Psychology of Communication	0	0	4	2
JMC 515R	Women and Media	0	0	4	2
JMC 507R	Media and Popular Culture	0	0	4	2
JMC 509R	Pillars of Indian Journalism	0	0	4	2
JMC 516R	Research and Publication Ethics	0	0	4	2

### List of Online Reading Elective:

S. No	Add on Course/Paper	Type	Agency	Content (h) /Credit	Link of the E-Course
1.	Advanced Digital Photography	Specialization	Harvard Division of Continuing Education	30-40 h/4	<a href="https://onlinelearning.harvard.edu/course/advanced-digital-photography?delta=0">https://onlinelearning.harvard.edu/course/advanced-digital-photography?delta=0</a>
2.	Visualization for Data Journalism	Specialization	University of Illinois at Urbana Champaign	15-20 h/	<a href="https://www.coursera.org/learn/visualization-for-data-journalism">https://www.coursera.org/learn/visualization-for-data-journalism</a>
3.	Design and Make Infographics (Project-Centered Course)	Specialization	Michigan State University	15-20h/	<a href="https://www.coursera.org/learn/infographic-design">https://www.coursera.org/learn/infographic-design</a>
4.	Music	18th-Century Opera: Handel & Mozart	edX (Harvard University)	20h	<a href="https://www.edx.org/course/18th-century-opera-handel-mozart">https://www.edx.org/course/18th-century-opera-handel-mozart</a>

5.	Sports Marketing	Sports Marketing	Coursera	12-15 Hours	<a href="https://www.coursera.org/learn/sports-marketing">https://www.coursera.org/learn/sports-marketing</a>
6.	Capstone: Create your own professional journalistic portfolio	Capstone: Create your own professional journalistic portfolio	Coursera	12- 15 Hours	<a href="https://www.coursera.org/learn/become-a-journalist-capstone">https://www.coursera.org/learn/become-a-journalist-capstone</a>
7.	Orientation and Mobility	Certificate	SWAYAM	2	<a href="https://swayam.gov.in/courses/4947-orientation-and-mobility">https://swayam.gov.in/courses/4947-orientation-and-mobility</a>
8.	Theory & production	Certificate	SWAYAM	3	<a href="https://swayam.gov.in/courses/5034-documentary">https://swayam.gov.in/courses/5034-documentary</a>
9.	Major film movements & the Auteur	Certificate	SWAYAM	4	<a href="https://swayam.gov.in/courses/4918-film-appreciation-film-form-and-style">https://swayam.gov.in/courses/4918-film-appreciation-film-form-and-style</a>
10.	Communication and business correspondence	Certificate	SWAYAM	3	<a href="https://swayam.gov.in/courses/4948-communication-and-business-correspondence">https://swayam.gov.in/courses/4948-communication-and-business-correspondence</a>
11.	Knowledge society	Certificate	SWAYAM	3	<a href="https://swayam.gov.in/courses/5009-knowledge-society">https://swayam.gov.in/courses/5009-knowledge-society</a>

\* **L - Lecture hrs/week; T - Tutorial hrs/week; P-Project/Practical/Lab/All other non-classroom academic activities, etc. hrs/week; C - Credit Points of the Course**

Student can opt open (Generic) elective from any discipline of the Vidyapith with prior permission of respective heads and time table permitting.

Every Student shall also opt for:

Five Fold Education: Physical Education I, Physical Education II,

Five Fold Education: Aesthetic Education I, Aesthetic Education II,

Five Fold Education: Practical Education I, Practical Education II

one each semester

## Project Evaluation Scheme

<b>Duration</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1 Semesters (05 months) 1 Jan - 31 May	JMC 514P	UIL Project	0	0	48	24

### **Continuous Assessment (40 Marks)**

1. Joining report, brief project outlay	- 10 Marks
2. Synopsis	- 10 Marks
3. Mid-term evaluation by Supervisor	- 10 Marks
4. Further evaluation by Supervisor	- 10 Marks
<b>Total</b>	<b>- 40 Marks</b>

### **End Semester Assessment (60 Marks)**

1. Project Report	- 20 marks
2. Presentation	- 20 Marks
3. Viva-voce	- 20 Marks
<b>Total</b>	<b>- 60 Marks</b>

## Five Fold Activities

<b>Aesthetic Education I/II</b>	<b>Physical Education I/II</b>
BVFF 101 Classical Dance (Bharatnatyam)	BVFF 201 Aerobics
BVFF 102 Classical Dance (Kathak)	BVFF 202 Archery
BVFF 103 Classical Dance (Manipuri)	BVFF 203 Athletics
BVFF 104 Creative Art	BVFF 204 Badminton
BVFF 105 Folk Dance	BVFF 205 Basketball
BVFF 106 Music-Instrumental (Guitar)	BVFF 206 Cricket
BVFF 107 Music-Instrumental (Orchestra)	BVFF 207 Equestrian
BVFF 108 Music-Instrumental (Sarod)	BVFF 208 Flying - Flight Radio Telephone Operator's Licence (Restricted)
BVFF 109 Music-Instrumental (Sitar)	BVFF 209 Flying - Student Pilot's Licence
BVFF 110 Music-Instrumental (Tabla)	BVFF 229 Aeromodelling
BVFF 111 Music-Instrumental (Violin)	BVFF 210 Football
BVFF 112 Music-Vocal	BVFF 211 Gymnastics
BVFF 113 Theatre	BVFF 212 Handball
<b>Practical Education I/II</b>	BVFF 213 Hockey
BVFF 301 Banasthali Sewa Dal	BVFF 214 Judo
BVFF 302 Extension Programs for Women Empowerment	BVFF 215 Kabaddi
BVFF 303 FM Radio	BVFF 216 Karate - Do
BVFF 304 Informal Education	BVFF 217 Kho-Kho
BVFF 305 National Service Scheme	BVFF 218 Net Ball
BVFF 306 National Cadet Corps	BVFF 219 Rope Mallakhamb
	BVFF 220 Shooting
	BVFF 221 Soft Ball
	BVFF 222 Swimming
	BVFF 223 Table Tennis
	BVFF 224 Tennis
	BVFF 225 Throwball
	BVFF 226 Volleyball
	BVFF 227 Weight Training
	BVFF 228 Yoga

Every Student shall also opt for:

Five Fold Education: Physical Education I, Physical Education II,

Five Fold Education: Aesthetic Education I, Aesthetic Education II,

Five Fold Education: Practical Education I, Practical Education II

one each semester

## Evaluation Scheme and Grading System

Continuous Assessment (CA) (Max. Marks)				End-Semester Assessment (ESA) (Max. Marks)	Grand Total (Max. Marks)	
Assignment		Periodical Test				Total (CA)
I	II	I	II			
10	10	10	10	40	60	100

In all theory, laboratory and other non classroom activities (project, dissertation, seminar, etc.), the Continuous and End-semester assessment will be of 40 and 60 marks respectively. However, for Reading Elective, only End semester exam of 100 marks will be held. Wherever desired, the detailed breakup of continuous assessment marks (40), for project, practical, dissertation, seminar, etc shall be announced by respective departments in respective student handouts.

Based on the cumulative performance in the continuous and end-semester assessments, the grade obtained by the student in each course shall be awarded. The classification of grades is as under:

Letter Grade	Grade Point	Narration
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average
C+	5	Average
C	4	Below Average
D	3	Marginal
E	2	Exposed
NC	0	Not Cleared

Based on the obtained grades, the Semester Grade Point Average shall be computed as under:

$$SGPA = \frac{CC_1 * GP_1 + CC_2 * GP_2 + CC_3 * GP_3 + \dots + CC_n * GP_n}{CC_1 + CC_2 + CC_3 + \dots + CC_n} = \frac{\sum_{i=1}^n CC_i * GP_i}{\sum_{i=1}^n CC_i}$$

Where n is the number of courses (with letter grading) registered in the semester,  $CC_i$  are the course credits attached to the  $i^{\text{th}}$  course with letter grading and  $GP_i$  is the letter grade point obtained in the  $i^{\text{th}}$  course. The courses which are given Non-Letter Grades are not considered in the calculation of SGPA.

The Cumulative Grade Point Average (CGPA) at the end of each semester shall be computed as under:

$$CGPA = \frac{CC_1 * GP_1 + CC_2 * GP_2 + CC_3 * GP_3 + \dots + CC_n * GP_n}{CC_1 + CC_2 + CC_3 + \dots + CC_n} = \frac{\sum_{i=1}^n CC_i * GP_i}{\sum_{i=1}^n CC_i}$$

Where n is the number of all the courses (with letter grading) that a student has taken up to the previous semester.

Student shall be required to maintain a minimum of 4.00 CGPA at the end of each semester. If a student's CGPA remains below 4.00 in two consecutive semesters, then the student will be placed under probation and the case will be referred to Academic Performance Review Committee (APRC) which will decide the course load of the student for successive semester till the student comes out of the probationary clause.

To clear a course of a degree program, a student should obtain letter grade C and above. However, D/E grade in two/one of the courses throughout the UG/PG degree program respectively shall be deemed to have cleared the respective course(s). The excess of two/one D/E course(s) in UG/PG degree program shall become the backlog course(s) and the student will be required to repeat and clear them in successive semester(s) by obtaining grade C or above.

**After successfully clearing all the courses of the degree program, the student shall be awarded division as per following table.**

Division	CGPA
Distinction	7.50 and above
First Division	6.00 to 7.49
Second Division	5.00 to 5.99
Pass	4.00 to 4.99

**CGPA to % Conversion Formula: % of Marks Obtained = CGPA \* 10**

## FIRST SEMESTER

### (Disciplinary Courses)

#### **JMC 401 Communication, Media and Journalism Theories**

<b>Max. Marks : 100</b>	<b>L T P C</b>
<b>(CA: 40 + ESA: 60)</b>	<b>5 0 0 5</b>

#### **Learning Outcomes:**

The students will be able to:

- Understand the importance of communication theories from multiple philosophical perspectives.
- Understand school of thoughts on the development of theories used in communication research.
- Trace the historical development, conceptual framework, and current status of several key communication theories in multiple contexts (e.g., interpersonal, mass, health, group, organizational, cultural) from major philosophical perspectives.
- Apply theories that are useful in interpersonal, group, organizational, and mass mediated contexts
- Evaluate communication theories on the basis of scientific and interpretive criteria

#### **Section-A**

**Introduction:** Concept, meaning, process and development of communication, 7 C's of effective communication, Functions of communication, Barriers to communication, forms of communication; concept, functions and forms of media and journalism.

**Interpersonal Communication and Relations Theories:** Attribution Theory, ACT\* Theory, Cognitive Dissonance theory. Elaboration Likelihood Model, Expectancy Value Model, Language Expectancy Theory.

### Section-B

**Mass Media Theories:** Agenda Setting Theory, Cultivation Theory, Dependency Theory, Hypodermic Needle Theory, Knowledge Gap, Two Step Flow Theory, multi-step flow theory, Uses and Gratifications Approach, Spiral of Silence, media ecology. Mass Media and Ethics: Authoritarian, Libertarian, Social-responsibility, democratic and participant Mass media, public opinion and democracy.

### Section-C

**Language and Linguistics Theories:** Argumentation Theory, Classical Rhetoric, Model of Text Comprehension, Psycho-Linguistic Theory, Speech Act.

**Organizational Communication and Public Relations Theories:** Attraction-Selection-Attrition Framework, Attribution Theory, Priming, Semiotic Theories, Theory of Planned Behavior/ Reasoned Action, Uncertainty Reduction Theory, Adaptive Structuration Theory, Groupthink, Media Richness Theory, Network Theory and Analysis in Organizations.

#### Suggested Readings:

- Cragan, J. F., Shields, D.C. (2014) *Understanding communication theory: The communicative forces for human action*. Boston, MA: Allyn; Bacon, p. 229-230. Griffin, E. (2000). *A first look at communication theory* (4thed.). Boston, MA: McGraw-Hill (2011) p. 209-210,; 224-233. Griffin, E.
- McGraw-Hill (2015) *A first look at communication theory* (3rded.), New York: p. 256. Infante, D. A., Rancer, A.S., Womack, D. F.
- Prospect Heights (2016) *Building communication theory* (3rd ed.), IL: Waveland Press, p. 180 & 348-351. Littlejohn, S.W.
- Belmont (2012). *Theories of human communication* (6th ed.) : CA Wadsworth, p. 319-322. West, R., & Turner, L. H.
- Mountain View (2010). *Introducing communication theory: Analysis and application* : CA Mayfield, p. 209-223. Wood, J. T.



- Belmont (2008). *Communication theories in action: An introduction*. CA: Wadsworth, not in. J.M. Carroll (Ed.) (2009) *Scenario-based Design: Envisioning Work and Technology in System Development*. Wiley, NY.

### **E-Learning Materials:**

#### **Theories of Communication - PEOI**

<http://www.peoi.org/Courses/Coursesen/mass/mass2.html>

#### **List of Theories - Communication Theory**

<https://www.communicationtheory.org/list-of-theories/>

#### **Communication Models and Theories**

<http://www.praccreditation.org/resources/documents/APRSG-Comm-Models.pdf>

#### **Theories and Models of Communication - e-PG Pathshala**

[https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp\\_content/library\\_and\\_information\\_science/knowledge\\_society/05\\_theories\\_and\\_models\\_of\\_communication/et/4305\\_et\\_et.pdf](https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/library_and_information_science/knowledge_society/05_theories_and_models_of_communication/et/4305_et_et.pdf)

#### **Communication Theory: Shannon-Weaver Model and Wilburr**

<http://danielle.muntyan.co.uk/index.php/2016/11/06/communication-theory-shannon-and-weaver/>

## **JMC 406 Research Methodology-I**

**Max. Marks : 100**

**(CA: 40 + ESA: 60)**

**L T P C**

**4 0 0 4**

### **Learning Outcomes:**

The Students will be able to:

- Demonstrate knowledge of research literacy
- Demonstrate a sound knowledge of basic research methods.

