

**Master of Arts (MA) in Mass Communication (MAMC)
Programme**

Choice Based Credit System(CBCS)

For Distance Mode

**Gauhati University Centre for Distance and Online
Education (GUCDOE)**

Guwahati-781014, Assam

Course Structure

Master of Arts (MA) in Mass Communication (MAMC) in the CBCS Mode

GUCDOE

Course Code	First Semester
MMC1015	Indian Society and Politics(C)
MMC1025	History of Media and Global Media Scenario(C)
MMC1035	Perspectives on Communication Theory(C)
MMC1045	Basics of Journalism(C)
MMC1054	Practical and Project(C)
	Second Semester
MMC2015	Electronic Media(C)
MMC2025	Advertising(C)
MMC2035	Public Relations and Corporate Communication(C)
MMC2045	Media Laws and Ethics(C)
MMC2054	Practical and Internship/Project(C)
	Third Semester
MMC3016	Film Studies(C)
MMC3024	Media and Communication Research(C)
MMC3035	Specialisation-I (ICT and Educational Media-I)(S.CC)
MMC3045	Specialisation-II (ICT and Educational Media-II)(S.CC)
MMC3054	Practical and Portfolio(C)
	Fourth Semester
MMC4016	Alternative Media & Journalism(C)
MMC4024	Communication for Development(C4D)(C)
MMC4034	Specialised Communications(C)
MMC4044	Current Affairs and Communicative Language(C)
MMC4056	Dissertation and Comprehensive Viva Voce(C)

ABOUT THE PROGRAMME AND GENERAL GUIDELINES

The primary objective of this programme is to plan for an all-round development of the media students that would comprise imbibing correct media education principles, inculcating modern media perspectives, understanding professional ethics and determining the pathway for media growth. Keeping all this in mind, the syllabus here has been designed keeping room for further modifications in order to adapt to the changing dynamics of the media world.

OBJECTIVES

The programme is designed to:

- Introduce various aspects of mass communication.
- Acquaint and train the learners on different uses of media strategies.

- Develop the skills of the learners on handling of different mass communication tools.

LEARNING OUTCOMES

After completion of this programme, the learners will be able to:

- Discuss the various theoretical and practical aspects of mass communication.
- Enumerate the existing and emerging trends of journalism and mass communication.
- Explain the methods of appropriate use of mass communication tools.
- Inherit the ethical values related to the mass media.
- Develop their skills on ICT and Educational Media
- Encourage media entrepreneurship

TEACHING PEDAGOGY

The teaching pedagogy shall consist of counselling sessions, tutorials, practical, interpersonal counselling, group activities, seminars, special lectures, workshops and field visits in addition to the Self Learning Materials (SLMs).

COUNSELLING SESSIONS

The counselling sessions are designed to encourage the learners to express their opinions, observations, share experiences, and ask questions. The learners should use this time to clarify their understanding of the concepts encountered in the Self Learning Materials(SLMs). Learners with these concerns should follow the guidelines presented in the syllabus for grievances.

COURSE COMMUNICATION

Learners are expected to show respect for instructors, action according to policies set by the University. The instructor will post lecture notes and learners may post their reports and other messages of interest on the official social media group, blog/group, email of the institute to be notified at the beginning of the academic session. When you e-mail to instructor or any faculty, make sure you put your full name, roll no, subject code and title of the paper/assignment in the subject line. All learners should provide their contact details at the time of admission.

COURSE PREPERATION AND PARTICIPATION

Learners are expected to read Self Learning Materials(SLMs)s prior to and post counselling. They should be ready with acquired ideas on the relevant topics which would be further discussed in the counselling sessions by the concerned counsellor with the aid of new teaching techniques, books and discussions.

Course Structure

Semester-I

Course Code	First Semester
MMC1015	Indian Society and Politics(C)
MMC1025	History of Media and Global Media Scenario(C)
MMC1035	Perspectives on Communication Theory(C)
MMC1045	Basics of Journalism-- Print Media(C)
MMC1054	Practical and Project(C)

Master of Arts (MA) in Mass Communication(MAMC)(CBCS), GUCDOE

First Semester; Paper- MMC-1015(C): Indian Society and Politics

End Semester Examination will be of **3 Hours** duration with 80 marks;
Internal Assessment will be of 20 Marks.

OBJECTIVES OF THE COURSE

The course is designed to:

- Introduce various aspects of the Indian society.
- Acquaint on the Constitution of India.
- Introduce the learners about the Indian government and politics.

LEARNING OUTCOMES

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

- Discuss the Indian socio-cultural structure.
- Enumerate the Constitution of India.
- Comprehend the Indian government and politics.

Course Outline

Paper Code	Unit	Subject Title / Contents of the Unit
		Indian Society and Politics(5 Credits)
MMC 1015 C	1	Indian Society <ul style="list-style-type: none">• Making of India- formation of the nation state, freedom struggle, post independent development (economic and political history).• Indian society: Nature, Meaning and Definition;• Indian Social Structure; Caste, Religion, Language in India.• North East India: History, culture and politics
	2	Constitution of India <ul style="list-style-type: none">• Historical Background, Constituent Assembly of India;• Philosophical foundations of the Indian Constitution; Salient Features, Preamble,• Fundamental Rights, Directive Principles of State Policy, Fundamental Duties.• Sixth schedule, Autonomous Council and North East India

3	Indian Governments <ul style="list-style-type: none"> • Union Government: Structures of the Union Government and Functions, President, Prime Minister, Cabinet, Parliament, Parliamentary privileges; Supreme Court of India, Judicial Review. • State Government: Structure and Functions, Governor, Chief Minister, Cabinet, State Legislature, Judicial System in States, High Courts and other Subordinate Courts. Panchayati Raj.
4	Indian Politics <ul style="list-style-type: none"> • Problems of the Indian Political System: Linguistic, Regionalism, Communalism, Insurgency, Terrorism, Caste, Corruption and Criminalisation of Politics. • Nation building in India: problems and prospects,
5	Practical: The learners are suggested to read daily newspapers and magazines to keep themselves updated on various Socio-Political issues.

Key Readings(Paper Code--MMC-1015 C)

- 1) Basu, Durga Das, *Introduction to the Constitution of India*-New Delhi: Wadhwa and Company Law Publishers, 2002
- 2) Basu, Durga Das, *Introduction to the Constitution of India*—New Delhi: Prentice-Hall of India Pvt. Ltd. 1995.
- 3) Pylee, M.V., *Constitutional Amendments in India*-Delhi: Universal Law, 2003.
- 4) Mathew, P.D., *Fundamental Rights in Action*-New Delhi: Indian Social Institute, 1996.

E-Resources

- <https://india.gov.in/>
- <http://presidentofindia.nic.in/>
- <http://www.pmindia.gov.in/en/>
- <http://loksabha.nic.in/>

First Semester; Paper- MMC 1025(C) : History of Media and Global Media Scenario

End Semester Examination will of **3 Hours** duration with 80 marks;
Internal Assessment will be of 20 Marks.

Objectives of the course

1. To trace the history and evolution of the modern media.
2. To acquaint the learners with the changing scenario of media growth.
3. To get a brief understanding of the structure of the global media scenario.

Learning Outcomes:

At the end of the course the learners will be able to:

1. Comprehend the concept of global media dynamics.
2. Develop a critical thinking on the global media scenario.
3. Build their perspectives on media evolution.

