

101: COMMUNICATION THEORY

Unit I

Nature of Communication: Communication concepts; Communication process; Characteristics of communication; Types of communication.

Unit II

Types and Models of Communication: Basic models of communication; Two-step and multi-step flow of communication; Gate keeping models; Verbal and non-verbal communication; Marketing communication; Organizational communication.

Unit III

Media and Communication Theories-I: Theories of balance and dissonance; Social judgment theory; Mass society and magic bullet theory; Theories of selectivity; Normative theories of media.

Unit IV

Media and Communication Theories-II: Social Responsibility & Communist Media Theory; Development Media & Democratic Participant Theories; Cultivation Theory; Agenda Setting Theory; Dependency Theory; Uses and Gratification Theory; Theories of Media Effects.

Unit V

Media and Democracy: Mass Media and Democratic Society.

102: HISTORY OF JOURNALISM

Unit I

Origins of Radio Journalism: Radio: early years; Characteristics of Radio; All India Radio: A Three-Tier System; All India Radio: Organizational Structure.

Unit II

Radio Programme Production: Programme Production and Art of Presentation; The Radio Producer; Microphone Talent; Writing for the Radio; The News Programme.

Unit III

Radio in Various Spheres: Special Audience Programmes on AIR; Outdoor Broadcast; Radio and Development; Radio in Education.

Unit IV

Public and Commercial Broadcasting: Future of Public Broadcasting; Prasar Bharati and Autonomy; Commercial Broadcasting.

Unit V

Future of Radio Journalism: Role of Radio Today; Audience Research; Local Radio.

103: REPORTING AND FEATURE JOURNALISM

Unit I

Introduction to Reporting; Reporting and Feature Journalism: An Overview; Reporting: An Introduction; News Sources.

Unit II

Various Kinds of Reporting-I: Reporting Speech; Educational News Reporting; Science Reporting; Crime Reporting; Interviews; Court Reporting; Sports Reporting; Obituaries.

Unit III

Various Kinds of Reporting-II: Reporting Government News; Reporting Meetings and Conventions; Reporting Rallies, Demonstrations and Communal Conflicts.

Unit IV

Various Kinds of Reporting III: Investigative Reporting; Budget Reporting; Legislative Reporting; Society Page.

Unit V

Feature Writing: Introduction to Features; Different Types of Features.

104: ADVERTISING

Unit I

An Overview of Advertising: Advertising Concepts; Socio-economic effects of advertising; Types of Advertising; Phases of Advertising.

Unit II

Advertising: Processes and Systems: Advertising Agency System; Advertising as a Marketing Tool; Advertising Campaign; Selecting the Media.

Unit III

Various Kinds of Advertising: Advertising in Newspapers; Advertising on Radio; Advertising on Television; Direct Mail/Marketing; Outdoor Advertising; Commercial Advertising over AIR and DD.

Unit IV

Legal and Ethical Aspects: The Consumer Audience; Legal and Ethical Aspects in Advertising.

Unit V

Practical Aspects of Advertising: Advertising Copy: A Practice; Trademarks and Slogans; Advertising Copy Testing and Diagnosis; Advertising in Developing Countries.

105: EDITING AND PRINT MEDIA

Unit I

An Overview of Print Media: Print Media and its Influence; Functioning of a Newspaper; Newsroom Management.

Unit II

Principles of Writing and Editing: Editing a Copy; Principles of Writing; Edit page; Editorial Writing; Headline Writing; Photo Editing; Editing Symbols.

Unit III

Page Make-Up: Page Make-up: Part I; Page Make-up: Part II; Page Make-up: Part III.

Unit IV

Specific Aspects in Print Media: Magazing Production Techniques; Style Sheet; Disaster News: Leads; Letters to the Editor; Printing.

Unit V

Ethics in Print Journalism: Ethics: Objectivity and Fair Play; Code of Ethics.

201: PUBLIC RELATIONS

Unit I

PR: Fundamental Concept: Nature and Scope of Public Relations; Evolution of Public Relations in India; Publicity; Public Opinion; Propaganda; Advertising.

Unit II

PR: Nature and Scope: Role of PR in public affairs; Public Relations Management; Components of Public Relations; Persuasion; Effective Communication; Attitude Change; Application of Communication techniques for PR.

Unit III

Specific Areas in PR: Public Relations and Media; Press Conference; Special Events.