- Identify a significant risk and ethical issues raised by the conduct of media research
- Understand theories and frameworks through which media are analyzed and understood
- Understand the basic statistics of Research.

### Section-A

**Introduction to Research:** Meaning, definition, objective.

**Types of Research:** Basic and Applied Research, Qualitative and Quantitative Research. Significance of Research. Criteria for a good Research. Problems faced by researchers in India

### Section-B

**Research Problem:** Definition, Selection of a problem, Techniques involved in defining a problem.

### Section-C

**Research Design:** Meaning, definition, types & need of a research design. Introduction to Hypothesis: Meaning & characteristics.

**Type of Variables:** Independent & Dependent. Content Analysis in Research

### Suggested Readings:

- Kothari, C.R. (2008) *Research Methodology: Methods and Techniques*, second revised edition, New Delhi : New Age International.
- Berger, Arthur Asa (2000) *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*, New Delhi : Sage.
- Gunter, Barrie (2000) *Media Research Methods*, New Delhi: Sage.
- Guthrie, Gerard (2010) *Basic Research Methods: An entry to Social Science Research*, New Delhi : Sage.

- Young Pauline V. (2001) *Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences*, fourth edition, fourteenth printing, New Delhi : Prentice – Hall of India.
- Wimmer, R. D & Dominick, J.R (2005) *Mass Media Research: An Introduction*, second reprint, Singapore: Wadsworth.
- Bell, Judith (2005) *Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science*, Forth Edition, Buckingham : Open University Press.
- White, Patrick (2009) *Developing Research Question: A guide for Social Scientists*, Palgrave Macmillian : Basingstoke.
- Singh, A.K. (2006) *Tests, Measurements, and Research methods in Behavior*.
- Hennink, M. (2010), *Qualitative Research Methods*, California, US: SAGE PUBLICATION

### **E-Learning materials:**

#### **Introduction to Research and Research Methods**

<https://www.unrwa.org/sites/default/files/introduction-to-research-and-research-methods.pdf>

#### **Research Methods The Basics**

[https://edisciplinas.usp.br/pluginfile.php/2317618/mod\\_resource/content/1/BLOCO%20\\_Research%20Methods%20The%20Basics.pdf](https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOCO%20_Research%20Methods%20The%20Basics.pdf)

#### **Introduction to the “Research Tools” for Research Methodology**

<https://works.bepress.com/aleebrahim/142/>

#### **Research Methodology: Tools And Techniques**

<http://euacademic.org/BookUpload/9.pdf>

## JMC 409 Transmedia Storytelling

**Max. Marks : 100**  
**(CA: 40 + ESA: 60)**

L	T	P	C
5	0	0	5

### Learning Outcomes:

The student will be able to:

- Demonstrate proper media writing and editing styles.
- Modify writing styles to fit various media platforms.
- Demonstrate effective information gathering skills and techniques.

### Section-A

**Language of Print Media:** Difference between creative writing and journalistic writing Basics of reporting, Basics of editing, News story, Feature writing, Article writing, Editorial writing, News analysis, Back grounder, Human interest stories

**Language of Radio:** Elements of radio script, Writing for different formats of radio programmes: Radio talks, Radio news, Radio features, Musical programmes, Interview, Writing for an audience specific program (for child, women, farmer etc.) Introduction to Recording and editing sound

### Section-B

**Language of Audio-Visual:**Television genres: News, News features, Documentaries, Interviews, Discussions & Debates, Talk shows, Content development for audience specific program, speaking to visuals, dubbing, Visual Grammar – Camera Movement, Types of Shots, Focusing, Basics of a Camera Specialized Reporting (Women,crime,rural,financial,cultural,sports,health,entertainment,education ,etc.)

**Language of Web:** developing web pages, developing static & dynamic websites, Interface between visuals & copy, elements of Web page, Writing for Social media Basics of Writing for Social Networking Sites (SNSs): Facebook, Twitter, Wordpress, Blogger Use of SNSs: YouTube, Docs, Drive, Hangouts, Skype, Instagram, Pinterest, LinkedIn, Citizen Journalism through SNSs

### Section-C

**Translation and transcription within Media:** Concept & Definition of Translation-Nature & Norms of Translation.-Types of Translation-Word to Word Translation, Literal Translation, Summarized Translation. The need and importance of Translation in Journalism, Guidelines for Translation, Concept and definition of transcription

### JMC 409L Transmedia Storytelling Lab

**Max. Marks : 100**

**L T P C**

**(CA: 40 + ESA: 60)**

**0 0 2 1**

Storytelling is associated with travel, entertainment, leisure/fashion, lifestyle, cinema, food, music, arts & culture. Students will compose stories on:

- Travel
- Fashion
- Health
- Business
- Art & Culture
- Blogs writing about cinema
- YouTube commentaries/stories on films and film Makers
- Film reviews, analysis and film appreciation
- Stories about cinema

#### **Suggested Readings:-**

- Mencher, Melvin (1995) *Basic Media*.
- Stovall, James Glen (2012) *Writing for the Mass Media*, 8th Edition
- Carroll, Brian (2014) *Writing for Digital Media* : Taylor & Francis.

- Tate, C. Dow, Taylor, Sherri A. (2008) *Journalism: Principles and Practice by Tony Harcup Scholastic Journalism*, 12th Edition.
- Friedmann, Anthony (2010) *Writing for Visual Media* : Taylor & Francis.
- Stovall, G. J. (2015). *Writing for the Mass Media, 9th Edition*. University of Tennessee Knoxville: Pearson Publishers
- Ganti, T. (2004). *Bollywood: A guidebook to popular Hindi cinema*. London & New York: Routledge. (e-book)
- Parks, L. & Kumar, S. (eds). (2003). *Planet TV: A Global Television Reader*. New York & London: New York University Press.
- Butcher, J. (2006). *Butcher's copy-editing: the Cambridge handbook for editors, copy-editors and proofreaders, 4th edition*. New York: Cambridge U. Press. (e-book)
- Hennessy, B. (2006). *Writing feature articles*, 4th ed. Oxford: Focal Press. (e-book)
- Kershner, J. W. (2009). *The elements of newswriting*, 2nd ed. Boston, Mass: Allyn & bacon. (Reserve / call number: PN4775.K37)
- MacLoughlin, S. (2001). *Writing for Radio: 2nd edition (Successful Writing) 2nd Edition*. Oxford: How to Book Publishers
- MacLoughlin, S. (2008). *Writing for Radio: How to Write Plays, Features and Short Stories That Get You on Air, with a New Chapter on Acting for Radio*. Oxford: How to Book Publishers

### **E-Learning Materials:**

#### **Mass Media**

[ffmgu.ru/images/c/c6/MASS\\_MEDIA.pdf](http://ffmgu.ru/images/c/c6/MASS_MEDIA.pdf)

#### **Writing For The Media - Calicut University**

[www.universityofcalicut.info/SDE/VI\\_Sem\\_english\\_writing\\_for\\_the\\_media.pdf](http://www.universityofcalicut.info/SDE/VI_Sem_english_writing_for_the_media.pdf)

**INTRODUCTION TO PRINT MEDIA**

[download.nos.org/srsec335new/ch5.pdf](http://download.nos.org/srsec335new/ch5.pdf)

**Writing for the Web - JCU**

[https://www.jcu.edu.au/\\_\\_data/assets/pdf\\_file/0017/115721/jcu\\_131680.pdf](https://www.jcu.edu.au/__data/assets/pdf_file/0017/115721/jcu_131680.pdf)

**(PDF) Script writing for Radio and Television - ResearchGate**

[https://www.researchgate.net/.../272498429\\_Script\\_writing\\_for\\_Radio\\_and\\_Television](https://www.researchgate.net/.../272498429_Script_writing_for_Radio_and_Television)

**ECO 406 Public Economics**

**Max. Marks : 100**

**(CA: 40 + ESA: 60)**

**L T P C**

**5 0 0 5**

**Learning Outcomes:**

Upon completion of the course, the student will be able to:

Understand functions and significance of money.

Analyse the role of monetary forces and their interaction with the rest of economy.

Explain the nature, significance and theories of demand and supply of money.

Understand the role and working of RBI and critically analyse its monetary policy.

Explain the nature, importance, functioning process of credit creation of commercial banks.

Understand role of commercial banks in the process of growth and development.

Explain the concept and progress of microfinance in India

**Course Content:****Section- A**

Role of government: Changing perspectives about role of government in organized society, Concept of pure public goods and pure private goods; Taxation: Allocative and equity aspect of tax; Theory and measurement of dead weight losses, Equity or justice in taxation; Benefit and Ability to pay approaches.

**Section- B**

Public expenditure: Hypothesis to explain the growth of public sector- Wagner's law of increasing state activities, The Peacock-Wiseman hypothesis; Theory of incidence and alternative concepts of incidence; The incidence and shifting of a tax under monopoly and perfect competition. Public debt: Meaning, sources effects, Debt redemption; Concepts of budget deficit, Fiscal consolidation in India.

**Section- C**

Federal finance in India: Principles of federal finance, Functions and sources of revenue of federal governments (Union, State and Local); India's Tax System; Fiscal federalism in India: Vertical and Horizontal imbalances, Resource transfer from central government: Recommendation of latest finance commission; Centre-state financial relations in India.

**Books Recommended :**

- Atkinson, A.B. and J.E. Stiglitz. (2000). *Lectures on Public Economics*. New York: Tata McGraw Hill.
- Aurbach, A.J. and M. Feldstein (Eds) (1985). *Handbook of Public Economics*. Amsterdam: North Holland.
- Dorfman R. (Ed.) (1970). *Measuring the Benefits of Government Investment* Brooking Institution. Washington: Brookings Institution.
- Goode, R. (1986). *Government Finance in Developing Countries*. New Delhi: Tata McGraw Hill.
- Jha, R. (1999). *Modern Public Economics*. London: Routledge.



- Musgrave, R.A. (1959). *The Theory of Public Finance*. Tokyo: McGraw Hill.
- Musgrave, R.A., and P.B. Musgrave (1970). *Public Finance in Theory and Practice*. Tokyo: McGraw Hill.
- Stiglitz, J. E. (2005). *Economics of Public Sector*. New York: W.W. Norton and Company.
- Tyagi, B.P and Singh, H.P. (2016). *Public Finance*. Meerut: Jai Prakash Nath & Co.
- Bhatia, H.L. (2018). *Public Finance*. New Delhi: Vikas Publishing House.
- Ulbrich, H. (2002). *Public Finance in Theory and Practice*. New York: Routledge.
- Hajela, T.N. (2015). *Public Finance*. New Delhi: Ane Books Pvt. Ltd.
- Bhargava, P.K. (1991). *India's Fiscal Crisis*. New Delhi: Ashish Publishing House.
- Chelliah, R.J.et.al. (1981). *Trends and Issues in India's Federal Finance*. New Delhi: National Institute of Public Finance and Policy.
- Mundle, S. (1999). *Public Finance Policy: Issues for India*. New Delhi: Oxford University Press.
- Shrivastava, D.K. (ed.) (2000). *Fiscal Federalism in India*. New Delhi: Har-Anand Publications Ltd.

**Suggested E-Resources:**

<http://indiabudget.nic.in>

<http://policies.gov.in>

<http://finmin.nic.in/revenuesummary/login.asp>;

<https://dea.gov.in>

## SECOND SEMESTER

### (Disciplinary Courses)

#### JMC 407 Research Methodology-II

<b>Max. Marks : 100</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>(CA: 40 + ESA: 60)</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

#### Learning Outcomes:

The Students will be able to:

- Demonstrate knowledge of Statistics applied in Research
- Demonstrate a sound knowledge of basic research statistics.
- Identify a significance of Bi-variate and Multivariate analysis
- Understand theories and frameworks of Non-statistical methods
- Understand the basic statistics of Research.

#### Course Content:

##### Section-A

Statistics applied in Research

Frequencies and Percentages. Measures of Central Tendency: Mean median and mode, Statistical analysis

##### Section-B

Distribution and its significance, Bi-variate analysis.

Multivariate analysis. Coding and tabulation;

##### Section-C

Non-statistical methods, descriptive, historical, Statistical analysis

#### Suggested Readings:

- Bell, Judith (2005) *Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science*, Forth Edition, Buckingham : Open University Press.

- White, Patrick (2009) *Developing Research Question: A guide for Social Scientists*, Palgrave Macmillian : Basingstoke.
- Burr, I. W. (2011). *Applied Statistical Methods*. Elsevier.
- R.A.Fisher. (2015). *Statistical Methods For Research Workers*. Genesis Publishing Pvt Ltd.
- Singh, A.K. (2006) *Tests, Measurements, and Research methods in Behavior*

### **E-Learning materials:**

#### **Applied Statistics in Research**

<https://books.google.co.in/books?id=HefMBQAAQBAJ&printsec=frontcover&dq=applied+statistics+in+research+methodology+pdf&hl=en&sa=X&ved=0ahUKEwjX9M7f1MzgAhUDqI8KH8Y8IBd0Q6AEISDAF#v=onepage&q&f=false>

#### **Statistics for Non-Statistician**

<https://books.google.co.in/books?id=HXIBDAAAQBAJ&printsec=frontcover&dq=applied+statistics+in+research+methodology+pdf&hl=en&sa=X&ved=0ahUKEwjX9M7f1MzgAhUDqI8KH8Y8IBd0Q6AEITjAG#v=onepage&q&f=true>

## **JMC 410 TV Programming and Production**

**Max. Marks : 100**

**(CA: 40 + ESA: 60)**

**L T P C**

**4 0 0 4**

### **Learning Outcomes:**

Students will be able to:

- Understand the functioning of TV News channels in terms of programming, scheduling, mastering and logging.
- Produce and present the TV programmes of different formats and genres.