Course Outline

Paper Code	Unit	Subject Title / Contents of the Unit
		History of Media and Global Media Scenario(5 Credits)
MMC 1025 C	1	History of Communication and Media <ul style="list-style-type: none"> • Early Communication Modes, the Oral Tradition, Written Language, Introduction to traditional and folk media with reference to India and North East. • Origin and growth of press in India and the World, History of Press in India in the Pre and Post Independence Period • Pioneers in Indian journalism, Growth of Indian language media, Media and social reforms, Media facilitating freedom struggle and mass awakening • History of Press in Assam, Role of press in Assam in the Freedom struggle.
	2	Growth and Development of Electronic Media, Alternate Media and New Media <ul style="list-style-type: none"> • Growth and Development of Radio as a Mass Medium in the World, The Golden Period of Radio, Radio during the World War, Growth of Public Service Broadcasting in the World, The Indian Radio Scenario – All India Radio to Private FM Broadcasting, Community Radio, Issues of News and Current Affairs in Private Radio, History of Prasar Bharati. • Growth and development of Television as a Mass Medium in the World, Growth of Satellite Television in the World, History of Indian Television: Doordarshan, Growth of SITE, Kheda Experiments, emergence of Satellite TV, DTH or Digital Broadcasting Service(DBS), HDTV, Conditional Access System (CAS) • History of Computer and Internet, Development of New Media, New Media and Mobile Telephony Services
	3	Global Media Scenario—Some key aspects <ul style="list-style-type: none"> • Importance of the study of Global Media Systems, The Information Rich West and the Information Poverty in the Underdeveloped countries. • Historical Dimension of the International Information, their Closed situation in the Socialist countries • Concept of Free Flow of Information and Imbalance, Origin of the concept of Imbalance, Information Imbalance between the Developed and Developing countries, the Western Bias in Free Flow of Information, Contemporary trends in the Media and International Relations. • NWICO, NIEO, NAMEDIA, NANAP, MacBride Commission Report, The Algiers Summit, UNESCO, UNO, G-20, G-10, ITU
	4	Global Media—An Overview <ul style="list-style-type: none"> • Newspapers and Magazines of different countries, Radio and Television of different countries, International Broadcasters—BBC, CNN etc. and their current status, Growth and Status of Community media in the Global Perspective, • International Media Conglomerates and their current status

	<ul style="list-style-type: none"> • Transnational News Agencies—Reuters, AP, AFP, TASS-ITAR, DPA, Xinhua, UPI, PTI, UNI and their current status, Alternatives to ‘Globals’---IANS, IRNS, PANA , CANA, NANAP etc. • Media Commercialisation Boom in Global Media, McDonaldization, Paid News Syndrome in the Global Media Scenario, Rupert Murdoch, ‘News of the World’ • International Film Industry—Hollywood, Canadian Film Industry etc., Satellite Television—Animated films, documentaries, short films etc.
5	Practical: The learners are suggested to regularly read newspaper and magazines of various countries, to watch the national and international TV Channels and to listen to the national and international radio broadcasters to have a wider scope of knowledge of the overall global media scenario.

Key Reading (Paper Code—MMC-1025 C)

1. Arvind M. Singhal & Everett M. Rogers. (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage
2. Brigs, A. (2008). *Social History of the Media: From Gutenberg to Internet*. Polity Press.
3. Bagdikian, H. Ben. (2004). *The New Media Monopoly*. Boston: Beacon Press.
4. Harman, S. Edward and Noam Chomsky. (1995). *Manufacturing Consent, the political economy of the mass media*. RHUK.
5. Howard, Phillip N. (2013). *Democracy's Fourth Wave?: Digital Media and the Arab Spring*. New York: Oxford University Press.
6. Kovarik, B. (2011). *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. Continuum International Publishing Group.
7. Jeffry, Robin. (2000). *India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press* (3rd), Oxford
8. Mehta, Nalin. (2008). *Television in India: Satellites, Politics and Cultural Change*. Routledge
9. Natarajan, J. (2000) *History of Indian Journalism*. Publication Division
10. Ninan, Sevanti. (2007). *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. Sage
11. Sarma, P. Gobinda. (2007). *150 Years of Journalism in Assam*. Media Trust

E-Resources

- Agence France Presse: <http://afp.com>
- Associated Press: <http://www.ap.org/>
- Brief History of Indian Media: <http://masscommnow.blogspot.in/2012/04/briefhistory-ofindian-media.html>
- Indian Press: <http://www.pressreference.com/Gu-Ku/India.html>
- Indian Television: <http://www.indiantelevision.com/television>
- PTI News: <http://www.ptinews.com/>
- Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>

First Semester :: Paper-MMC 1035 C: Perspectives on Communication Theory

End Semester Examination will of 3 Hours duration with 80 marks;

Internal Assessment will be of 20 Marks.

OBJECTIVES

The course is designed to:

- Introduce the basic aspects of communication.
- Correlate the theoretical aspects of communication.
- Introduce the learners to the target audiences and recent development in communication field.

LEARNING OUTCOMES

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

- Discuss the morphology of communication.
- Illustrate the audience pattern.
- Interpret growth, development and changing trends of communication in the contemporary world.

Course Outline

Paper Code	Unit	Subject Title / Contents of the Unit
		Perspectives on Communication Theory(5 Credits)
MMC 1035 C	1	Basics of Communication <ul style="list-style-type: none"> • Communication: Definitions, meaning and scope, elements, processes and functions. • Different forms of communication, oral, written, upward, downward, horizontal communication, intra-personal, inter-personal, group, crowd, public, mass communication and their characteristics. • Feedback and barriers of communication. Verbal and Non-verbal communication, Effective communication. Listening in Communication, Public Opinion and Propaganda
	2	Models of Communication <ul style="list-style-type: none"> • Need and significance of Models and Theories, Various Schools of Theory: Chicago School, Frankfurt School, Columbia School, Toronto School etc. • Communication models: SMR, SMCR, Harold. D. Lasswell, Charles. E. Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley & MacLean, Berlo's model, Johnson's model, Frank Dance's Helical model, and other new models of communication.
	3	Communication Theories <ul style="list-style-type: none"> • Sociological Theories:- Cultivation, Agenda Setting, Uses and gratification, Dependency Theory. • Normative theories: Authoritarian, Free Press theory, Social Responsibility theory, Communist Media theory, Development Communication theory. Democratic Participant Media Theory, Media Hegemony; Emerging perspectives in Communication Studies: Alternatives to the dominant and the classical. Political economy perspective; Intercultural communication. • Media Effect theories: Magic Bullet theory, Limited -Effects; Psychological difference theory, personal influence theory • Structuralism, Cultural Theory, Post Modernism, Feminist Media Theory

		<ul style="list-style-type: none"> • Indian theories of communication
4	Understanding Audience	<ul style="list-style-type: none"> • Audience Formation and Experience, • Audience as public, Audience as Market, Media Effect and Audience Media Content and Audience: Freedom and gate-keeping, Content production- cultural production, Standardization and Gender Issues: Bias, Representation, Commercialization • Analyzing media content: Range of methods • Media Convergence
5	Communication at the post- modern period	<ul style="list-style-type: none"> • Communication as power relationship, media as a source of new political power, Modernity and new political thought, Press and political leadership, Political communication in India: Post independence movements, Emergency, rise of regional parties, economic reforms. • Media organizations of the State and Central Governments, Press Council of India(PCI), Registrar of Newspapers in India(RNI), Central Board of Film Certification(CBFC) etc. • Media imperialism, Media in troubled times- War and Conflicts, Media, security and terrorism.

Suggested Readings:

1. McQuail, D. (2010). *McQuail's Mass Communication Theory*. New Delhi: Sage Publications.
2. Stevenson, N. (1997). *Understanding media culture: Social theory and mass communication*.
3. Singhal, A. & Rogers, E M. (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. New Delhi: Sage Publications.
4. DeFleur, M.L. and S. Ball-Rokeach., *Theories of Communication*. Longman, New York.
5. McQuail, Denis and Windhl. *Communication Models for the Study of Mass Communication*. Longman, London.
6. Werner, Severin J. and Tankard W. James., *Communication Theories. Origin, Methods, Uses*. Longman, London.
7. Kincaid, D. Lawrence, *Communication Theory – Eastern and Western Perspectives*, Academic Press Inc., San Diego, 1987.
8. Kumar. J. Keval, *'Mass Communication in India*, Jaico Publishing house, Bombay, (New Ed.)
9. Rogers M. Everett. *A History of Communication Study*, New York, Free Press, 1997.
10. Littlejohn, W. Stephen. *Theories of Human Communication*, 3rd ed., Belmont, California, 1989.
11. Barlow, David M and Mills B. *Reading Media Theory: Thinkers, Approaches, Contexts*. Pearson: Longman, London

E-RESOURCES

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>

First Semester; Paper- MMC 1045(C): Basics of Journalism- Print Media

End Semester Examination will of **3 Hours** duration with 80 marks;

Internal Assessment will be of 20 Marks

OBJECTIVES

The course is designed to:

- Introduce the various aspects of Journalism.
- Introduce with the basics of reporting and editing for print media.
- Introduce the learners about the basic concepts of related knowledge of journalism with special emphasis on print media.