Unit IV

PR: Structure and Methods: Public Relations Organizations – Structure and Policy; Consultancy Agency System; Planning; Fact Finding, Implementation, Feedback Analysis; Methods of Public Relations; Applied Public Relations.

Unit V

PR: Various Categories and Future Perspectives: International Public Relations; Government Public Relations; Public Relations and Extension; Employees Relations; Growth of Public Relations in India; Professional Organizations of Public Relations; PR in India; PR Research Areas; Public Relations Techniques.

202: CULTURAL COMMUNICATION

Unit I

Fundamental Aspects: Cultural Communication-An Introduction; Culture and its Characteristics; Inter-cultural Communication; Inter-cultural Communication Principles; Barriers to Inter-cultural Communication.

Unit II

Approaches and Models: Approaches to Inter-cultural communication; Models of Communication; Verbal and Non-verbal Communication I; Verbal and Non-verbal Communication II.

Unit III

Communication, Culture and Religion: Culture of India; Buddhism and Culture; Greek Culture; Islamic Culture; Communication Theories and Religion; Perception of the World; Culture and Perception I; Culture and Perception II; Retention of Information: Ancient and Modern Views.

Unit IV

New Concepts: Cultural Behaviour; Culture Shock; Cultural Hegemony; Cultural Imperialism.

Unit V

Various Types and Spheres: Culture, Hegemony and Mass Media; Industrial or Organizational Culture; Cultural Institutions; Intercultural Communication and Media; Story Telling as Culture; Culture and Change; Culture and Cinema in India I; Culture and Cinema in India II.

203: DEVELOPMENT COMMUNICATION

Unit I

An Overview: Media and Development; Development: An Overview.

Unit II

Aspects: Modernization Theory; Dependency Theory; New Paradigm of Development; Sustainable Development; Participatory Development; Development: New Concepts; Millennium Development Goals; Social Capital.

Unit III

Historical Perspective of Development Journalism: Development Journalism: A Perspective; Caste Studies in Development Journalism I; Case Studies in Development Journalism II.

Unit IV

Development News and Media: Development News - An Analysis; Right to Information, Development and Media; Right to Information - Case Studies.

Unit V

Development Journalism in India and Other Developing Nations: Gandhiji and Development Journalism; Gandhiji and Peace Journalism; Environmental Issues of Radio. Community Effects of Radio; TV and Kheda Communication Project; Folk Media and Development Communication; Sanitation Campaign; Media and Coverage of Poverty; Women Communicator - Participatory Video in Bangladesh; Popular Theater and Development; National Literacy Mission and Communication; Sonagachi Project: A Case Study in Participatory Communication; Self-Help Groups and Use of Communication; Development Journalism - What Next?

204: TELEVISION COMMUNICATION

Unit I

Introduction to Mass Communication: Theoretical Approaches to the Mass Media.

Unit II

Role and Evolution of TV: Role of television as a Mass Medium; Evolution of Television; Emergence of Private Television Channels.

Unit III

TV Production Process: Television Rating Points (TRP); Rights and Responsibilities; Television Programme Production Stages; Television Production Process; Professionals Involved in Television Production; Broadcast News; Different Forms of Television Production.

Unit IV

TV News: Organizational Structure of a Television News Channel; Knowing News - Story Ideas; Planning a Story; Telling a Story - The Structure; Building the Script; Writing News Stories; The Story Lead - A Good Beginning; Language Matters; Refresh Your Grammar; Exorcizing the Demons.

Unit V

Interview and Other Aspects of TV Journalism: Interview Techniques; Live Interviewing - The Challenge; Piece to Camera; Anchoring; Shooting Visuals for News; Directing the Video Editor and Logging; Editing Techniques; Run Order - The Roadmap of TV Newscast.

205: RESEARCH METHODOLOGY

Unit I

Media Research in India: Introduction.

Unit II

Research Elements, Methods and Process: Scientific Method; Influences on Mass Communication; Research Process; Elements of Research; Deductive Versus Inductive Logic.

Unit III

Hypothesis and Design: Hypotheses; Testing of Hypotheses; Research Design; Measurement; Sampling: Non-Probability; Probability Sampling.

Unit IV

Data Collection: Techniques of Data Collection; Historical Method; Survey Research; Gathering Survey Data; Construction of Questionnaire.

Unit V

Analysis and Report Writing: Content Analysis; Experimental Research; Case Study; Field Observation; Data Analysis; Statistics; Writing the Research Report.