- Understand the challenges and opportunities of broadcast industry in India and abroad.
- Study and analyze the influence of electronic media in democracy and politics of the nation.

### Section-A

**TV Programmes and Programming-** TV as a medium, Programme formats, Programme Planning and Scheduling, FPC, Genres, Programming for different genres of electronic media.

**Shooting and Lighting-** Basics of Camera and Cinematography: Five C's, Recording Formats. Lighting Methods and Techniques: Source of Light, Color Temperature, Three Point and Four Point Lighting, indoor Studio Lighting, Filters, Reflectors and schemer.

### Section-B

**Production:** Writing for Fiction and non-fiction Programmes, Format of Scripts, Screenplay, Live and pre-recorded programmes, Writing proposals, Indoor-Outdoor programmes, Shooting Schedule and shot division, News production: Live, Electronic field Production, Sound Bytes, Single camera and multi camera shooting; DSNG, PCR

**Presentation and Packaging:** Programme presentation: News Anchoring, Video Jockeying, Significance of packaging for news channels, Elements of packaging in news Channels, Types of interviews, Principles for conducting an effective interview, News Package, Special TV Programs, TV Promos, Different Journalistic beats: Crime, Disasters, Tragedies, Judiciary; TV Spot Advertisements and Video Montage.

### Section-C

**Post-production:** Basics of editing and mixing, Types of editing, Editing Methods, Professional softwares, Editing Tools: Visual and Audio Effects, Video Motion compositing, transparency and video opacity audio control and leveling, Use of color corrector, Speed, freeze and slow motion graphic and montage, creating titles, Exporting video formats.

## JMC 410L TV Programming and Production Lab

<b>Max. Marks : 100</b>	<b>L T P C</b>
<b>(CA: 40 + ESA: 60)</b>	<b>0 0 6 3</b>

**Programming and Pre-Production:** Idea Generation, language, Script Writing, Planning, Developing Storyboard, Budgeting, Location Hunting.

**Production:** Shooting Practice outdoor, shooting Practice in TV Studio, Lighting Practice Indoor, Hand Held camera Shoot, Steady cam shoot, chroma shooting, Duet and Panel Discussion with multi camera shoot, switching exercise, Voice over and Narration, Sound recording, Live News duration of 5 minutes

**Post-production:** Editing and mixing of TV Programmes, TV promos and advertisements using professional softwares

### Suggested readings:

- Holland P (1997) *The Television Handbook*, Routledge.
- Compesi J. R, Sherriffs, Ronald. E, A & Bacon (1997) *Video field production & Editing*, America.
- Broughton I. (1981) *The Art of Interviewing for Television*, Radio & Film (TAB Books Inc.)
- Rick T. (2010) *Writing for Broadcast Journalists*.
- Alfred L. L. & John V. (1992) *News: reporting and Writing* (Pearson Education)
- Macmillan, Singh, C.P. (1999) *Before The Headlines: A Handbook of TV Journalism*.
- Ravindran, R K (2005) *Handbook of Radio, TV and Broadcast Journalism*, Anmol Publications Pvt. Ltd.
- Prahbu (1998) *Television Ki Dunia – Jhingran*, Lucknow : Bharat Book centre.
- Donalds, Ralph, Spann, Thomas (2011) *Fundamentals of TV Production*, New Delhi : Surjeet Publications.

- Lynne S. Gross, Larry W. Ward (1999) *Electronic moviemaking* : Wadsworth Publishing.
- Hicks, Neill (2014) *Screen writing* : Michael Wiese Productions.
- Zettl, Herbert (2005) *TV Production Handbook* : Thomas-Wadsworth, learning
- Burrows, D Thomas, Gross, S. Lynne (2004) *Video Production* : MC Graw Hill
- Hakemulder, Jan R. Jonge, Ray AC de, Singh, PP (2010) *Broadcast Journalism*, New Delhi : Anmol Publications.
- Trewin, Janet (2003) *Presenting on TV and Radio*, New Delhi : Focal Press.
- Hyde W. Stuart (1998) *TV & Radio Announcing* : Kanishka Publishers.
- Boyd, Andrew (2008) *Techniques of Radio and Television*, India : News Publisher, Focal Press.
- Stephen C. (2011) *Television Journalism*, New Delhi, Delhi, SAGE Publications
- Vasuki B,(2013), *Video production*,New delhi, delhi,Oxford University Press
- Herbert Z.(2015) *Television Production Handbook (12 edition)* Belmont, California, Wadsworth Publishing Company

### **E-Learning Materials:**

#### **15 Essential Camera Shots, Angles and Movements – wolfcrow**

<https://wolfcrow.com/15-essential-camera-shots-angles-and-movements/>

#### **Pre-production, production, and post- production procedures**

<https://www.effinghamschools.com/cms/lib4/GA01000314/Centricity/ModuleInstance/6392/BV>

**Basic Television Lighting Techniques**

<http://armycommunications.tpub.com/Ss05497/>

**Professional Video Editing Tips and Techniques**

<https://www.premiumbeat.com/blog/professional-video-editing-tips-and-techniques/>

**UNIT 3 TELEVISION NEWS**

<http://www.egyankosh.ac.in/bitstream/123456789/7571/1/Unit-3.pdf>

**The informative speech as a television news package**

<https://www.tandfonline.com/doi/pdf/10.1080/1740462032000142202>

**JMC 405 Radio Programming and Production**

**Max. Marks : 100**

**L T P C**

**(CA: 40 + ESA: 60)**

**4 0 0 4**

**Learning Outcomes:**

Students will be able to:

- Understand the functioning of different models of radio stations like community, commercial and public.
- Produce and present radio programmes for community, commercial and public radio channels.
- Work as script writer, music manager, producer, radio jockey and coordinator in community, commercial and public radio channels.
- Study and analyze the impact of radio broadcasting in democracy and development of a country.

**Section-A**

**Radio Programmes and Programming:** History of radio broadcasting; Radio as a medium, Radio programme formats: Traditional and contemporary programme formats, Programming for different radio channels, FPC, scheduling and logging.

**Radio Production and presentation :** Language, Spoken words, writing for different programme formats: talks, interviews, discussions, magazine, drama, documentary, commentary, live and pre-recorded programmes, RJing, radio commercials and promos, News bulletin: types, structure, actualities, packaging. phone-in programmes; O.B. production from planning to production. Programme presentation : Anchoring ; RJing; Voice training - effective use of voice – enunciation, flow, pronunciation, modulation; on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

### **Section-B**

**Sound Production :** Basics of Sound and Audio. Audio production chain, Elements of audio production: Acoustics, Microphones, Music, Spoken words, Digital recording devices, Digital audio workstation, sound card. Recording formats: Analog, digital, lossy and lossless. Cables and connectors; field recording skills;

**Post Production and transmission:** Basics of editing and mixing, Types of editing, Editing Methods, linear and non-linear editing; single-track multi-track Professional softwares, Editing Tools: Sound Effects, echo, reverb, time stretch, fade in-out, mix-down. Converting into different digital audio formats. Transmission: AM, FM, DRM medium wave, short wave; internet radio, webcasting podcasting etc. Using sound bytes and actualities.

### **Section-C**

**Policies and ethics:** Types of radio stations, structure and functioning of a radio station. rules and regulations, policy guide lines, code of ethics; Starting a new radio station in India; scope and challenges of FM radio industry future of radio; FM radio stations: research and case studies. Community radio: need for it in India, success stories, rules and regulations, educational radio: Gyanwani, other radio channels.



## JMC 405L Radio Programming and Production Lab

<b>Max. Marks : 100</b>	<b>L T P C</b>
<b>(CA: 40 + ESA: 60)</b>	<b>0 0 4 2</b>

**Programming and Planning:** Preparing FPC, target audience, audience profile, music.

**Production and presentation of radio programmes:** Radio News Bulletin, Interviews, discussion, documentary, drama and their formats. Radio spots and jingles. Radio promos and advertisement, editing and mixing using latest software, Sound designing, Cable configuration, Sound recording, Handling live phone-in programmes, Handling recording console and DAW during RJing, Studio designing(Acoustics and layout), Installation of hardware/machines for sound recording, Cabling and handling outdoor recordings.

### Suggested Readings:

- Style Book Air
- Awasthy, GC (1965) *Broadcasting in India*, Bombay : Allied.
- Luthra, HK (1987) *Indian Broadcasting*, New Delhi : Publication Division.
- Mehra, Masani (1958) *Broadcasting and the people*, New Delhi : NBT.
- Mcleish, Robert (2005) *Radio Production* : Focal Press oxford.
- Thomson, Rick (2010) *Writing for broadcast journalists*, New York : Routledge.
- Aspinall, Richard (1971) *Radio Programme Production: A Manual for Training*, Paris : UNESCO.
- hausman, messere, Benoit & O' Donnel Wadsworth (2010) *Modern radio production : Production, programming and performance*, Boston.
- keith, Michal C. (2010) *The Radio Station : Broadcast satellite and internet*, Focal Press : oxford.

- Chantler, Paul & Stewar, Peter (2003) *Basic Radio journalism* : Oxford.
- Boyd, Andre (1997) *Broadcast Journalism: Techniques of Radio and TV News (Media Manuals)*, Landon : Focal Press.
- Thomas, Pradip Ninan (2010) *Political Economy of communication in India*, Delhi: The Good, the bad and the ugly, sage.
- Bandopadhyay, PK (2010) *Radio Communication at close Range* : BR Publishing Corporation.
- Paravala, Vinod and Malik Kanchan K. (2007) *Other Voices: The struggles for community Radio in India*, New Delhi : Sage.
- Hendy, David (2000) *Radio in the Global Age*, Combridge : Polity Press.
- जमलोकी, डॉ, ओमप्रकाश (2002) *आकाशवाणी एवं दूरदर्शन: उद्भव तथा विकास*, नई दिल्ली : अरावली बुक्स इंटरनेशनल.

### **E-Learning materials:**

#### **RADIO PROGRAMME PRODUCTION**

<http://download.nos.org/srsec335new/ch12.pdf>

#### **Writing for Radio - The Basics**

<http://bolhyd.commuoh.in/wp-content/uploads/2014/10/writingforradio.pdf>

#### **FORMATS OF RADIO PROGRAMMES**

<http://download.nos.org/srsec335new/ch11.pdf>

#### **Radio: latest audience research findings - Ofcom**

[https://www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0028/71479/research-statement.pdf](https://www.ofcom.org.uk/__data/assets/pdf_file/0028/71479/research-statement.pdf)

#### **A Study Paper on Spectrum Sensing Techniques in Cognitive Radio Network**

<https://pdfs.semanticscholar.org/d056/88cbd93e819fbd86699fcfdcaf76b9fd30f0.pdf>

## II India Radio's Rural Broadcasting a Social Change Agent : A Past Still Present since 1923

[https://www.researchgate.net/publication/323612988\\_All\\_India\\_Radio's\\_Rural\\_Broadcasting\\_a\\_Social\\_Change\\_Agent\\_A\\_Past\\_Still\\_Present\\_since\\_1923](https://www.researchgate.net/publication/323612988_All_India_Radio's_Rural_Broadcasting_a_Social_Change_Agent_A_Past_Still_Present_since_1923)

### PSY 404 Positive Psychology

**Max. Marks : 100**

**L T P C**

**(CA: 40 + ESA: 60)**

**5 0 0 5**

#### Learning Outcomes:

After completion of the course the students will be able to:

- Analyze the importance of positive emotions in well-being and mental health.
- Apply concepts of positive psychology for the development of positive values.
- Analyze the role and importance of positive relationships in the lives of human-beings.
- Synthesize the role of flexibility and complexity in intra- and interpersonal well-being.

**Note:** The paper will contain three questions from every section aggregating nine questions. Candidates are required to attempt total of **six questions**, taking two questions from each section.

#### Section-A

1. Introduction to Positive Psychology : Definition, Significance, History, Goals, Perspectives: Western and Eastern.
2. Principles of Pleasure : Concept of Affect, Distinguish between Positive & Negative Affect.

Happiness : Concept, Hedonic and Eudaimonic Happiness, Subjective Well-being (Hedonic base of Happiness), Self-Realization (Eudaimonic base of Happiness), Compare Hedonic and Eudaimonic views of Happiness.

Positive Emotions : Concept, Positive Emotions and Health Resources, Positive emotions and Wellbeing, Cultivating Positive Emotions.

Sense of Humor : Concept, Cultivation and Measurement of Sense of Humor.

3. Positive Relationships : Concept of Attachment, Types and Adult Attachment.

Love : Concept, Typologies, Triangular Theory of Love, Self-Expansion Theory. Flourishing Relationship.

### **Section - B**

4. Prosocial Behaviour : Concept of Altruism, Egotism Motive, Empathy Motive and Empathy-Altruism Hypothesis, Genetic & Neural foundations of Empathy, Cultivating Altruism, Measuring Altruism.

Gratitude : Concept, Cultivating, Measuring Gratitude, Psycho physiological foundations of Gratitude.

Forgiveness : Concept, Cultivating Measuring, Evolutionary and Neurological bases of Forgiveness.