LEARNING OUTCOMES

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

- Discuss the basic journalistic style, types and functions for print media.
- Get an idea about the basics of reporting and editing for print media.
- Get an idea about the other related knowledge required for good reporting and editing.

Course Outline

Paper Code	Unit	Subject Title / Contents of the Unit
		Basics of Journalism- Print Media(5 Credits)
MMC 1045 C	1	Basics and concept of News <ul style="list-style-type: none">• Concept of news; Sources of News; News sense and nose for news; authenticity, objectivity• Different types of news; 5Ws and 1H; NEWS; Exclusive news; Breaking News; News flow; Dateline, credit line and By-line, Deadline;• News writing- Basics, structure and know how, Leads: different types of leads• Structure of a newspaper: Components and design
	2	Concept of reporting <ul style="list-style-type: none">• Different types of reporting; Objective , Interpretative Investigative; Reporting beats;• Background research for reporting; Essentials of good reporting;• Responsibilities and liabilities of a news reporter; Qualities of a news reporter;• Difference in reporting for print and other mass media; Language of report writing; Inverted Pyramid and other styles;

3	Basics of Editing <ul style="list-style-type: none"> • Concept of editing for print media; Meaning of editing; process and steps of editing for print media; • Newsroom setup; Editorial team and functions at each level; • Headlines- various types and language of headline. Art of Headline writing; Reference section; • Typesetting, layout and design, page makeup; supplements and special pages; Basics of Typography • Essential qualities and responsibilities of Editor
4	Agency and photojournalism <ul style="list-style-type: none"> • News agency- purpose, function, structure and importance in mass communication; various services of news agency; syndicated services • Photojournalism as an integral part of news; Science and arts of Photography; Photo editing styles and software; caption writing,
5	Practical: The learners are suggested to contribute write ups to the newspapers, magazines or blogs on any relevant issue.

Key Reading (Paper Code MMC 1045 C)

1. *Handbook Of Journalism And Mass Communication-* VB Agarwal+ VB Gupta(concept)
2. *Journalism-* N Jayapalan(Atlantic)
3. *Journalism and mass communication-* Amit Desai(reference press)
4. *Radio and TV journalism-* JR Hackmoulder, PP Singh, FAD Jonge(Anmol books)
5. *Ethics and journalism-*Karen Sanders(sage)
6. *Broadcast news producing-* Brad Schultz(sage)

E-Resources

- Centre for Investigative Journalism in India: <http://cij.co.in/index.php>
- Daily Writing Tips: <http://www.dailywritingtips.com/the-art-of-writing-news/>
- How to write news story: <http://www.mediacollege.com/journalism/news/writestories.html>
- Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>
- Press Trust of India: <http://www.ptinews.com/home.aspx>
- Reuters: http://handbook.reuters.com/?title=Reporting_and_Writing_Basics
- Reporting and Writing Basics: The Hoot: <http://www.thehoot.org>
- Reuters Institute for Study of Journalism: <http://reutersinstitute.politics.ox.ac.uk/>
- United News of India: <http://www.uniindia.com/>
- Writing Centre: <https://writingcenter.gwu.edu/>

First Semester; Paper- MMC 1054(C) : Practical and Project

(For GUCDOE students, they will have to submit a report with their practical expertise gathered in the areas covered in Units 1, 3 & 4. A Written Practical and a Viva Voce on the report submitted for claiming their expertise and involvement in the practical will be held in the GUCDOE after the end semester theory examinations. Detailed guidelines will be provided along with the SLMs)

End Semester Project Work will carry 60 Marks, Written Practical will carry 20 Marks and the Comprehensive Viva-Voce will be of 20 Marks. There will be no Internal Assessment for this Paper.

OBJECTIVES

The course is designed to:

- Introduce the basics of reporting including the field reporting
- Introduce the learners to the art of journalistic writing and technical know how
- Introduce the basics of folk art and dissemination of messages through traditional folk media

LEARNING OUTCOMES

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

- Develop the concept of writing news stories
- Determine on field applicability of news techniques
- Acquaint themselves with the technical skills required in news making

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Practical and Project(4 Credits)
MMC 1054 C	1	Traditional Folk Media Tools of Community Communication, Puppetry, Street Play, Folk performances, Wall Magazine, Mobile Communication, Community Meetings, Workshops, Modernisation of Traditional Folk media, Awareness campaigns.
	2	Reporting and Editing Reporting for GU Times/Lab Journal/Blogs, Editing for GU Times/ Lab journal/Blogs, Designing and Layout
	3	Opinion Writing & Photojournalism Letters to the Editors, Feature, Article, blog, photo feature, writing Photo caption and catch line, News Photography, Book Reviews, Film Reviews.
	4	Technical Operations Basics of Computer, Internet, DTP, MS Office, Pagemaker, Quark Express, Photoshop, CorelDraw.
	5	Presentation and Viva Voce Learners will present their collected report Portfolio on the practical assignments given with SLM and a Viva Voce will be conducted on the practical experiences.

E-Resources

Press Trust of India (PTI): <http://www.ptinews.com/>

United News of India (UNI): <http://www.uniindia.com/>

Associated Press (AP): <http://www.ap.org/>

Reuters: <http://in.reuters.com/>

Agence France Presse (AFP): <https://www.afp.com/en>

Community Radio Management Information System:

<http://www.cronlineindia.net/defaultEng.asp?>

World Association of Community Radio Broadcasters: <http://www.amarc.org/>

Course Structure
Semester-II
Master of Arts (MA) in Mass Communication(MAMC)(CBCS), GUCDOE

MMC2015	Electronic Media(C)
MMC2025	Advertising(C)
MMC2035	Public Relations and Corporate Communication(C)
MMC2045	Media Laws and Ethics (C)
MMC2054	Practical and Internship (C)

Second Semester :: Paper MMC 2015(C) : Electronic Media

End Semester Examination will be of 3 hours duration with 80 Marks

Internal Assessment will be of 20 Marks

Objectives of the Course:

1. To introduce the elements of electronic media
2. To discuss different dimensions of television and radio
3. To enumerate the elements of visual communication and studio know how

Learning Outcomes

1. Enhance the learners' knowledge on the functioning of Electronic media
2. Get an idea on the technical know- how of electronic media
3. Develop skills pertaining to electronic media

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Electronic Media (5 Credits)
MMC 2015 C	1	Introduction to Radio and Television Growth and Development of Radio and Television, Various Committees associated with the journey, Concept of Public Service Broadcasting, Knowledge about Electromagnetic Spectrum, AM, FM, Community Radio, Internet Radio, HAM Radio etc. Evolution of television. History of Cinema and its role in the society; current trends.
	2	Programme Production Phases of Production: Pre-production, Production and Post-production; Radio and Television programme Formats (Feature, Documentary, Talk Show, Interview etc.), Understanding various programmes and formats, Radio and Television copy, Advertisements in electronic media
	3	Studio Know how Understanding Studio: Studio Management, Studio Floor, Role of Director, Editor, Set Designer, make-up artists Sound in Electronic Media and Types of Microphone Camera Function: Types of shots, Angles and movement of Camera, position of Camera, Shutter speed etc. Magic of Light: Outdoor and Indoor production; Voice Training and Art of Presentation
	4	Electronic Media News Basics of Electronic News Gathering (ENG), Radio News: different bulletins, radio news reporting, editing, radio news reading/ presentation, different radio programmes on current affairs; Television news: basics of television news, news vs views, television news

		reporting, editing, packaging of news, news anchoring/ presentation, live talk shows, elements of news bulletin, new trends in television news.
	5	Ethics of Electronic Media Production Duties and Responsibilities of Media persons ; Do's and Don'ts of Electronic media production ; Convergence with new media and its impact; Satellite Channels, TRP and BARC; Content Analysis of Electronic Media Programmes

Suggested Readings:

- Visual Intelligence: Perception, Image and Manipulation in Visual Communication: Barry, A.M.: State University of New York Press.
- How to Read a Film: Monaco, James; Oxford University Press.
- Broadcast Journalism; Gaur, D.K; New Delhi, Omega Publication
- Electronic Media; Gaur, M.M; New Delhi, Omega Publication
- Radio Production; Mcheish, Robert; Oxford, Focal Press
- Before the Headlines; Singh, C.P; New Delhi, Macmillan India Limited
- Broadcasting Journalism; Dash, A; Discovery Publications, New Delhi
- Video Production; Belavadi Vasuki; Oxford University Press
- Video Streaming & Editing; Aptech Ltd.; Mumbai, Aptech Ltd.
- Manual of Film Editing; Hudson, T & Critterden, R; Acford
- Mass Media Research; Dominick, Wimmer; Wadsworth
- The Essential Guide to Doing Research; Leary, Zina O.; Vistar Publication
- Samprasang Sangbadikota (Ass); Ankuran Dutta; Publication Board of Assam

Second Semester; Paper- MMC 2025(C) : Advertising

End Semester Examination will be of 3 hours duration with 80 Marks

Internal Assessment will be of 20 Marks

Objectives:

1. To discuss the trends of advertising
2. To introduce the creative elements of ad-making
3. To analyse the different concepts of branding in modern times

Learning Outcomes

1. Acquaint with the different aspects of advertising
2. Familiarise with the tools and terms associated with ad making
3. Enhance skills required in effective promotion of products

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Advertising (5 Credits)
MMC 2025 C	1	Introduction to Advertising – Understanding Advertising, Characteristics, Needs, Functions and Classification of Advertising, Elements of Advertising-Headline, Picture, Logo, Slogan, Body, Tagline etc.; Advertising Spots and Jingles, Difference between Advertising and Publicity, Marketing Communication and Propaganda, relevance of advertising in the marketing mix, Theories of Advertising –Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach.
	2	Creative Strategy and Media Planning USP, Appeals in Advertising, Ad Strategy, Idea generation, Copywriting,

		Copywriting for different media, language, kinds of layout (Thumbnail, rough and comprehensive) and design principles, use of colour in design, kinds of copy. Differences of Advertising for various media, indoor and outdoor, Impact of advertising; Media Planning - Factors influencing Media Planning - Media Strategy, Media Scheduling, Media Mapping and Advertising Campaigns, Monitoring and Evaluation. Online Advertising; SEO; AI; Influencer Marketing; Viral Videos; Shorts and Reels; Paid Owned and Earned Media; Illusion of Choice.
	3	Advertising Agency and Advertising Media Advertising Agency, It's organizational structure, types of Ad Agencies and functions of the various departments of an Ad Agency, the Current status of Ad Agencies in the World Perspective and Indian Perspective, AAAI, DAVP, DIPR Internet and social media Advertising, marketing, blogging and its current status, Market research and audience research
	4	Brand Building and Advertising Management -Concept and definition of Brands, Brand Image, Brand Management, Elements in a Marketing Plan- Market mix, Ad. Budget, Pre-budget thinking, Production and cost analysis.
	5	Legal and Ethical Issues in Advertising - Legal Aspects of Advertising, Laws and Acts concerning Advertising, ASCI and Advertising Ethics-Codes and Guidelines of Advertising; New trends, Importance of self regulation in advertising.

Suggested Readings:

- Applegate, Edd. (2005). Strategic Copywriting: How to Create Effective Advertising. Rowman & Littlefield
- Bumba, Lincoln & Sissors, Z. Jack. (1996). Advertising Media Planning (3rd Ed). NTC Business Books.
- Griffiths, Andrews. (2004). 101 Ways to Advertise Your Business – Building Successful Business with Smart Advertising. NSW: Allen & Unwin
- Hackley, Chris. (2005). Advertising & Promotion- Communicating Brands. New Delhi: Sage
- Keding, Ann & Bivins, Thomas. (1992). How to Produce Creative Advertisement (2nd Ed). McGraw-Hill.
- Jethwani, Jaishree. (2010). Advertising Management. New Delhi: Oxford University Press
- Jones, P. John. (1998). John Philip Jones. What's in a Brand? Building Brand Equity Through Advertising. Tata McGraw-Hill.
- Kotler, Philip. (2000). Marketing management. Prentice Hall of India
- Pricken, Maria. (2011). Creative advertising. Thomas & Hudson. 2011
- Tungate, Mark. (2013). Adland: A Global History of Advertising (2nd Ed). London: KoganPage
- Pandey, Piyush. (2015). Pandeymonium :Piyush Pandey On Advertising. New Delhi: Penguin Books
- Sharma, Sangeeta & Singh, Raghuvir. (2006). Advertising: Planning and Implementation. Phi Learning
- Sharma, Chetan, Herzog, Joe & Melfi, Victor. (2008). Mobile advertising: Supercharge Your Brand *In* The Exploding Wireless Market. John Wiley & Sons.

- Dutta, Ankuran and Ray, Anamika (2010). Bigyapan (Ass): Bina Library

Second Semester; Paper- MMC 2035(C): Public Relations and Corporate Communication

End Semester Examination will be of 3 hours duration with 80 Marks
Internal Assessment will be of 20 Marks

Objectives of the Course

1. To introduce the elements of public relations
2. To enhance the understanding on different types and circumstance associated with public relations
3. To felicitate PR industry and academic interactions

Learning Outcomes

1. Apprise the learners with the concepts of Public Relations and Corporate Communication
2. Improve the relationship building skills from an industry perspective
3. Develop the existing notions on PR from an academic and industry perspective

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Public Relations and Corporate Communication (5 Credits)
MMC 2035 C	1	Understanding Public Relations Concept of Public Relations, History and Evolution of public relations as a profession (Global and Indian perspectives), Increasing importance of PR, Target Audience and Publics of PR – Internal, External, PR vis-à-vis Advertising, propaganda, publicity, campaigns, promotion, PR organizations- IPRA, PRSI, PRCI etc.,
	2	Strategies, Processes and Practice of Public Relations PR Plan- environment study, developing communication plan, implementing communication plan, impact evaluation. Scope and concept of PR in modern management system, PR in public & private sector, New roles & strategies of PR, Interface of PR with various management disciplines (human resource development, finance, marketing, law etc.)
	3	PR Skills and Applications Communication Skills: (PR tools) House Journal, Bulletin Boards, Rejoinder, Backgrounder, Open House, Video Magazine, Media Release, Media Note, Communique. Digital Skills: New trends in PR, digital platforms, Social Media, e-tools of PR, alternate media. Organising Skills: Press Conference, Meet the Press, Press Briefing, Negotiating Skills: media relations, employer-employee relations, Customer Relations, Client Servicing Qualities of a good PR person, Functions and responsibilities of PR practitioner.
	4	Understanding Corporate Communication: Corporate communication- concept and scope; Corporate identity, corporate image, Reputation, Imperatives of Reputation management, Image repair theory; spin doctoring, lobbying, corporate advertising, Community Relations and Corporate Social Responsibility (CSR),

		Crisis management: plan for crisis preparedness, response, media handling, media confronting.
	5	Practice and challenges of PR & CC: Event management, organising an event, Legal, Ethical issues and emerging Trends in PR and Corporate Communication, IPRA Code of Ethics, PRSI Code and Ethics.

Suggested Readings:

- Antony, Young (2010). Brand Media Strategy. Plagrave Macmillan
- Craige, Carroll (2011). Corporate Reputation and the New Media. Taylor and Francis
- Corporate Communication – Principles and Practice (2010). New Delhi: OUP
- Duhe, C. Sandra (2007). New Media and Public Relations. Peter Leng
- Fernandez, Joseph (2004). Corporate Communications: A 21st Century Primer. New Delhi: Response Books
- Jethwaney, Jaishri (2010). Public Relation Management. New Delhi: Sterling
- John, Foorley and Fred, M. Garcia (2007). Reputation Management, the Key to successful Public Relations and Corporate Communication. New York: Routledge
- K.M, Srivastava (2007). Public Relations in the Digital Era. Varanasi: Pilgrims Publishing
- Rob, Brown (2009). Public Relations and Social Web. Kogan Page
- Sam, Hinton and Larissa, Hjorth (2013). Understanding Social Media. India: Sage
- Dutta, Ankuran and Ray, Anamika (2016:2nd edn). Janasamparka (Ass): Bina Library

Second Semester; Paper- MMC 2045(C): Media Laws and Ethics

End Semester Examination will be of 3 hours duration with 80 Marks

Internal Assessment will be of 20 Marks

Objectives of the COURSE

1. To introduce media and journalistic laws
2. To apprise the learners with the ethical issues of journalism
3. To correlate laws with current media scenario