5. Positive Cognitive States & Processes-

Self-Efficacy : Concept, Neurobiology of Self-Efficacy, Measuring Self-Efficacy, Collective Self-Efficacy.

Optimism : Concept, Measuring, Learned Optimism, Neurobiology of Learned Optimism, Measuring Learned Optimism.

Hope : Concept, Neurobiology of Hope, Measuring Hope, Collective Hope. Resilience: Concept, Perspectives, Skills & Applications;

Wisdom : Concept, Theories, Developing Wisdom, Measurement of Wisdom.

Courage : Concept, Theories, Becoming Courageous, Measurement, Relationship between Fear & Courage.

### Section - C

6. Mindfulness : Concept, Benefits of Mindfulness.  
Flow : Flow State, Auto telic Personality, Fostering Flow, Spiritually: Indian & Western View, Benefits of Spirituality.
7. Positive Institutions : Positive Parenting, Skills of Positive Parenting.  
Positive Schooling : Goals, Components and Skills. Organization (Work Place) : Goals, Strengths.  
Religion : Goals, Strengths.
8. Betterment of Communities -  
Individualism : History, Emphases in Individualism.  
Collectivism : History, Emphases in Collectivism.  
ME/WE Balance.

#### **Note: Experiential Learning:**

The subject teacher could encourage students to plan some experiential learning activity from each topic. 5 Marks of Internal Assessment could be allotted to such activity.

#### **Books Recommended :**

- Aspin wall, L. G. & Staudiger, U. M. (2002). A Psychology of human strengths : Fundamental questions and future directions for a positive psychology. Washington, (Eds.)
- Averill, J. R. & Nunley, E. P. (1992), Voyages of the heart : Living an emotionally creative life. New York : Free Press.
- Baltes, P.B. (2005). Wisdom : The orchestration of mind and character. Boston : Basil Blackwell.
- Baumgardner, S. R. & Crothers, M.K. (2009). Positive Psychology. New Delhi : Dorling Kindersley.
- Branden, N. (1994). The six pillars of self-esteem. New York : Bantam Books.

- Buchanan, G. and Seligman, M.E.P. (1995). Explanatory Style (Eds.). Hillsdale, N.J. : Erlbaum.
- Buckingham, M. & Clifton, D.O. (2001). Now, discover your strengths. New York : Free Press.
- Carr, A. (2007). Positive Psychology: The science of happiness and human strenghts. Routledge Taylor & Francis group London, New York.
- Csikszentmihalyi, M. (1996). Creativity : Flow and the Psychology of discovery and invention. New York : Harper Collins.
- DC : American Psychological Association.
- Gillham, J.E. (2000). The Science of Optimism and Hope : Research Essays in Honor of Martin (Ed.) E.P. Seligman. Radnor, PA : Templeton Foundation Press.
- Linley, P.A. & Joseph, S. (2003). Positive psychology in practice. (Eds.) Hoboken, NJ: Wiley.
- Lopez, S. & Snyder, C.R. (2003). Positive psychological assessment: A handbook of models and measures (Eds.). Washington, DC : APA.
- McCullough, M.E. Pargament, K. I. & Thoresen, C. E. (2000). Forgiveness : Theory, research, and practice (Eds.). New York : Guilford Press.
- McDermott, D., & Snyder, C. R. (1999). Making hope happen : A workbook for turning possibilities into realities. Oakland, CA : New Harbinger Publication.
- McDermott, D., & Snyder, C.R. (2000). The great big book of hope. Oakland, CA : New Harbinger Publications.
- Peterson C, & Seligman, M.E.P. (2004). Character Strengths and Virtues A Handbook and Classification. Washington, D.C. : APA Press and Oxford University Press.
- Peterson, C. (2006). A primer in Positive Psychology. New York : Oxford University.

- Saarni, C. (1999). *Developing emotional intelligence*. New York : Guilford.
- Seligman, M.E.P. (2002). *Authentic happiness : Using the new positive psychology to realize your potential for lasting fulfillment*. NY : Free Press.
- Seligman, M.E.P., Reivich, K., Jaycox, L., & Gillham, J. (1995). *The Optimistic child*. NY : Houghton Mifflin.
- Snyder, C.R. (2000). *Handbook of hope : Theory, measures, and applications*. San Diego, CA : Academic Press.
- Snyder, C.R., & Lopez, S. J. (2002). *The handbook of positive psychology* NY : Oxford University Press.
- Snyder, C.R., McDermott, D. Cook W., & Rapoff, M. (2002). *Hope for the journey : Helping children through the good times and the bad (Rev.ed)* Clinton Corners, NY : Percheron.
- Snyder, C.R. & Lopez, S.J. (2009). *Positive Psychology : The scientific and practical explorations of human strengths*. Lawrence : Sage.
- Snyder, C.R., & Lopez, S. J. (2009). *Positive Psychology*. Sage Publication India Pvt. Ltd.

**Suggested e-learning material:**

**Positive psychologist on positive psychology**

<https://www.pdfdrive.com/positive-psychologists-on-positive-psychology-e26890470.html>

**Positive psychology in practice**

<https://www.pdfdrive.com/positive-psychology-in-practice-researchgate-e13947710.html>

**Positive psychology**

<https://www.pdfdrive.com/positive-psychology-e33549648.html>

## THIRD SEMESTER

### (Disciplinary Courses)

#### JMC 511 Research Methodology-III

<b>Max. Marks : 100</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>(CA: 40 + ESA: 60)</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

#### Learning Outcomes:

The Students will be able to:

- Identify Research tools
- Demonstrate a sound knowledge Sampling techniques.
- Identify a significance of sampling design
- Understand the techniques of Writing a Research Report

#### Section-A

Introduction to Research tools: Questionnaire, Schedule, Interview, Focus Group Study, Discussion, Surveys, etc. Data Collection Technique: Primary & Secondary data.

Sampling: Definition, Concept, Characteristics & Need.

#### Section-B

Types of sampling design: Probability & Non-Probability sample. Census & Sample Survey. (Semester 3)

#### Section-C

Writing Research Report Formal Style, and Mechanics of Report Writing with

Reference Tips for Writing- Dissertation and Thesis Paper, Bibliography

#### Suggested Readings:-

- Young Pauline V. (2001) *Scientific Social Surveys and Research: An introduction to the background*, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing, New Delhi : Prentice – Hall of India.



- Wimmer, R. D & Dominick, J.R (2005) *Mass Media Research: An Introduction*, second reprint, Singapore: Wadsworth.
- R.A.Fisher. (2015). *Statistical Methods For Research Workers*. Genesis Publishing Pvt Ltd.
- Adams, K., & Brace, I. (2006). *An Introduction to Market & Social Research: Planning & Using Research Tools & Techniques*. Kogan Page Publishers.
- Burr, I. W. (2011). *Applied Statistical Methods*. Elsevier

### **E-Learning Materials:**

#### **Digital Tools for Qualitative Research**

<https://books.google.co.in/books?id=f97WAgAAQBAJ&printsec=frontcover&dq=Introduction+to+Research+tools&hl=en&sa=X&ved=0ahUKEwjgtYL02czgAhUCiXAKHTv6A5EQ6AEIPDAD#v=onepage&q=Introduction%20to%20Research%20tools&f=false>

#### **Market Research in Practice: An Introduction to Gaining Greater Market Insight**

<https://books.google.co.in/books?id=XOunCwAAQBAJ&printsec=frontcover&dq=Introduction+to+Research+tools&hl=en&sa=X&ved=0ahUKEwjgtYL02czgAhUCiXAKHTv6A5EQ6AEILzAB#v=onepage&q=Introduction%20to%20Research%20tools&f=false>

#### **An Introduction to Market & Social Research**

<https://books.google.co.in/books?id=BEqyDnVWWlwC&dq=Introduction+to+Research+tools&hl=en&sa=X&ved=0ahUKEwjgtYL02czgAhUCiXAKHTv6A5EQ6AEISjAF>

#### **Accounting & Auditing Research: Tools & Strategies**

[https://books.google.co.in/books?id=\\_hWkAQAACAAJ&dq=Introduction+to+Research+tools&hl=en&sa=X&ved=0ahUKEwjgtYL02czgAhUCiXAKHTv6A5EQ6AEIYDAJ](https://books.google.co.in/books?id=_hWkAQAACAAJ&dq=Introduction+to+Research+tools&hl=en&sa=X&ved=0ahUKEwjgtYL02czgAhUCiXAKHTv6A5EQ6AEIYDAJ)

## JMC 505 Digital Media

**Max. Marks : 100**  
**(CA: 40 + ESA: 60)**

L	T	P	C
4	0	0	4

### Learning Outcomes:

The students will be able to:

- Describe the techno-cultural discourse surrounding new-media technologies and practice.
- Evaluate communication technologies as the articulation of power and as an agent of social change.
- Evaluate ethical and legal considerations in working with digital media.

### Section-A

**Understanding the Technology**-Introduction to concepts of digitization and convergence, Application software: Word processing, Spreadsheet, Image Editing. Introduction to Internet, World Wide Web (WWW), Search Engines. Overview of New Media Industry Introduction to Web-designing: Role of Navigation, Color, Text, Images, Hyperlinks, Multimedia elements and Interactivity.

**Nature of the Web**-Vast amount of information generated each day, Revolutionary change in communication, The unparalleled benefits of the net and Social Media. Freedom of expression V/s Privacy, The “Dark Net”, Largest ungoverned space on earth.

### Section-B

**Online Journalism & Social Media**-Traditional vs Online Journalism-difference in news consumption, Online Writing & Editing, Social Media, Web 1.0, 2.0 3.0 4.0 5.0, Mobile Communications & Technology

**Cyber Laws, Ethics & Programming**-Cyber Crimes & Security: Types and Dimension, Cyber Laws & Ethics, Elements & Principles of Web Designing, Basic Programming – HTML

### Section-C

**Internet & New Media**-Digital Media Marketing and Advertising: Introduction, Features of Online Communications, Digital media and communication ICT, digital divide, Information Society & Media Convergence Networking, ISP & browsers, Over The Top Media Services (OTT), Digital Terrestrial Television(DTT) Platforms

### JMC 505L Digital Media Lab

**Max. Marks : 100**

**L T P C**

**(CA: 40 + ESA: 60)**

**0 0 4 2**

Creating and Maintain Blogs, Posting Articles, Features, Stories, News on Blogs; Layout and designing Techniques; Graphics Designing; Linear and Non-linear writing; Content Strategy; Production of Digital Stories; Digital Journalism Platforms, MoJo; Audience Analysis; Video and Audio Production, Digital Advertisements Production; Web publishing, Learning HTML; Creating a simple Web page with links to text document; SEO, SEO Reporting, Digital Marketing Platforms and Strategies.

#### **Suggested Readings:**

- *Media Convergence Handbook - Vol. 2*, Firms and User Perspectives.
- Artur, Dal Zotto, *Editors: Lugmayr, Cinzia* (Eds.)
- Artur, Dal Zotto, *Media Convergence Handbook - Vol. 1* Journalism, Broadcasting, and Social Media Aspects of Convergence Editors: Lugmayr, Cinzia (Eds.)
- Eiman Eissa (2010) *Media Convergence: Effects on the Egyptian Mobile Phone Users Paperback – Import*.
- Benson, Tracey (2013) *Media convergence: Networked digital media in everyday life*.

**E-Learning Materials:****The Concept of Media Convergence**

<https://ololadeganiyualabi.wordpress.com/2014/03/11/the-concept-of-media-convergence/>

**Print vs. Online journalism: are believability and accuracy affected by where readers find information?**

<https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1022&context=journalismdiss>

**Dimensions of Cyber-Attacks: Cultural, Social, Economic, and Political**

[https://www.researchgate.net/publication/224223630\\_Dimensions\\_of\\_Cyber-Attacks\\_Cultural\\_Social\\_Economic\\_and\\_Political](https://www.researchgate.net/publication/224223630_Dimensions_of_Cyber-Attacks_Cultural_Social_Economic_and_Political)

**Digitalization and Media change**

[http://www.nordicom.gu.se/sites/default/files/publikationer-hela-pdf/ambivalence\\_towards\\_convergence.pdf](http://www.nordicom.gu.se/sites/default/files/publikationer-hela-pdf/ambivalence_towards_convergence.pdf)

**JMC 501 Advertising and Public Relation****Max. Marks : 100****L T P C****(CA: 40 + ESA: 60)****4 0 0 4****Learning Outcomes:**

Students will be able to:

- Explore the role and purpose of Advertising as an occupation.
- Conceptualize, Plan and Produce an advertising campaign.
- Explain the role of public relations professional in the corporate environment
- Describe the strategies, tactics and techniques of public relations.
- Write proposals, press release, notices etc. for specific audiences and purposes

### Section-A

**Concept of advertising**-Evolution and development of advertising-Advertising process and participants-Functions of advertising-AIDA and DAGMAR-Overview and scope of advertising industry in India-Scope and Challenges of Advertising in global market-Careers in advertising-AD Terminology

**Basic Theories and Applications of Advertising** -Types and Classification of Advertising- Factors Determining Advertising Opportunity of a Product/Service/Idea,-Types of Appeals and Advertising Messages

### Section-B

**Ad Agency:** Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship-Ethical Issues in Advertising-Social Criticism of Advertising-Laws in Advertising- Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct.