Learning outcomes

1. Familiarise with the Indian legal system from the pretext of media personnel
2. Establishing relations between the Governance and the existing media laws
3. Develop the understanding on media laws, rights and duties

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Media Laws and Ethics (5 Credits)
MMC 2045 C	1	Media laws-I History of press laws in India; Contempt of Courts Act 1971, Civil and Criminal Law of Defamation- Libel, Slander and Malign, Relevant provisions of Indian Penal Code with reference to Sedition, Crime against Women and Children; Hate Speech; Laws dealing with Obscenity; Young Persons and Harmful Publications Act, 1956; Right to Privacy in India; Right to Information Act, 2005; Press and Registration of Books Act 1867, Working Journalists' and other newspapers employees' (Conditions of Services and Miscellaneous Provisions) Act, 1955, Young Persons and Harmful Publications Act, 1956; Four Labour Codes.
	2	Media laws-II Cinematograph Act, 1952; Press Council of India Act, 1965, Prasar Bharati Act,

		Guidelines for TV content, Media and Public Interest Litigation, Cable TV Networks Regulation Act, 1995, Information Technology Act, 2005, Copyright Act, 1957 and plagiarism, Copy left issues- Concept of Open Educational Resources (OER) and Open Media Resources (OMR)
	3	Media Ethics Freedom of Speech and expression, Privacy issues, right to reply, communal writing and sensational reporting, yellow journalism; Press Council of India Codes and press ombudsmen; Freebies, bias, coloured reports, Paid Journalism, Election Commission of India guidelines for media, Government and media ethics, Ethical reporting on Children and Women, Proposed Media Council, Accountability and Independence of Media, CBFC and film certifications
	4	International Rights and Media Human Rights Laws (Human Rights Act, 1993) and Universal Declarations, UNCRC, Geneva Convention, International Humanitarian Laws and Conflict Reporting, Challenges and Safety Measures of Media Personnel, ICRC; Embedded Journalism, Parachute Reporting.
	5	Practical : Studying different cases violating the laws and ethics by media and vice-versa.

Suggested Readings:

- Basu, D.D. (2006). Law of the Press. Prentice Hall
- Neelamalar, M. (2015). Media Laws and Ethics. PHI.
- Pathak, P. Juhi. (2014). Introduction to Media Laws and Ethics. Shipra Publications
- Ninan, Sevenati and Chatterji, Subarno (2013). Hoot Reader: Media Practice in Twenty-First Century India. Oxford University Press
- Rayadu, C.S and Rao, S.B. Nageshwara. (1995), Mass Media Laws and Regulations. Himalaya Publishing Book
- Sharma, B.R. (1993). Freedom of Press: Under the Indian Constitution. Dee & Deep Publications
- Vidyasagar, I.S. (2006). Constitution of India. ABD Publisher

Second Semester; Paper- MMC 2054(C): Practical & Internship/ Project

(For GUCDOE students, they will have to submit the report with their practical expertise gathered in the areas covered in units 1, 2, 3 and 4. A viva Voce on the report submitted for claiming their expertise and involvement in the practical will be held in GUCDOE after end semester theory examinations. Project/Internship Report & Portfolio will be of 60 marks and the Comprehensive Viva- Voce will be of 40 Marks.

OBJECTIVES

The course is designed to:

- Introduce the basics of radio and TV reporting including the field reporting
- Introduce the learners to the art of ad-making and technical know how
- Introduce the basics of public relations, event management & corporate communication

LEARNING OUTCOMES

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

- Develop the production skills of radio and TV programmes, including news

- Determine the on field applicability of news techniques
- Acquaint themselves with the technical skills required in ad-making and PR management.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Practical & Internship/Project(4 Credits)
MMC 2054 C	1	Electronic Media Production of radio programmes using different formats, radio news bulletin- major, minor and headlines; television programme production, television news, production of Lab video magazine
	2	Reporting, Editing, Opinion Writing & Photojournalism Reporting and Editing for lab journals, Designing, Layout, Letters to the Editors, Feature, Article, Blogs, photo feature, writing caption and catch line, News Photography, rewriting and translation.
	3	Advertising Preparation of Advertisement copy for print media, Radio and Television, Preparation of Advertising Jingles and spots for Radio and Television, Preparation of a marketing strategy of to be launched products or services, Study and analysis of various advertisements of Print media, radio, TV and internet along with report preparation.
	4	Public Relations Visit to various PR departments/ firms and other corporate organisations, study their organisational structure with report submission. Organise and manage student events, organise press conferences, prepare media releases, media monitoring etc.
	5	Presentation and Viva Voce Viva Voce and Portfolio/Internship Report

E-Resources-

- Advertising Standard Authority : <http://www.asa.co.nz/codes/codes/advertisingcode-of-ethics/> Global Media Ethics : <https://ethics.journalism.wisc.edu/resources/global-media-ethics/>
- Cyber Journalist: Technology, Tools & Ethics: <http://cyberjournalist.org.in/index.html>
- Digital Media Ethics : <https://ethics.journalism.wisc.edu/resources/digital-mediaethics/>
- Media laws and ethics and news coverage issues of the Indian media: <http://indiatgether.org/media/thehoot.htm>
- Mass media laws and ethics lecture series : https://www.youtube.com/watch?v=LSULAO_cvEo
- Professional Code of Ethics : <https://www.ndsu.edu/pubweb/~rcollins/431ethics/codes.htm>
- Public Relations Society of India : <http://www.prsichennai.org/html/codeof.htm>
- The Hoot : <http://www.thehoot.org/>
- AFQS: <http://www.afaqs.com/>
- Advertising Age: <http://www.adageindia.in/>
- Brief History of Indian Media: <http://masscommnow.blogspot.in/2012/04/briefhistory-of-indian-media.html>
- Concept of Public Relations: http://catalogue.pearsoned.ca/assets/hip/us/hip_us_pearsonhighered/samplechapter/0205170005.pdf
- Communication Theory: <http://communicationtheory.org>
- History and evolution of PR: <http://www.sagepub.com/sites/default/files/upmbinaries/>

41963_9781412921152.pdf Indian Television:

<http://www.indiantelevision.com/television>

Mass Communication Theory: <https://masscommtheory.com/>

Public Relations Consultants Association of India: <http://prcai.org/>

TAM Media Research: <http://tamindia.com/>

The Advertising Agencies Association of India (AAAI): <http://www.aaaindia.org/>

The Indian Society of Advertisers: <http://www.isanet.org.in/>

The Advertising Standards Council of India: <http://www.ascionline.org/>

The Advertising Club: <http://www.theadvertisingclub.net/>

Course Structure
Semester-III
Master of Arts (MA) in Mass Communication(MAMC)(CBCS), GUCDOE

MMC3016	Film Studies(C)
MMC3024	Media and Communication Research(C)
MMC3035	Specialisation-I (ICT and Educational Media-I)(S.CC)
MMC3045	Specialisation-II (ICT and Educational Media – II)(S.CC)
MMC3054	Practical and Portfolio(C)

Third Semester; Paper- MMC3016(C): Film Studies

End Semester Examination will of **3 Hours** duration with 80 marks;
 Internal Assessment will be of 20 Marks

OBJECTIVES

The course is designed to help the learners:

- Understand the basics and the language of film study
 - Analyse film movements in the world that shape the industry
- Discuss the aspects of film reading, analyzing and criticism

LEARNING OUTCOMES

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

- Learn the basics of film studies
- Learn the history and other important aspects of film studies

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Film Studies(6 Credits)
MMC 3016 C	1	<p>Basics of Film study: Cinema as mass media, Formats- Regular 8 mm, 16 mm, 35 mm, 70 mm, 3D, Animation, Digital etc.</p> <p>Film History: The Beginning (Thomas Alva Edison, George Melies, Lumiere Brothers), Silent Films, Different Movements that shaped the history (German Expressionism, Russian Cinema, Italian Neo-Realism, French New Wave, Japanese Cinema, Indian New Wave, Third Cinema).</p> <p>Masters of Cinema: Griffith, Orson Welles, Eisenstein, Pudovkin, Tarvosky, Satyajit Ray, Ritwik Ghatak, Kurosawa, Yasujiro Ozu, Ingmer Bergman, Antonioni, Vittorio De Sica, Federico Felini, Hitchcock, J. L. Godard, F. F. Coppola, Woody Allen etc.... and their Style of Presentation.</p>
	2	<p>Semiotics and cinema: Signs, syntax, codes, Mise en scene, sound, Film analysis, film language.</p> <p>Cinematic Storytelling: Narrative – Fictional and Non-Fictional, Structural elements of Narrative, Story and Plot.</p>