### Section-C

**Basics of Public Relations**-Defining publics, role and functions of publics in an organization- Understanding the various publics and their relevance-Event Planning and Concepts-Consumer Behavior-Advanced Public Relations-Client Servicing and Account Planning, Public Relations in India and other developing countries-Globalization in PR-Changing trends in PR-PR laws and Ethics, PRSI, PRII-Crisis Management

**Media Marketing:** Media nano marketing, Social Media Marketing, Digital Marketing Strategy, Web Analytics, Digital Marketing Budgeting, Mobile Marketing, E-Mail Marketing

## JMC 501L Advertising and Public Relation Lab

**Max. Marks : 100**

**(CA: 40 + ESA: 60)**

**L T P C**

**0 0 2 1**

Copywriting, Production of Radio/TV Advertising, Digital advertising & Case Studies on Successful and Disasters Brand Presence on Social Media, Innovative Outdoor and Indoor Advertising, Portfolio Making, Campaign Production and Review (Account Management, Media Planning Creative, Production etc. on a brand/social issue), PR and Writing: House journal,

Newsletter, Social Media (Blogs, Facebook, Twitter, You Tube, Instagram etc), Press Releases, Video News Releases, Webcasts, Crisis Communication on Digital Media and Solutions

### **Suggested Readings:**

- Jethwaney, Jaishri and Jain, Shruti (2013) *Advertising Management*, New Delhi : Second edition, Oxford University Press.
- Shah Kruti and D’Souza, Alan (2012) *advertising & promotions an IMC perspective*, New Delhi : Tata McGraw Hill.
- Clow, Kenneth, Baack, Donald (2003) *Integrated Advertisements, Promotion and Marketing Communicatio*, New Delhi : Prentice Hall of India.
- Wilcox, Dennis L, Cameron, Glen T. (2014) *Public Relations Strategies and Tactics* : Ninth Edition Pearson Education.
- Seitel, Fraser P. (1980) *The Practice of Public Relations: Seventh Edition*, Prentice Hall International
- Keith, Butterick (2015) *Introducing Public Relations: Theory & Practice 1st Edition* : Sage Publication India

### **E-Learning Materials:**

#### **Types of advertising | Business Queensland**

<https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/advertising/types>

#### **Advertising Techniques**

<https://www.cisd.org/cms/lib6/tx01917765/centricity/domain/753/advertisingtechniquesnewwithnotesandanswers.pdf>

#### **Public relations tools and activities | Business Queensland**

<https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/pr/tools-activities>

## **What Is Public Relations? PR Functions, Types, & Examples | Feedough**

<https://www.feedough.com/what-is-public-relations-pr-functions-types-examples/>

## **Crisis Management - Meaning, Need and its Features**

<https://www.managementstudyguide.com/crisis-management.htm>

## **JMC 503 Community Broadcasting**

**Max. Marks : 100**

**(CA: 40 + ESA: 60)**

**L T P C**

**4 0 0 4**

### **Learning Outcomes:**

Students will be able to:

- Understand the significance of participatory communication process in democracy and development of a country.
- Understand and analyze the role of non profit media in grassroot development.
- Write and present community radio programmes in popular formats.
- Link new media with the community media to address the challenges and hurdles in the path of community journalism.

### **Section-A**

**Introduction to development and participatory communication:** concept, meaning and definition of development, theories of development and participatory communication, including a background to its evolution and its practical applications in different countries and settings.

**Understanding the community and communication:** Concept, meaning and definition of a ‘community’. Changing perspectives of the process of communications, the function of media and their limitations, media’s role in

the society, media and communication for education and development versus empowerment, and communication for nurturing cultural and cultural empowerment. The links between communication, such as mediated communications, interdependency and non-profit media.

### **Section-B**

**Radio for the Community:** The three layers of broadcasting and where community radio fits into them. Definition of community radio. Community radio in the context of globalization .why community radio, and not public service radio? Evolution of community radio. Essential features of community radio. Benefits of community radio; programme policies, legal matters, codes of ethics and technical issues; Models of community radio; Economic viability and marketing of community radio Managing, evaluating and assessing community radio Community radio and activism. Community radio and Millennium Development Goals (MDGs)

### **Section-C**

**Writing for community radio:** Principles, styles of writing of news and current affairs for community radio. How does it differ from mainstream news? Alternative sources of news available from the internet, local community, national and other sources. Role of community radio news in a disaster situation, a period of political or social strife in the country/region, and promoting alternative economic and development models via news reporting/ focus.

**The internet, new media and community radio:** Use of the internet and other ‘new media’ technology both as a source of information to enrich community radio broadcasting and as a distribution channel for community radio. The pioneering ‘Radio browsing the internet’ project of Kothmale Radio in Sri Lanka is examined along with other similar projects which followed. Internet streaming and mobile-phone-based broadcasting. The concepts and structure of community multimedia centres with new communication technologies on the market such as soundcloud and Hindenburg audio software, interactivity using social messaging apps.



## JMC 503L Community Broadcasting Lab

<b>Max. Marks : 100</b>	<b>L T P C</b>
<b>(CA: 40 + ESA: 60)</b>	<b>0 0 2 1</b>

Researching and identifying local issues, Studying local community, Reporting and Writing for Community Media (Radio, TV, Newspaper and Digital), Programming and planning for Community Radio and TV, Programme production and presentation, Webcasting, podcasting and broadcasting, Community engagement programmes, Outreach programmes and activities, Survey and field work.

### Suggested Readings:-

- Atton, C. (2002) *Alternative Media* London: Sage.
- Bosch, T. E. (2003). *Radio, Community and Identity in South Africa: A Rhizomatic Study of Bush Radio in Cape Town*. PhD thesis, College of Communication: Ohio University.
- Brecht, B. (1932). 'The Radio as an Apparatus of Communication' [online]. Available at: <http://www.medienkunstnetz.de/source-text/8/>. Last accessed: 21 December, 2014.
- Carlos A. Arnaldo & Louie N. Tabing. *Community Radio in Asia: Putting People in Charge* IPDC & Tambuli Foundation, 2008.Print.
- Dagron A. (2001), "Making waves: stories of participatory communication for social change".New York: The Rockefeller Foundation.
- Dutta, A., & Ray, A. (2009, January 29). Community Radio: A Tool for Development of NE. The Assam Tribune [Guwahati], p. 4 Edit Page.
- Fraser, C., & Estrada, S. R. (2001). *Community Radio Handbook*.UNESCO.
- Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass Communication Research Methods*. London: Palgrave Macmillan.

- Howley, K. (2005). *Community Media - People, Places and Communication Technologies*. New York: Cambridge University Press
- Howley, K. (2010). *Understanding Community Media*. London: SAGE
- Jallof, B. (2012). *Empowerment Radio - Voices Building a Community* (1st ed.). Gudhjem: Empowerhouse.
- Mayoux, L. (2005). *Gender Equity, Equality and Women's Empowerment: Principles, Definitions and Frameworks*.
- McQuail, D. 1994. *Mass communication theory: An introduction*. London: Sage.
- Page, N., & Czuba, C. E. (1999). Empowerment: What Is It? *Journal of Extension*, 37(5).
- Pavarala, V., & Malik, K.K. (2007). *Other Voices: The struggle for Community Radio in India*. New Delhi: Sage Publications.
- Rowlands, J. (1997), *Questioning Empowerment. Working with Women in Honduras*. UK: Oxfam.
- Rogers, E.M. 1983. *Diffusion of innovations, 3rd Edition*. New York: Free Press.
- Sen A. Airwaves are for everyone, *The Hindu*, July 28, 2011
- Stewart-Withers, R., Banks, G., McGregor, A., & Meo-Sewabu, L. (2014). Qualitative Research. In R. Scheyvens (Ed.), *Development Fieldwork - A Practical Guide*. London: SAGE Publications Ltd.
- Traber, M. 1985. 'Alternative Journalism, Alternative Media', *Communication Resource*, 7 October. London: World Association for Christian Communication.
- White, S. 1994. *Participatory communication: Working for change and development*. New Delhi: Sage.

### **Journals and Web Sources**

- Broadcast and CableSat
- IMPACT

- PITCH
- [www.allindiaradio.org](http://www.allindiaradio.org)
- [www.aiir.com](http://www.aiir.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.mib.gov.in](http://www.mib.gov.in)
- [www.airwaves.net](http://www.airwaves.net)

### **E-Learning Materials:**

#### **Community Radio Stations | Ministry of Information and Broadcasting**

<http://www.mib.gov.in/broadcasting/community-radio-stations>

#### **Community media: a good practice handbook - UNESCO Digital Library**

[http://www.unesco.org/webworld/publications/community\\_radio\\_handbook.pdf](http://www.unesco.org/webworld/publications/community_radio_handbook.pdf)

#### **Community Radio In India: The Key To Propel Rural Development**

<https://www.youthkiawaaz.com/2011/02/community-radio-for-rural-development>

#### **socio-economic transformation of under ... - Global Scientific Journa**

<http://unesdoc.unesco.org/images/0023/002330/233084E.pdf>

#### **Innovations in Community Radio - Cemca**

<http://cemca.org.in/ckfinder/userfiles/files/Innovations>

#### **Young India**

<http://www.youngindia.net.in>

#### **Community radio impact evaluation: Removing barriers ... - amarc**

[http://www.amarc.org/documents/articles/evaluation\\_2007.pdf](http://www.amarc.org/documents/articles/evaluation_2007.pdf)

#### **Longitudinal Study of the Community Radio Awareness Programmes of CEMCA**

[http://oasis.col.org/bitstream/handle/11599/478/ProgEvalReport\\_CEMCA\\_CommRadio\\_Awareness\\_2011.pdf?sequence=1&isAllowed=y](http://oasis.col.org/bitstream/handle/11599/478/ProgEvalReport_CEMCA_CommRadio_Awareness_2011.pdf?sequence=1&isAllowed=y)

## POL 502 Indian Polity-I

**Max. Marks : 100**  
**(CA: 40 + ESA: 60)**

L	T	P	C
5	0	0	5

### Learning Outcomes:

After completion of the course, students will be able to:

- Understand about the constitutional institutions of Indian Political System.
- Comprehend the dynamics of Indian Political System.
- Analyze the working of Indian Political System.

### Section A

Framing of the Indian Constitution : and Working of Constituent Assembly. Sources of the Indian Constitution, Characteristics of the Indian Political System. Ideological Contents: Preamble of the Indian Constitution, Fundamental Rights, Fundamental Duties, Directive Principles of State Policy. Amendment Process in the Indian Constitution.

### Section B

Union Executive : President, Prime Minister, Cabinet, Theory and Practice of Parliamentary System and the Working of the Coalition Government in India. Parliament : Composition, Powers, Functions, Relationship between Rajya Sabha and Lok-Sabha, Issue of Supremacy and Decline of Indian Parliament.

### Section C

Judiciary : Composition and Jurisdiction of Supreme Court, Judicial Review and Judicial Activism, Need of Independence and Reforms in the Structure of Judiciary. Indian Democracy - A Critical Assessment.

### Recommended Books:

1. Alexandrowiz, C.H (1957). *Constitutional Development in India*. Indan branch: Oxford University Press.
2. Austin, Granville(1966). *The Indian Constitution :Cornerstone of a Nation.*,Oxford:Clarendon Press.

3. Jones, W.H. Morris(1971). *Government and Politics of India*. Paris: Hutchinson.
4. Keith, A.B.(2010). *Constitutional History of India (1600-1935)*. New Delhi: Pacific Publication.
5. Palmer, N.D.(1971). *The Indian Political System*. Massachusetts: Houghton Mifflin.
6. Pylee, M.V.(1965). *Constitutional Government in India*. Mumbai: Asia Publishing House.
7. Singhvi, L.M.(1971). *Indian Parties & Politics* (in Hindi & English). Delhi: the Institute of Constitutional and Parliamentary Studies Research.
8. Jennings, Sir Ivor (1953). *Some Characteristics of the Indian Constitution*. Indian branch: Oxford University Press.
9. Jones, Morris W.H.(1976). *Parliament in India*. USA: Greenwood Press.
10. Park, Richard L & Tinker Irene (ed) (1959) *Leadership and Political Institutions in India*. New Jersey: Princeton University Press.
11. Weiner, Myron(1957). *Party Politics in India - The development of Multi Party System*. New Jersey: Princeton University Press.
12. Weiner, Myron(1962) *Politics of Scarcity : Public Pressure and Political Response in India*. Chicago: University of Chicago Press.
13. Bayley, D.H.( 1969). *Police and Political Development in India*. New Jersey: Princeton University Press.
14. Shakhthar, S.L (1979). *Parliamentary Practices in India*. New Delhi: Metropolitan.
15. Justice, Hegde (1977). *Bhartiya Samvidhan Men Rajya ke Neeti Nirdeshak Tatva*. New Delhi: United Book house.
16. Singh, Bhawani (1973). *The Council of States in India*, Meerut: Meenakshi Prakashan.
17. Sharma, P.D.& Pant, H.G. (ed.) (1983). *Constitutional System in India*. New Delhi.

18. Singhvi ,L.M. (1971).*Indian Political Parties* (in Hindi & English), Delhi:The Institute of Constitution and Parliamentary Studies.
19. Brass, P.R. (2ed)(1990). *Politics of India since Independence*. Cambridge: Cambridge university Press.
20. Chatterjee ,P. (1997). *State and Politics in India*(ed). Delhi: Oxford University Press.
21. Chatterjee, P. Chakraborty, B. (1999). *Social Movements in Contemporary India*. Calcutta:K.P. Bagchi and Co.
22. Pylee, M.V.(1998). *Introduction to the Constitution of India*. New Delhi: Vikas Publishing.
23. Austin, G.(2000). *Working of a Democratic Constitution : The Indian Experience* Delhi: Oxford Univ. Press.
24. Weiner, M. (1999)*The Indian Paradox : Essays in Indian Politics*. London: Sage Publications.
25. Kaviraj, S. (1998), *Politics in India*. New Delhi:Delhi University Press.

### **Suggested E-Resources**

E PG Pathshala- <https://epgp.inflibnet.ac.in/ahl.php?csrno=29>

The Indian Journal of Political Science-

<http://www.jstor.org/action/showPublication?journalCode=indijpoliscie>

## FOURTH SEMESTER

### JMC 514P UIL Project

<b>Max. Marks : 100</b>	<b>L T P C</b>
<b>(CA: 40 + ESA: 60)</b>	<b>0 0 48 24</b>

Students shall undergo training in media organizations for one semester (5 months) and will submit a comprehensive Industrial Training Report (ITR) along with a Power Point Presentation on the work done during the training.

The Project will be evaluated by an external examiner, an internal examiner and a Vice-chancellor's nominee. The marks of the continuous assessment obtained from the industry will be compiled by the Head of the Department based on various interim reports of mid-term/end term evaluation received from the host organization and timely submission of report, synopsis and dissertation.

## Discipline Electives

### JMC 403 Ethics, Constitution and Media Laws

<b>Max. Marks : 100</b>	<b>L T P C</b>
<b>(CA: 40 + ESA: 60)</b>	<b>5 0 0 5</b>

#### **Learning Outcomes:**

Students will be able to:

- Critically analyze the legal and regulatory restrictions on expression and their impact on journalism practice.
- Understand the nature of ethics and moral discourse.
- Demonstrate an understanding of a range of specific ethical issues, perspectives and debates.
- Communicate understanding of the relevant ethical and legal issues in written and oral forms.

### Section A

**Press Freedom and Law**-Constitution and freedom of speech and expression- Contempt of court -Official secrets act 1923 -Right to information Right to privacy

**Media Laws**-Civil and criminal law of defamation-Indian penal Code 1860 (Section -124A, 153AB, 292,293) -Criminal procedure Code 1973 (Section- 93,95,96, 108, 144, 196,327)- Intellectual property rights- Copy Right Act 1957- Prasar Bharti Act 1990 - Information technology Act 2000

### Section B

**Media Councils and Committees**-Press commissions- Media council/ Press Council -Working Journalist Act- Autonomy of public broadcasting - IPC and the CrPC-Corporate Law

**Codes and Ethics**- Ethics: Meaning & definition -Advertising Council of India -Parliamentary privileges: article 105, 193 and 361A of constitution- Guidelines for parliamentary coverage- AIR code for election coverage - Doordarshan commercial code

### Section C

**Regulations and Self Regulation**- Regulations of Broadcast: Challenges and Issues, Press Ombudsman: Readers' Editor, Regulatory Authorities: BCCI, IBF, TRAI, Intellectual property regulations in media, Regulation Laws in Different Countries, NBA.

#### Suggested readings

- Neelamalar, M. (2000) *Media Law an Ethics*.
- Prabhakar, Manohar and Bhanawat, Sanjeev, (2006) *Compendium of Codes of Conduct*
- *for Media Professionals*, Jaipur : University Book House.
- Trikha, N.K, (1986), *The Press Council : A Self Regulatory Mechanism for the Press*.
- Somaiya Publications, N.D.
- Gupta, V.S. and Dayal, Rajeshwar (ed) (2004) *Media and Market Forces: Challenges and Opportunities* : Concept Publishing Co. N.D.



- McManus, John. H (2001) *Market Driven Journalism* : Sage Publications, N.D.
- Christians, Clifford and Traber, Michael (2008) *Communication Ethics and Universal Values*, Sage Publications, N.D.
- Ross, D. S. (2004) *Deciding Communication Law: Key Cases in Context*, Lawrence Erlbaum Associates

### **E-Learning Materials:**

#### **HISTORY OF PRESS IN INDIA AND ASSAM - Shodhganga**

[http://shodhganga.inflibnet.ac.in/bitstream/10603/93299/1/11\\_11\\_chapter%204.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/93299/1/11_11_chapter%204.pdf)

#### **History of Press in India | Naro Ttam - Academia.edu**

[http://www.academia.edu/3685737/History\\_of\\_Press\\_in\\_India](http://www.academia.edu/3685737/History_of_Press_in_India)

#### **Media laws of India - Caaa.in**

[http://www.caaa.in/image/media\\_laws.pdf](http://www.caaa.in/image/media_laws.pdf)

#### **An Analysis of Parliamentary Privileges in India - Legal Service India**

<http://www.legalserviceindia.com/articles/parliamentary001.htm>

#### **Press Commission and Press Council of India**

<https://wecomunication.blogspot.com/2014/09/press-commission-and-press-council-of.html>

## **JMC 404 International and Inter-Cultural Communication**

**Max. Marks : 100**

**(CA: 40 + ESA: 60)**

**L T P C**

**5 0 0 5**

### **Learning Outcomes:**

Student will be able to:

- Understand the basic concepts and principles of communication.
- Understand the importance of international communication as a part of media.

- Develop the understanding for eastern and western communication.
- Understand different channels of communication affected by cultures.
- Enhance their knowledge of inter-cultural communication.

### Section A

**Principle of Communication:** Nature and process of human communication, Functions of communication, Verbal and Non-verbal communication, Nature and process of types of communication, Issues of Media monopoly, Media and Social Responsibility, Culture, Communication and Folk Media.

### Section B

**International Communication:** Political, Economic and Cultural dimensions of International Communication, International News Flow, International, Regional and Internal disparities, Communication as Human Right, Impact of new communication technology on News Flow, Issues in International Communication, Comparison of Western and Eastern Communication.

### Section C

**Inter-Cultural Communication:** Culture- Definition, Process, Value System, Eastern and Western perspective, Inter-cultural communication- definition, process, philosophical and functional dimensions, perception of the World- Western and Greek, retention of information, Communication as a concept of Eastern and Western cultures, Language, Grammar and modern Mass Media as a vehicle of cultural communication.

### Suggested Readings:

- MA: McGraw-Hill, p. 209-210,; 224-233. *Griffin, E.* (1997).
- A first look at communication theory (3rd ed.). *New York: McGraw-Hill*, p. 256. Infante, D. A., Rancer, A.S.,; Womack, D. F. (1997).
- Building communication theory (3rd ed.). *Prospect Heights, IL: Waveland Press*, p. 180 & 348-351. Littlejohn, S.W. (1999).
- Theories of human communication (6th ed.). *Belmont, CA: Wadsworth*, p. 319-322. West, R., & Turner, L. H. (2000).

- Geert Hofstede (1991), *Cultures and Organizations: Software of the Mind*
- Edward T. Hall (2000), *Beyond Culture*

### **E-Learning Material:**

#### **What Is Mass Media? - Definition, Types, Influence & Examples**

<https://study.com/academy/lesson/what-is-mass-media-definition-types-influence-examples.html>

#### **A Layman's Guide to the Different Types of Mass Media - MarketingWit**

<https://marketingwit.com/different-types-of-mass-media>

#### **Introduction to Mass Communication (IGNOU)**

<http://download.nos.org/srsec335new/ch2.pdf>

#### **Introduction to Communication**

[http://www.scert.kerala.gov.in/images/2014/HSC\\_Textbook/25\\_Journalism-unit-01.pdf](http://www.scert.kerala.gov.in/images/2014/HSC_Textbook/25_Journalism-unit-01.pdf)

#### **Types and forms of communication**

[http://www.zainbooks.com/books/mass-communication/introduction-to-mass-communication\\_6\\_types-and-forms-of-communication.html](http://www.zainbooks.com/books/mass-communication/introduction-to-mass-communication_6_types-and-forms-of-communication.html)

#### **History of International Communication Studies**

<https://oxfordre.com/internationalstudies/abstract/10.../acrefore-9780190846626-e-63>

## **JMC 402 Data Journalism**

**Max. Marks : 100**

**(CA: 40 + ESA: 60)**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>

### **Learning Outcomes:**

Student will be able to:

- Identify steps in the reporting process for Data Journalism
- Understand the use of right data in a basic news story.

- Identifying, gathering and exploring a dataset for an investigative story.
- Understand the use of statistics to analyse data.

### Section A

**What is data Journalism-** Introduction of Data Journalism, how to find data, Data Gathering- how do you do it? How do you find the data - sources and techniques, scraping data - using the web as a data source; Visualising the data: what works and what doesn't; Alternative Data Sources, Common Data Formats

### Section B

**Story Telling from Data-** How to Find a Story in Data, How Data is Used for Public Interest Stories, Specific Data Stories, planning a Data Story: Hypothesis and Questions, Enriching Stories with Data, Data Driven Interviews

### Section C

**Data Analysis-** Analysing Fact Sheets, Understanding Data, Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights, Essential Statistics, Evaluating Data Interpretation, Data Privacy, Data Visualization

#### Suggested Readings:

1. Felle, T., John Mair, & Damian Radcliffe. (2015). *Data Journalism: Inside the Global Future*. Theschoolbook.com.
2. Jonathan Gray, J., Lucy Chambers, & Liliana Bounegru. (2012). *The Data Journalism Handbook: How Journalists Can Use Data to Improve the News*. London: O'Reilly Media.
3. Mair, J., Richard Lance Keeble, & Megan Lucero. (2017). *Data Journalism: Past, Present and Future*. Theschoolbook.com.
4. Vallance-Jones, F., & David McKie. (2016). *The Data Journalist: Getting the Story*. Canada: OUP.
5. Wusthof, I. (2018). *Data-Driven Journalism*. German: Grin Verlag.

**e-Learning Material**

**The Data Journalism Handbook** Edited by **Jonathan Gray, Liliana Bounegru, and Lucy Chambers**

[https://datajournalismhandbook.org/uploads/first\\_book/DataJournalismHandbook-2012.pdf](https://datajournalismhandbook.org/uploads/first_book/DataJournalismHandbook-2012.pdf)

**BEST PRACTICES FOR DATA JOURNALISM KUANG KENG** by **KUEK SER**

<https://www.kbridge.org/wp-content/uploads/2018/04/Guide-3-Best-Practices-for-Data-Journalism-by-Kuang-Keng.pdf>

**Educational strategies in data journalism: A comparative study of six European countries**

Show all authors **Sergio Splendore, Philip Di Salvo, Tobias Eberwein**

<https://journals.sagepub.com/doi/abs/10.1177/1464884915612683>

**Ethics for Digital Journalists: Emerging Best Practices** edited by **Lawrie Zion, David Craig**

[https://books.google.co.in/books?hl=en&lr=&id=QJxeBAAAQBAJ&oi=fnd&pg=PA202&dq=data+journalism+pdf&ots=Ih1uI20-Nf&sig=qe0BHNGtDV\\_ydQr3Nxbv9of8u9k#v=onepage&q=data%20journalism%20pdf&f=false](https://books.google.co.in/books?hl=en&lr=&id=QJxeBAAAQBAJ&oi=fnd&pg=PA202&dq=data+journalism+pdf&ots=Ih1uI20-Nf&sig=qe0BHNGtDV_ydQr3Nxbv9of8u9k#v=onepage&q=data%20journalism%20pdf&f=false)

## **JMC 408 Sports Journalism and Sports Reporting**

**Max. Marks : 100**

**(CA: 40 + ESA: 60)**

**L T P C**

**5 0 0 5**

### **Learning Outcomes:**

Students will be able to:

- Understand the fundamental of writing of sports stories, in short form and long form
- Produce and present the reporting of sports stories, in all media forms: print, audio, visual, online, social media.

- Understand the challenges and opportunities of sports journalism in India and abroad.
- Express, argument and amalgamation in written and oral forms
- Understand the relationship between hard-news and opinion-based presentations in sports journalism, in print and in other media.

### **Section A**

#### **History and Introduction of Sports Journalism**

Sports storytelling in the 21<sup>st</sup> century, The Basics: Who are we and what are we doing here? ,The History of Sports Reporting, Ethics in Sports Journalism, Reports about Radio, TV, Internet, Digital Coverage of Sports , Role of Social Media in Sports coverage, How to cover a story in social media, Podcasting, Webcasting, Commentary & Column writing.

### **Section B**

#### **Writing for sports Journalism**

Writing the Game Story, Elements of the Game Story, Finding stories, sources, interviewing, Press conferences, the event coverage, Packaging print, Television sports, Radio and TV Anchoring, Talk show.

### **Section C**

#### **Branding and Entrepreneurial Sports Reporting Major Sports Events and Sports league**

Features, preview reports, – short form of storytelling, Economics of sports media, Personal branding and entrepreneurial sports reporting, World Cups, Olympics, The National Game of India, IPL and local league tournament etc.

#### **Suggested Readings:**

1. Boyle, R. (2006) *Sports Journalism: Context and Issues*. London: Sage.
2. Andrews, P. (2005) *Sports Journalism: A Practical Guide*. London: Sage.