3	<p>Film Genres : Musicals, Film Noir, Westerns, Romantic, Horror, Comedy, Animation, Crossover Films, Third world cinema</p> <p>Documentary Films- Difference with fiction films, Types. History and status of Documentary Films in India</p>
4	<p>National Cinema –Indian Melodrama, Film and Ideology, Stars, Studio systems, Film and gender, class, caste and Religion and Indian society.</p> <p>Presentation and Training in Filmmaking- NFDC, FTII, SRFTI, JCFTI, RGFTI, Film Festival Directorate of India, Children's Film Society of India, National and State-level Awards for films, National Film Archives of India, Films Division etc. Film Censorship.</p>
4	<p>Film theories : Realism, Auteur theory, Montage, Psychoanalysis, Feminist Model of Film Criticism, Cognitive Model</p> <p>The Techniques Stages in Film Production, Ideation to Post-Production Screenplay writing, Basics of Cinematography, Editing,</p>
5	<p>Cinema of North East with reference to Assam: Growth and Development of cinema In North- East. Study and Analysis of a few Prominent Film Makers of the Region- Manipur and Assam- Dr. Bhabendra Nath Saikia, Jahnu Barua (Mridu), Aribam Shyam Sharma, Films- <i>Joymoti, Indramalati, Dr Bezbaruah, Bristi, Sandhyarag, Agnisnaan, Kolahal, Khagoroloi Bahu Door, Konikar Ramdhenu etc)</i></p> <p>Film Appreciation, Critical Analysis and Film Review, Textual and Contextual analysis of films of different Genres.</p>
6	<p>Practical: Learners are expected to do film criticism, publish film reviews, broadcast film related issues on radio including Radio Luit as practical.</p>

Suggested Readings—

- 1) Hill, John & Gibson, Pamela Church(2000). *Oxford Guide to Film Studies*. Oxford University Press.
- 2) Stam, Robert.(2000) *Film Theory: An Introduction*. Black Well Publishers.

References---

- 1) Nelms, J.(2003) *An Introduction to Film Studies*. 3rd Edition, London: Routledge
- 2) Turner, Graeme.(2002).*The Film Cultures Reader*. Routledge
- 3) Thoraval, Yves(2000)*Cinemas of India*. Macmillan India
- 4) Monaco, James.(1981).*How to Read a Film*. Oxford University Press.
- 5) Roberts, Graham & Wallis, Heather.(2003).*Introducing Film*. Arnold Publishers.
- 6) Saran, Renu.(2012),*History of Indian Cinema*. Diamond, Pocket Books(P) Ltd.

7) Rajadhyaksha, A & Willemen P(2012).*Encyclopedia of Indian Cinema*.Routledge

Third Semester; Paper- MMC 3024(C): Media and Communication Research

End Semester Examination will of **3 Hours** duration with 80 marks;

Internal Assessment will be of 20 Marks.

OBJECTIVES

The course is designed to:

- Introduce the basics of media research
- Define the areas and methods of data collection.
- Develop a scientific temperament as well as train them to analyse data

LEARNING OUTCOMES

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

1. Develop their perception on media research
2. Define and introduce the changing trends in research methodology
3. Broaden their mindset on media studies

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Media and Communication research(4 Credits)
MMC3024 C	1	Introduction to research Meaning of research, Definition of research, Objectives of research, Importance of research, Types of research, Quantitative and Qualitative Research, Classification of research: Exploratory and Descriptive (Survey and observation), Hypothesis/ research question Research Design, Causal research design: experimentation, formation of objectives, Measurement and scaling, fundamentals and comparative scaling,: Non comparative scaling technique
	2	Communication Research Meaning of communication research, Types of communication research, Importance of research in mass media, Elements of communication research, Role of computer in communication research, Areas of Communication Research- Print media research, Electronic media research, Advertising research, Public relation research, concept of precision journalism, info graphics
	3	Research Methods Survey research, Types of surveys, Advantages and Disadvantages of Survey, Public opinion survey, Pre Election and Exit Poll Content Analysis, Meaning and Definition of Content Analysis, Methods of Content Analysis, Limitations of Content Analysis Research Tools- Data and its types, Methods of Primary Data Collection, Observation, Interview, Questionnaire and Schedules, Other Methods of Data Collection, Secondary Data Collection, Census and Sample, Importance of Sampling, Sample Designs, Sample Size
	4.	Analysis and interpretation Data measurement techniques, Editing of Data, Classification of Data, Tabulation of Data, Diagrammatic and Graphic Presentation, Hypothesis Testing, Data Interpretations, Report Writing
	5	Practical The learners have to read different academic writings and write annotated

		reviews on a particular subject area on media and communication of their own interest. They have also to identify the research problems, formation of objectives on a selected topic.
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Key Reading (Paper Code MMC 3024 C)

1. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies. Routledge.
2. Wimmer and Domnick,(2011)Mass Media ‘Research: An Introduction, 10th edition. Boston: Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press.
4. Reinard, John C. (2006). Communication Research Statistics, California State University: Sage publication.
5. Fink, Arlene & Kos, J. B. (2005). How To Conduct Surveys, A Step-By-Step Guide, 3rd Edition. University of California: Sage publication.

Third Semester; Paper- MMC 3035(S.CC) : ICT and Educational Media-I; (Specialization for Open and Distance Learning(ODL) Learners)

End Semester Examination will of **3 Hours** duration with 80 marks;
Internal Assessment will be of 20 Marks.

OBJECTIVES

The course is designed to:

- Introduce to the learners the basic concept of ICT and its application in education.
- Introduce to the learners the basic concept of ODL and ICT applications.
- Introduce to the learners the basic concepts of Online education and ICT for PWDs.

LEARNING OUTCOMES

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

- Discuss the overall scenario of ODL.
- Understand the relation and use of ICT in ODL and higher education..
- Explain the various aspects of ICT in education.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		ICT in Education(5 Credits)
MMC 3035 S.CC	1	Introduction to ICT Concept and Meaning of ICT, characteristics and functions of ICT, history of ICT, various aspects of ICT, various applications of ICT in mass communication, current trends of ICT
	2	ICT and Education ICT as a tool of education and research in the contemporary period, role of ICT as a change agent for higher education, concept and meaning of e-learning portal, application of e-learning portal as a tool of education, e-books, e-journals and their applications, online databases such as DOAJ,

		Shodhganga, Jestor etc. and their applications, Smart classroom, virtual classrooms and their relevance in the contemporary period.
	3	ICT in ODL Concept, meaning and characteristics of Open and Distance Learning(ODL) and its relevance in the contemporary education scenario in the world, India and North East, application of ICT as a tool of ODL, e-learning materials, Self Learning Materials(SLMs) online SLMs and their needs, online examination systems in ODL and significance, Interactive Voice Response System (IVRS) and Bulk SMS and their significance in ODL, radio and television as tools of ODL, video conferencing, relevance of smart classrooms and virtual classrooms in ODL.
	4	Online Education: Concept, meaning ,characteristics and history of online education and its current status, significance of online education, Massive Open and Online Course(MOOC) and its significance
	5	ICT for Person With Disabilities (PWDs) : ICTs in education for people with special needs, <i>Insight</i> —ICT for persons with disabilities, ICT for differently abled, ICT for students with disability, ICT for differently abled students, Disable friendly content creation, Challenges in the use of ICT for PWD.
	6	Practical: The learners will have to browse various online materials and data base. Also the learners have to observe the various student support services in different ODL institutes.

**Third Semester; Paper- MMC 3045(S.CC): ICT & Educational Media-II;
(Specialization for Open and Distance Learning Learners)**

End Semester Examination will of **3 Hours** duration with 80 marks;
Internal Assessment will be of 20 Marks

OBJECTIVES

The course is designed to:

- Introduce to the learners the basic concepts of educational media and functions.
- Introduce to the learners the basic concepts of community media.
- Acquaint the learners about production in educational media.