3. Kathryn T. (2009) *Sports Journalism: An Introduction to Reporting and Writing*.
4. US: Rowman& Littlefield
5. Srinivas, R. (2009) *Sports Journalism*. New Delhi:Khel Sahitya Kendra
6. Steve, C. (2002) *Sports Writing: A Beginner's Guide*.U.S.A. :Discover Writing Company
7. Vol. 25, No. 2, *Special Issue: The Practice of Sport History* (Summer 1998), pp. i-x

### **E-Learning Materials:**

#### **Sports journalism- News World Encyclopedia**

[https://www.newworldencyclopedia.org/entry/Sports\\_journalism](https://www.newworldencyclopedia.org/entry/Sports_journalism)

#### **Introduction: Sport History: Into the 21 Century**

<https://www.jstor.org/stable/4361056>

#### **Sports journalism ethics and quality of information. The ... - UPF**

[https://www.upf.edu/tmr/\\_pdf/20150514\\_XRamon.pdf](https://www.upf.edu/tmr/_pdf/20150514_XRamon.pdf)

#### **The importance of social media in sport**

<https://www.telegraph.co.uk/investing/business-of-sport/social-media-in-sport/>

#### **The impact of social and digital media on sport**

<https://www.latrobe.edu.au/nest/the-impact-of-social-and-digital-media-on-sport/>

#### **Elements of the Sports Feature**

[https://www.schooljournalism.org/wp-content/uploads/2015/09/C2L15\\_The-Sports-Feature.pdf](https://www.schooljournalism.org/wp-content/uploads/2015/09/C2L15_The-Sports-Feature.pdf)

#### **10 Content Tips from Sports Journalists**

<https://contently.com/2014/04/02/10-content-tips-from-sports-journalists>

## Reading Elective Courses

### JMC 512R Social Psychology

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

#### Learning Outcomes

Students will be able to:

- Identify the Sociological Approach to man.
- Become familiar with social psychological literature.
- Apply social psychological theories and principles to your everyday behavior.

#### Course content:

Meaning and Definition, The Sociological Approach to man, Social Psychological Theory, ProSocial Behaviour, The Self- Principles of Social Psychology, Social Cognition, Social Influence and Persuasion, Attitude and Belief, The Expression of Emotions, Group Theory, Doctrines of Social Interest, Sociological Shape of Opinion and Attitude, Sentiments: The relation of sentiments to psychological functions. Agression and Antisocial Behaviour.

#### Suggested Readings

- Allport, F. (1924). *Social Psychology*. Boston: Houghton Mifflin.
- E.A. R. (1912). *Social Psychology*. New York: MacMillan.
- Homans, G. (1950). *The Human Group*. New York: Harcourt Brace.
- Watson, J. (1930). *Behaviourism*. New York: W.W. Norton Publishers.
- Wertheimer, M. (1945). *Productive Thinking*. New York: Harper Publishers.



**E-Learning Materials:**

<https://resources.saylor.org/wwwresources/archived/site/wpcontent/uploads/2011/09/PSYCH301-1.1.1-Social-psychology.pdf>

**The Principles of Social Psychology**

[http://www.opentextbooks.org.hk/system/files/export/15/15477/pdf/Principles\\_of\\_Social\\_Psychology\\_15477.pdf](http://www.opentextbooks.org.hk/system/files/export/15/15477/pdf/Principles_of_Social_Psychology_15477.pdf)

**Social Influence and the Collective Dynamics of Opinion Formation**

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0078433>

**The Social Self: The Role of the Social Situation**

<https://opentextbc.ca/socialpsychology/chapter/the-social-self-the-role-of-the-social-situation/>

## **JMC 502R Advertising Management**

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

**Learning Outcomes:**

The students will be able to:

- Understand basic and emerging concepts and principles in relation to better decision making in the areas of Advertising
- Integrate various functions with organizational goals and management strategies.

**Course content:**

**Advertising Management:** Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency, Brand Management: Concept, Various Theories and Models in Brand Management, Media Planning: Introduction, Media Objectives; Media Options;

Measuring Media Audiences, Advertising Budgets: Introduction, Factors Influencing Budget Setting, Allocating the Marketing Communication Budget.

**Suggested Readings:**

- Wells, William, John Burnett, Sandra Moriarty (1989) *Advertising: Principles and Practice* :Pearson Prentice Hall.
- Harriossn, Tony Ed. (1989) *A Handbook of Advertising Techniques*, London : Kogan Page, K. Chandrakandan, Noorjehan A.K. Hanif, N. Balasubramani, C. Karthikeyan.
- B.N. Ahuja, S.S. Chabra (1897) *Advertising and Public Relation*, Delhi : Surjet Publication.
- Shah Kruti and D'Souza, Alan (2012) *advertising & promotions an IMC perspective*, New Delhi : Tata McGraw Hill.
- Clow, Kenneth, Baack, Donald (2003) *Integrated Advertisements, Promotion and Marketing Communicatio*, New Delhi : Prentice Hall of India.

**E-Learning materials:**

**What is Advertising - Introduction to Advertising management - YouTube**

<https://www.youtube.com/watch?v=Qm6QsFq9uz8>

Advertising Management - Department of Higher Education

164.100.133.129:81/econtent/Uploads/Advertising\_Management.pdf

**What is ADVERTISING MANAGEMENT? What does ADVERTISING ...**

<https://www.youtube.com/watch?v=RLmW6GRbEE8>

**Introduction to Advertising Management - Notes - BBA|mantra**

<https://bbamantra.com/advertising-management/>

**Advertising Management - Meaning and Important Concepts**

<https://www.managementstudyguide.com/advertising-management.htm>

## JMC 504R Critical Thinking and Modern Lifestyle

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

### **Learning Outcomes:**

Students will be able to:

- Communicate effectively.
- Critically think on particular problems
- Solve problems related to today's lifestyle.

### **Course Content:**

Need for creativity in 21<sup>st</sup> Century, Imagination, Sources of Creativity, Lateral Thinking, Leadership and Team work. Critical thinking vs. Creative thinking, Multiple Intelligence, Steps of Problem Thinking, Techniques of problem thinking, Emotional Quotient. Critical thinking for Modern lifestyle, Problems of youth in 21<sup>st</sup> Century, Moral Values and Ethics- Caring, Sharing, Honesty, Spirituality, Work Ethics- Valuing Time, Cooperation, Commitment, Self-Confidence.

### **Suggested Readings:**

- Irvine, W.B. (2009). *A Guide to the Good Life: The Ancient Art of Stoic Joy*. Oxford, UK: Oxford University Press
- Haidt, J. (2006). *The Happiness Hypothesis*. New York, NY: Basic Books
- Sauder, T. (2017). *Critical Thinking Skills for Students*. Atlanta, GA: LitFire Publishing
- Browne, M.N., & Keeley. S.M. (2006). *Asking the Right Questions: A Guide to Critical Thinking*. London, UK: Longman Publishing
- Levitin, D.J. (2016). *A Field Guide to Lies: Critical Thinking in the Information Age*. New York, NY: Dutton, Penguin Books

**E-Learning Materials:****Creativity: A Skill to Cultivate In the 21st Century – Develop Intelligence**

<http://www.developintelligence.com/blog/2017/09/creativity-skill-cultivate-21st-century/>

**Lateral Thinking - How can Lateral Thinking help you?**

<https://www.edwdebono.com/lateral-thinking>

**Work Ethic Definition & Elements of a Strong Work Ethic – Cleverism**

<https://www.cleverism.com/work-ethic-definition-elements-strong-work-ethic/>

**Critical Thinking vs. Creative Thinking - The Peak Performance Center**

<http://thepeakperformancecenter.com/educational-learning/thinking/critical-thinking/critical-thinking-vs-creative-thinking/>

**Critical Thinking in Modern Society – CSI**

[https://www.csicop.org/specialarticles/show/critical\\_thinking\\_in\\_modern\\_society](https://www.csicop.org/specialarticles/show/critical_thinking_in_modern_society)

**JMC 508R Media and Public Administration**

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

**Learning Outcomes:**

Students will be able to:

- Understand the viewpoint of a more uniform operating practice at the government level.
- Improve the performance of economic development agencies by providing current and future staff with better strategies that are more appropriate to their needs.

- Promote understanding of the political, social, legal, and economic environments in public organizations.
- Understand the concept of urban, rural and regional development.
- Understand the Open Government Directive: Transparency, Participation and Collaboration.
- Understand an extended overview of the impact of social media and ICT in Governance.

### **Course Content:**

Elected officials and government leaders, Social Media and Public Administration, Role of Media in Democracy and Good Governance, Theoretical-Implications-of-Social-Media, Disaster Management, Urban and Regional Planning, structure of Panchayati Raj, Constitutional & Administrative Law, IT and e-Governance Impact of social media in public sector, PPP Model of Development (public private partnership) Housing in Developing Cities: urban housing markets in India in support of low-income households, Globalization, Planning and Local Economic Development (Accountability of Urban Local Governments in India)

### **Suggested Readings:**

- Disaster Management: Future Challenges and Opportunities, by Jagbir Singh, Publisher: I K International Publishing House Pvt. Ltd (16 July 2007) ISBN-10: 818986646X
- URBAN AND REGIONAL PLANNING: A Systems Approach by J. Brian McLoughlin , Publisher: RAWAT PUBLICATIONS (2018), ISBN- 10: 8131610055
- Panchayati Raj System In India: A Symbol Of Participatory Democracy And Decentralized Development by "M. R. Biju", Publisher: Kanishka Publishers, Distributors (2008) ISBN-10: 9788184570564
- Panchayati Raj: System and Rural Development , by I Mohammed, Publisher: D.P.S. Publishing House (2011), ISBN-10: 9380388322
- Electronic Governance by S. Pankaj, jainbookdepot ,ISBN: 8176486868,
- Public-Private Partnerships,1st Edition , Principles of Policy and Finance by E. R. Yescombe E. R. Yescombe , Imprint :

Butterworth-Heinemann, eBook ISBN: 9780080489575 Copyright © 2019 Elsevier

- Housing for the Urban Poor in Developing Countries, by Brian C. Aldrich (Editor), Ranvinder S. Sandhu , Publisher: Rawat Pubns (1 August 2015), ISBN-10: 9788131607138, ISBN-13: 978-8131607138
- Accountability Of Urban Local Governments In India by by C. Nagaraja Rao & G. Sai Prasad , Publisher: Atlantic Publishers and Distributors Pvt Ltd (2007) ISBN-10: 8126907258, ISBN-13: 978-8126907250
- Blueprint for Building Community: Leadership Insights for Good Government by Perry John, Publisher: Peepal Tree Pr ,ISBN: 9781452006260, 1452006261

### **E-Learning Materials:**

#### **4 Ways Social Media Has Benefited Public Administration**

<https://onlinempadegree.usfca.edu/news-resources/news/4-ways-social-media-has-benefitted-public-administration/>

#### **Social Media and Public Administration**

[https://www.researchgate.net/publication/269482885\\_Social\\_Media\\_and\\_Public\\_Administration](https://www.researchgate.net/publication/269482885_Social_Media_and_Public_Administration)

#### **Role of Media in Democracy and Good Governance**

<https://www.lawctopus.com/academike/role-media-democracy-good-governance/>

#### **The Impact of Social Media in the Public Sector - ResearchGate**

[https://www.researchgate.net/publication/273391147\\_The\\_Impact\\_of\\_Social\\_Media\\_in\\_the\\_Public\\_Sector/download](https://www.researchgate.net/publication/273391147_The_Impact_of_Social_Media_in_the_Public_Sector/download)

#### **Housing in Developing Cities**

<https://www.routledge.com/Housing-in-Developing-Cities-Experience-and-Lessons/Wakely/p/book/9780367220280>

#### **Globalization, Planning and Local Economic Development**

<https://www.routledge.com/Globalization-Planning-and-Local-Economic-Development/Clower-Beer/p/book/9781138810310>

## **JMC 513R Tourism Planning and Sustainable Development**

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

### **Learning Outcomes:**

The students will be able to:

- Develop an understanding of the basic concepts of Tourism Planning, both for public and private sector.
- Nurture good knowledge about planning & sustainable development.

### **Course Content:**

Tourism Planning at International, National and State Level Tourism, Objective Setting, Goal setting, Strategy setting and Plan writing, Destinations Tourism planning, significance, Positive and negative impacts of tourism (environmental, economic, socio-cultural), Tourism in various bio-geographic realms and specific situation of environmental concern, Synergism between tourism promotion & nature conservation, Environment and tourism – areas of conflict, symbiosis and synergy, Global Warming and Sustainable Development, The Nature and Scope of Sustainable Tourism, Sustainable Tourism Development-Guiding Principles for Planning and Management, Community based tourism Eco-tourism.

### **Suggested Readings:**

- Fossati, A., & Panella, G. (2000). *Tourism and Sustainable Economic Development*. New York, NY: Springer Publishing Company
- Lanza, A., Markandya, A., & Pigliaru, F. (2005). *The Economics of Tourism And Sustainable Development (The Fondazione Eni Enrico Mattei (Feem) Series on Economics And the Environment)* Cheltenham, UK: Edward Elgar Publishing

- Pineda, F. D. (2013). *Tourism and Environment*. Southampton, UK:WIT Press
- Aronsson, L. (2000). *The Development of Sustainable Tourism*. New York, NY: Continuum Publishing

### **E-Learning materials:**

#### **Chapter - 7 Sustainable Tourism Planning - Shodhganga**

shodhganga.inflibnet.ac.in/jspui/bitstream/10603/147579/12/12\_chapter%207.pdf

#### **(PDF) Planning of Sustainable Tourism Development - ResearchGate**

[https://www.researchgate.net/.../257716150\\_Planning\\_of\\_Sustainable\\_Tourism\\_Develo...](https://www.researchgate.net/.../257716150_Planning_of_Sustainable_Tourism_Develo...)

#### **principles and practice of sustainable tourism planning - Human ...**

[www.humangeographies.org.ro/articles/11/8DUMBRAVEANU.pdf](http://www.humangeographies.org.ro/articles/11/8DUMBRAVEANU.pdf)

#### **(PDF) Tourism Planning and Development in Crete: Recent Tourism ...**

[https://www.researchgate.net/.../249023681\\_Tourism\\_Planning\\_and\\_Development\\_in\\_..](https://www.researchgate.net/.../249023681_Tourism_Planning_and_Development_in_..)