LEARNING OUTCOMES

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

- Know about the overall educational media scenario.
- Explain the use of community media as a tool of ODL .
- Create the programme contents for educational and community media.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Educational Media (5 Credits)
MMC- 3045 S.CC	1	Educational Radio Educational radio as a tool of higher education, extension education and ODL, Concept and Meaning of educational radio, characteristics, functions, growth and development of educational radio, types of educational programme formats, educational programmes in All India Radio and community radio, Case study of Gyan Vani.

	2	Educational Television Concept, characteristics and functions of educational television, its growth and development, types of educational television programmes and formats, Educational programmes of Doordarshan and other private channels, Case study- Gyan Darshan, Vyas, Ekalavya.
	3	Community Media and education contents Concept, meaning and characteristics of community media, growth and development of community media in the world and India, role of community media as a tool of higher education and ODL, the contents of community media and their relevance in education, different programme formats of community media, local media vs. community media, Open Educational Resources(OER) and ODL, content exchange platforms- EDAA, Manch
	4	Production in Educational Media Various aspects of the educational media production: video production, audio production, audio- visual production, techniques of instructional media production.
	5	Practical : Learners will visit various educational and community media and observe their functions and programmes.

Third Semester;

Paper- MMC3054(C): Practical and Portfolio

Assessment will be done for Practical on the specialisation for 60 Marks and Portfolio for 40 Marks;

OBJECTIVES

The course is designed to:

- Introduce the learners to industry specific skills.
- Provide hands on training on the specialized areas.
- Acquaint the learners with the workings of the media and communication sector.

LEARNING OUTCOMES

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

- Develop command over specialized areas.
- Get an idea about the practical utility of the various aspects of their specialized area.
- Showcase their acquired skills in the field of communication.

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Practical and Portfolio (4 Credits)
MMC 3054 C	1	Practical Assignment on the Specialisation This practical portion of the paper is linked with the specialisation and carries 50 marks. The Practical assignment may be AV / Audio and Print project on the topics under the specialized subject.
	2	Portfolio The learners have to submit a portfolio to the GUCDOE for the partial fulfilment of their third semester examination. In the portfolio, the learners have to collect all their published materials, non published materials, designed

		outputs and produced programmes (with evidences) to be submitted in a presentable manner. This portfolio carries 30 marks.
	3	Viva of Specialisation There will be a viva-voce on the practical assignment and the portfolio submitted by the learners. Viva voce will be taken by external and internal examiners for 20 marks.

Course Structure
Semester-IV
Master of Arts (MA) in Mass Communication(MAMC)(CBCS), GUCDOE

MMC4016	Alternative Media & Journalism(C)
MMC4024	Communication for Development(C4D)(C)
MMC4034	Specialised Communications(C)
MMC4044	Current Affairs and Communicative Language(C)
MMC4056	Dissertation and Comprehensive Viva Voce(C)

Fourth Semester; Paper- MMC 4016(C): Alternative Media & Journalism

End Semester Examination will be of **3 Hours** duration with 80 marks;
 Internal Assessment will be of 20 Marks.

OBJECTIVES

The course is designed to:

- Introduce various aspects of Alternative Media & Journalism.
- Highlight the emerging concepts and challenges of Alternative Media & Journalism .
- Introduce learners about significance and usage of Alternative Media & Journalism .

LEARNING OUTCOMES

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

- Derive the concepts of Alternative Media & Journalism.
- Utilize Alternative Media tools for different developmental and promotional activities.
- Comprehend the functionalities and challenges of Alternative Media & Journalism.

Course Outline

Paper Code	Unit	Subject Title / Contents of the Unit
		Alternative Media and Journalism(6 Credits)
MMC 4016 C	1	<p>Online Media & Journalism</p> <p>Understanding web technology, Uploading news materials, fundamentals of internet: World Wide Web(www), Web 2.0, IP, web page, website, search engine, Software: Proprietary and Open source and free software and search engine optimisation working of internet: networking and its classifications. The Fundamentals of online news reporting.</p> <p>How to prepare a news report online? Ethics of news reporting, Elements of news reporting online, Creative Writing, Feature writing, Social media blogging, Media convergence, types of online journalism, lifestyle journalism, news based journalism, photo journalism, participatory journalism.</p>
	2	<p>Community Media & Journalism</p> <p>Introduction to Community Media, Definitions, Characteristics of Community Media (DOLPHIN), functions of community media, community media for community development. Concept of Community Newspapers, Growth and development of community newspapers in India with reference to Assam,</p> <p>Community journalism, community reporting, editing, publishing and circulation of community newspapers, periodicity of publication. Concept of</p>

		Community Video and Radio, Growth and development of community video in the world with reference to India, Community Video programmes and content generation, community video production, projection and exhibition, community television, technology concerns for community television and video. Growth and development of community radio in the world with reference to India and North East, Community radio programmes and content generation, community radio production, projection and exhibition, technology concerns for community radio.
	3	<p>Photography & Photojournalism</p> <p>Concept of Photojournalism, Qualities and Responsibilities of a Photo Journalist, Photo Journalism across the globe, Impact of Photo Journalism, Development Journalism through Photography, Understanding News Photography, Wildlife Photography, Fashion Photography, Studio Photography, Candid Photography, Travel and Lifestyle Photography, Sports Photography etc.</p> <p>Developing Photo Captions and Catch Lines, Writing and Editing Captions for Still Photography, the Five W's and One H, Accuracy, Spelling, Edit the Captions, Creative Writing, Photo Features, Picture Story</p>
	4	<p>Traditional & Folk Media</p> <p>Traditional and Folk Communication—Concept and History, Introduction to Folk Media and Traditional Media, Different Forms of Traditional Communication across India with reference to North East, Folk Art and Folk Culture, Folk Art as a means of Communication, Rejuvenating traditional forms of media; Puppetry, Street Play,</p> <p>Traditional and Folk media as a tool of Social and Behavioural Change Communication.</p>
	5	<p>Practical—The learners are suggested to get engaged in community media of various forms, contribute on blogs or any online form of media, photography and acquaint themselves about the different traditional forms of communication across the country</p>

Fourth Semester

Paper-MMC4024 : **Communication for Development (C4D)(C)**

End Semester Examination will be of **3 Hours** duration with 80 marks;

Internal Assessment will be of 20 Marks.

OBJECTIVES

The course is designed to:

- Introduce the innovative approaches to C4D concepts, processes and practices
- To cater the growing demand for communication experts to work on development sector

- To upgrade human resources with specialised knowledge and skills on communication for social and behaviour change.

LEARNING OUTCOMES

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

- Develop skills on carrying out research, content design, implementation, monitoring & evaluation of C4D interventions
- Decipher the significance of knowledge base of theories around development, behaviour change, social transformation and; human rights principles.
- Get an exposure to techniques of designing and developing effective C4D strategies, interventions for social transformation.

Course Outline

Paper Code	Unit	Subject Title / Contents of the Unit
		Communication For Development (C4D) (4 Credits)
MMC 4024 C	1	Development Communication Meaning, concept, and approaches to development; Dominant paradigm of development, Social, cultural, and political perspectives in development; Diffusion of innovation Communication for development, Role of media in development, Communication for nation building; Need and significance of participatory communication, different approaches and levels of participation, Concept of development journalism, Role and importance of development journalism-national and international perspectives
	2	Developmental Issues and Media Dynamics Social issues of sex and gender, Gender and empowerment – perspectives and opportunities, Inculcating scientific temper and issues like Witch Hunting, Climate change and Disaster Risk Preparedness, Environment and Development Social Conflicts, repercussion of conflicts on children, women, and old. Problems of human trafficking, sex workers, domestic workers, rural-urban migration Regional, National and International health priorities and policies, Health Communication Strategies, Advocacy and Social Mobilization for health awareness, Health challenges in the North Eastern Region such as problem of high maternal mortality ratio.
	3	Community Communication Concept of Community, Community Centres and C3, traditional and folk media for development, Radio as a tool of communication, Origin, Concept, Philosophy and Policy of Community Radio (CR), CR as an alternative mass medium, CRS in South Asia, Role of CR in development, Tools and Techniques of Community Video (CV), Significance of CV in Development, FOGO Process, Indian experiences ICT for Development and its societal implications; participatory culture and ICT, community informatics
	4	C4D Process Research, Formulation of research problem, review of literature, research design, Qualitative and Quantitative Research Methods; Planning for long term strategy- communication objective setting, stakeholder/ target audience mapping, Message strategy- Content Design, treatment of content; understanding culture in communication (social norms, beliefs and attitudes), Community Mobilisation, Advocacy in development communication, media selection and media mapping; Implementation design, Monitoring and evaluation: processes and practice
	5	C4D: Practice The learners will observe and participate in communication strategy based on mid-media (Street Play, Puppet show etc.) as well as produce radio or video