#### **Chapter 4 Tourism Planning and Development - ppt video online ...**

<https://slideplayer.com/slide/6349502/>

## **JMC 506R Ethical Journalism**

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

### **Learning Outcomes:**

The student will be able to:

- Define core concepts of Media Ethics.
- Identify different kinds of Ethical Values.
- Understand concepts of specific digital ethics on online forums



**Course Content:**

Meaning and Definition, Ethical Issues in Mass Communication , Media Ethics and Cultural Citizenship, Role of Press Council of India and its broad guidelines for the press, Ethics in the News Media, Cyber Laws and Ethics: Development of interest; Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking, Media's ethical problems - privacy, right to reply, sting operations, Guarding against communal writing, sensational and yellow journalism, Freebies, bias, Ethical issues related with ownership of media, Paid news

**Suggested Readings:**

- Allport, F. (1924). *Social Psychology*. Boston:Houghton Mifflin.
- E.A, R. (1912). *Social Psychology*. New York: MacMillan.
- Homans, G. (1950). *The Human Group*. New York: Harcourt Brace.
- Watson, J. (1930). *Behaviourism*. New York: W.W.Norton Publishers.
- Wertheimer, M. (1945). *Productive Thinking*. New York: Harper Publishers.

**E-Learning Material:****The 5 Principles of Ethical Journalism**

<https://ethicaljournalismnetwork.org/who-we-are/5-principles-of-journalism>

**Digital Media Ethics**

<https://ethics.journalism.wisc.edu/resources/digital-media-ethics/>

**What Is Ethical Hacking – Different Types Of Hackers**

<https://wikhack.com/what-is-ethical-hacking/>

**What is Ethical hacking? What are different Types of Hackers**

<https://catchupdates.com/ethical-hacking/>

**Core issues in ethics for journalism and media management**

## JMC 510R Psychology of Communication

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

### **Learning Outcomes:**

The student will be able to:

- Define core concepts and theories of media psychology.
- Identify different kinds of media effects.
- Explain the psychological processes underlying media effects.
- Analyze and synthesize relevant research

### **Course Content:**

Introduction to Psychology as a Social Science, Psychology and mass communication, Psychology of verbal communication, psychology of non-verbal communication, Understanding Mind and Behaviour, Perceptual Psychology, Psychology of Learning & Thinking, Branches of psychology, Psychology of Mass communication, Psychology of advertising, Social Media and Psychology

### **Suggested Readings:**

1. Cooper, B. (2018). *How to Analyze People: The Complete Psychologist's Guide to Speed Reading People - Analyze and Influence Anyone Through Human Behavior Psychology*. Createspace Independent Publishing Platform.
2. Haeur, R. J. (2010). *The Psychology of Intelligence Analysis*. Books Express Publishing.
3. Hook, D. (2011). *The Social Psychology of Communication*. Publisher: Palgrave Macmillan.
4. Marshal.B.Rosenberg. (2017). *Nonviolent Communication* (3rd ed.). Publisher: Puddle Dancer Press.

**E-Learning Materials:  
Memory, Thinking and Language**

<http://www.cee.uma.pt/ron/Greene%20-%20Memory,%20thinking%20and%20language.pdf>

**What is Media Psychology?**

<http://mprcenter.org/what-we-do/what-is-media-psychology/>

**Media Psychology - What does psychology have to do with media?**

<http://psychology.jrank.org/pages/405/Media-Psychology.html>

**The Psychology of Advertising**

<https://www.theatlantic.com/magazine/archive/1904/01/the-psychology-of-advertising/303465/>

**The Psychology Of Social Networking**

<https://kennisnetjeugd.nl/?file=4057&m=1471885269&action=file.download>

**JMC 515R Women and Media**

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

**Learning Outcomes:**

The student will be able to:

1. Understand key theories and methods of studying media, power, and social identities
2. Examine the role of media in constructing gender and its intersections with race, ethnicity, class, and sexuality

**Course Content:**

Media representations of women, Portrayal of women in film, television, news and magazines, Media and Women: A historical perspective, Contribution of Renowned Women Journalist in National and International

Media, Women, Education and Communication: Content and Concept, Use of media for development of women.

**Suggested Readings:**

- Verma, N.K. (2006). *Media and Women*. New Delhi: Mohit Publications
- Gauntlett, D. (2002). *Media, Gender, and Identity: An Introduction*. London, UK: Routledge
- Thornham, S. (2007). *Women, Feminism and Media*. Edinburgh, UK: Edinburgh University Press
- Stover, M.R., & Ibroscheva, E. (2014). *Women in Politics and Media Perspectives from Nations in Transition*. London, UK: Bloomsbury Publishing Plc

**E-Learning materials:**

**WOMEN AND MEDIA - Swami Vivekananda**

[www.caluniv.ac.in/global-mdia-journal/Documents/](http://www.caluniv.ac.in/global-mdia-journal/Documents/)

Portrayal of Women in Indian Mass Media - Journal of Education  
[jespnet.com/journals/Vol\\_1\\_No\\_1\\_June\\_2014/12.pdf](http://jespnet.com/journals/Vol_1_No_1_June_2014/12.pdf)

**(PDF) PORTRAYAL OF WOMEN IN MEDIA - ResearchGate**

[https://www.researchgate.net/publication/284431132\\_PORTRAYAL\\_OF\\_WOMEN\\_](https://www.researchgate.net/publication/284431132_PORTRAYAL_OF_WOMEN_)

**Chapter 10: Women and the Media – Global Women's Issues**

<https://opentextbc.ca/womenintheworld/chapter/chapter-10-women-and-the-media/>

Global Women's Issues: Women in the World Today, extended version

<https://opentextbc.ca/womenintheworld/>

## JMC 507R Media and Popular Culture

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

### Learning Outcomes:

The student will be able to:

- Learn about folk media using body language or non verbal language.
- Inculcate knowledge of folk music, dance and drama.
- Differentiate between traditional media and electronic media

### Course Content:

**Traditional Media:** Features of Traditional Media, Forms of Traditional Media: street theatre, Tamasha, Harikatha, Folk theatre and Comedy, Folk dances: Lavani and Rajasthan like Ghoomar, Kalbeliya nritya and Orissa and Gujarati, **Forms of Indian Culture:** Fairs and Festivals- Certain fairs and festivals are culture as well as region specific for e.g., Durga Puja, a major festival of West Bengal, Baisakhi in Punjab, Ganesh Chaturthi in Maharashtra, Pongal in Tamil Nadu, and Onam in Kerela etc. **Pupets, Indian folk Music:** Katputali shows of Rajasthan, Sakhi Kundhei of Orissa, Putla Nach of Assam, Malasutri Bhaulya of Maharashtra, Bommalattam of Tamilnadu, Gombeyatta of Karnataka Patachitra katha, **Indian folk music:** Bhangra, Lavani, Dandiya, Sufi folk rock, and Rajasthan.

### Suggested Readings:

1. Sharma S.P. and Gupta, S,2007, *Fairs and Festivals of India*, New Delhi, Delhi, Pustak Mahal,India.
2. Ghosh ,S. and Banerjee , U K. *Indian Puppetry and Puppet Stories*,2009, Gurgaon , Hariyana, Shubhi Publications

3. Vatsyayan , K. 2008, *Traditions of Indian Folk Dance* , California, US,: Clarion Books; 2nd Revised edition edition,
4. Jha , S. 2012 *Theatre and Stage, (fFk, Vj vkSj LVst)* Patna, Bihar, Bihar Rashtrabhsah Parishad
5. Hollander , J . 12-Sep-2007, *Indian Folk Theatres, London, United Kingdom (Theatres of the World)* Routledge; 1 edition
6. Gajrani , S. *History, Religion and Culture of India* , 2004, Delhi , Delhi , Isha Books,

### **E-Learning Materials:**

#### **COMMUNICATING THROUGH TRADITIONAL MEDIA**

<http://download.nos.org/srsec335new/ch28-core.pdf>

#### **Characteristics of Traditional Folk Media**

<http://ecoursesonline.iasri.res.in/mod/page/view.php?id=117408>

#### **Lavani-folk-dances-of-Maharashtra**

<http://www.indianfolkdances.com/lavani-folk-dances-of-maharashtrata.html>

#### **13 Most Popular Folk Music and Dance of Rajasthan**

<https://www.travelogyindia.com/blog/most-popular-traditional-folk-music-and-dance-of-rajasthan>

#### **PUPPETRY-THE TRADITIONAL FOLK THEATRE OF INDIA**

[http://granthaalayah.com/Articles/Vol5Iss1/30\\_IJRG17\\_A01\\_51.pdf](http://granthaalayah.com/Articles/Vol5Iss1/30_IJRG17_A01_51.pdf)

#### **Indian Folk Music**

<https://www.culturalindia.net/indian-music/folk-music.html>

#### **India: Fairs and festivals**

<https://www.india-tourism.net/fairs-festivals.htm>

#### **indian culture and heritage - DDCE**

[http://ddceutkal.ac.in/Syllabus/MA\\_history/paper-8.pdf](http://ddceutkal.ac.in/Syllabus/MA_history/paper-8.pdf)

## JMC 509R Pillars of Indian Journalism

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

### Learning Outcomes:

The student will be able to:

- Learn about journalists who fearlessly picked up their pens and continued to publish nationalist articles.
- Understand the changing scenario in journalism.
- Gain knowledge about the renowned journalist in India.

### Course Content:

**Biographies of** Raja Ram Mohan Roy, Bharatendu Harishchandra, Bal Gangadhar Tilak, Mahatma Gandhi, G Subramania Iyer, Sisir Kumar Ghosh and Motilal Ghosh, K Ramakrishna Pillai, Madan Mohan Malaviya, Mahadevi Verma, Lallulal, Maithili Saran Gupt, Makhanlal Chaturvedi, Pratap Narayan Mishra, Karpoor Chand Kulish, Mahasweta Devi Gulab Kothari, Munshi Prem Chand, Mahaveer Prasad Dwivedi, P. Sainath, Pankaj Pachauri, Arun Shourie, Prannoy Roy, Rajat Sharma.

### Suggested Readings:

1. Vyas, D.C. (2010). *Biography of Raja Ram Mohan Roy*. New Delhi: Cyber Tech Publications
2. Fischer, L. (1997). *The Life of Mahatma Gandhi*. New Jersey, NJ: Marco Book Company
3. Gandhi, M. K. (1993). *The Story of My Experiments with Truth*. Boston, Massachusetts: Beacon Press
4. Bhagwat, A.K., & Pradhan, G.P. (1927). *Lokmanya Tilak A Biography*. Mumbai: Jaico Publishing House
5. Board, RPH. E. (2017).
6. *Biography of Munshi Premchand: Famous Hindi Writer & Novelist*. New Delhi: Ramesh Publishing House

**E-Learning Materials:****5 Fearless Journalists Who Rose Against the British ... - The Better India**

<https://www.thebetterindia.com/128932/journalists-freedom-fighters-british-raj/>

**7 journalists who changed the face of Indian ... - IndiaEducation.net**

<http://www.indiaeducation.net/masscommunication/7-journalists-who-changed-the-face-of-indian-journalism.html>

**India's #9 Most Influential Journalists to Follow on Twitter - Entrepreneur**

<https://www.entrepreneur.com/slideshow/300103>

**Famous Journalists from India | List of Top Indian Journalists – Ranker**

<https://www.ranker.com/list/famous-journalists-from-india/reference>

**Who are the best journalists in India? – Quora**

<https://www.quora.com/Who-are-the-best-journalists-in-India>

**JMC 516R Research and Publication Ethics**

**Max. Marks : 100**

**L T P C**

**ESA : 100**

**0 0 4 2**

**Learning Outcomes:**

**After the completion of this course, students will be able to:**

- Describe and apply theories and methods in ethics and research ethics.
- Acquire an overview of important issues in research ethics, like responsibility for research, ethical vetting, and scientific misconduct.
- Acquire skills of presenting arguments and results of ethical inquiries.
- Encourage researchers to do meaningful research with social cause for making it inclusive in broad sense for the society.



**Course Content:**

Introduction to ethics and research ethics; Data Management; Good research practice; Research integrity; Research outcome Responsibility; Ethical vetting of research; Conflict of Interest; Research Misconduct; Integrating Ethics in the Curriculum; Authorship and Publication; Book Publishing Laws; Book Editing Practice; Fundamental errors in published works; Multiple, redundant or concurrent publication.

**Suggested readings:**

- JAMES, R. (2006). *The Elements of Moral Philosophy*. Mcgraw-Hill.
- Jasanoff, S. (2016). *The Ethics of Invention: Technology and the human future*.
- Swazey, J., & Anderson, M. (1993). *Ethical problems in academic research*. American Scientist.
- Elliott, D., & Stern, J. (1996). *Evaluating Teaching and Students' Learning of Academic Research Ethics*.
- Strauch, A. (2001). *publishing and the law: current legal issues*.
- Kozak, E. (2013). *every writers guide to copyright and publishing law*. bookstand publishing.

**E Learning Material**

The European Code of Conduct for Research Integrity  
[http://www.esf.org/fileadmin/Public\\_documents/Publications/Code\\_Conduct\\_ResearchIntegrity.pdf](http://www.esf.org/fileadmin/Public_documents/Publications/Code_Conduct_ResearchIntegrity.pdf)

Good research practice,  
[http://www.vr.se/download/18.3a36c20d133af0c1295800030/1340207445948/Good+Research+Practice+3.2011\\_webb.pdf](http://www.vr.se/download/18.3a36c20d133af0c1295800030/1340207445948/Good+Research+Practice+3.2011_webb.pdf)

Academic Integrity in research

<https://hr.admin.ox.ac.uk/academic-integrity-in-research#collapse1316071>

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