Suggested Readings:

1. McPhail, T. L. (2009). *Development communication: Reframing the role of media*. UK: Wiley Blackwell
2. Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) *Participatory communication for social change*. Thousand Oaks: Sage
3. Srinivas Melkote, & Steeves. (2001). *Communication for Development in the Third World*. New Delhi: Sage
4. Dash, Susghil Kumar.(2007). *Climate change: An Indian perspective*. Cambridge University Press
5. Dutta, Ankuran & Ray, Anamika (2011). *Science Communication in Assam*. DVS Publishers
6. Mahesh Rangarajan, Editor, 2009. *Environmental Issues in India: A reader*. Pearson Education, India
7. Tabing Louie. (2002). *How to do community radio*, Unesco Publication, New Delhi
8. Dutta, Ankuran .(2014). *Innovations in Community Radio*, CEMCA & Ministry of Information and Broadcasting, GoI, New Delhi

Fourth Semester

MMC 4034: Specialised Communications(C)

End Semester Examination will be of **3 Hours** duration with 80 marks;
Internal Assessment will be of 20 Marks.

OBJECTIVES

The course is designed to:

- Introduce the learners to various fields of communication.
- Familiarize the learners with various types of reporting.
- Enumerate the basics of media management.

LEARNING OUTCOMES

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

- Develop skills on various types of specialised communication.
- Decipher the significance of science communication, corporate communication, cultural communication and sports journalism.
- Get an idea on the organizational structure of the media establishments with its functionalities

Course Outline

Paper Code	Unit	Subject Title / Contents of the Unit
MMC 4034 C	1	Specialized Communication (4 Credits) Science Communication Basic understanding of science and technology communication, need and significance, historical background, inculcating scientific temperament, science popularisation, Role of media in creating scientific temper in society, important tenets of science writing, Knowledge about scientific experiments in the country: SITE Experiment, Kheda Project, Chambal Project, Agricultural extension programmes etc. Science coverage in Indian media, science literature- fiction and non-fiction, science films, science through radio and television, science through traditional folk media, science reporting, writing and content generation, translation in science communication.
	2	Political Communication

	<p>The Changing Role of Media in Democracy, Media Influencing Politics and vice versa, Political Communication's effects on the public: Agenda Setting & Priming and Framing, Media's role in Diplomacy and Conflict, Embedded Journalism, News Coverage during elections, Political Marketing & PR, Emotions in Politics, Populism, International Relations, covering parliamentary sessions, Trial by Media, Media Activism with special reference to role of social media and community media for social change, Media Manipulation, Media Lobbying, intolerance.</p>
3	<p>Cultural Communication Cultural demography, culture and sustainability, culture and tradition, understanding various aspects of Indian Culture and their scope, popular culture. Oral literature, material culture, performing arts. Origin and development of art forms and their contemporary status. Current scenario of cultural reporting, Cross Cultural Communication, cultural impact and imperialism. Cultural reporting, criticism and appreciation. Styles of writing for different forms, requirements and expectations from culture reporters. Students' presentation on different cultural forms.</p>
4	<p>Sports Communication Need and significance of sports journalism, understanding sports diplomacy, introducing various types of sports in the world with special reference to North East India, various sports events, sports associations and federations, Basic rules of some major sports Sports channels, newspaper and magazines. Sports marketing and PR, Differences and similarities with other reporting; Do's and don'ts; Sports features and photography; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media; Radio commentaries; Live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases. Importance of knowing and understanding a game, research and background information</p>
5	<p>Business Communication and Media Management The Nature of Business Communication, Types of Business Communication, business channels, magazines, newspaper; Business communication skills: Listening, Writing and spoken, General Principles and guidelines Business Communication, Report writing, Writing Memos, Circulars, Notices and Applications. Developing Oral Business Communication Skills, Covering business promotion.</p>

Suggested Readings:

1. Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.
2. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.
3. Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.
4. Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*
5. Samovar, L. A & Porter, R. E. (2000). *Inter-cultural Communication-A Reader*, Wadsworth.
6. Curran, James. (2000). *Mass Media and Society*, Arnold.
7. Ravindran, R.K. (1999). *Media and Society*. Commonwealth.
8. Price, Stuart. (1998). *Communication Studies*, Longman.
9. Caldwell'(eds) *Production Studies: Cultural Studies of Media Industries*. New York: Roulledge.
10. Dawking, Richard. *Modern Science Writing*; Oxford University Press
11. Bucchi, Massimiano .*Science & The Media*; London & New York
12. Berger, RoloffSwoldsen . *Handbook of Communication Science*; Sage Publications
13. Indian Science News Association , *Communicating Science*; Indian Science News Association,Kolkata
14. Dutta, Ankuran& Ray, Anamika . *Science Communication in Assam*. DVS Publishers

Fourth Semester

MMC 4044: Current Affairs and Communicative Language(C)

End Semester Examination will be of **3 Hours** duration with 80 marks;
Internal Assessment will be of 20 Marks.

OBJECTIVES

The course is designed to:

- Introduce relevant topics of current affairs.
- Familiarize the learners with major issues and events of political and social importance.
- Enumerate the ways to improve their communicative skills.

LEARNING OUTCOMES

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

- Improve their knowledge on the current issues
- Develop expertise on communicative skills.
- Inculcate professionalism and personality development traits

Course Outline

Paper Code	Part	Subject Title / Contents of the Unit
MMC 4044 C	A	Current Affairs & Communicative Language(4 Credits) Current Affairs There will be no specific topic for the first half of this paper - Current Affairs. Teachers / Counsellors will identify some important topics and happenings at international, national and especially in the regional level in the fields of politics, socio-economy, sports and their relationship. Learners must keep themselves abreast of the current developments and happenings in the state, north- eastern region, national and international arena. Any issue of significance at these levels whether directly or indirectly related must be discussed. They would be advised to regularly keep reading the current affairs newsmagazines like <i>Yojana, Kurukshetra, Frontline, India today, The week, Outlook etc.</i>
	B	Communicative Language Assessment 1. Learners will be expected to show their knowledge of everyday vocabulary and the assessor has to check for speaking skills. Learners have to display their knowledge of verbs and adverbs. Assessment 2. 1. Book review: Assess a book, list out a few words from the book and review the book 2. Letter Writing: Learners will have to write a letter to an organization offering their voluntary/ services for a month long duration and write applications. 3. Presentation: Learners have to prepare Power Point presentations on any relevant topic and present in the classes. Assesment 3

		<p>1. For this assessment task, learners are required to complete and provide evidence of how they have maintained a weekly journal stating daily activities adhering to tense forms and new vocabulary they have learnt.</p> <p>For the ODL learners : The ODL learners have to mandatorily submit minimum of two book reviews, two film reviews, two published articles or upload two blog write-ups on any relevant topic.</p>
	C	<p>Internal Evaluation Internal evaluation will be calculated on the basis of the activities and assignments for this paper.</p>

Paper- MMC 4056 : Dissertation and Comprehensive Viva-Voce(C)

Assessment will be done for Dissertation preparation for 70 Marks and Viva-Voce for 30 Marks;

OBJECTIVES

The course is designed to:

- Introduce the learners to Elements and Methods of Mass Communication research.
- Introduce the basics of Research and Mass Communication Research areas.
- Introduce learners about the use of Communication research in the mass communication process

LEARNING OUTCOMES

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

- Select, design and prepare a research
- Get an idea about the various areas of mass communication research.
- Get an idea how the research can be used in mass communication process

Course Outline

Paper Code	Unit	Subject Title / Content of the Unit
		Dissertation and Comprehensive Viva Voce(6 Credits)
MMC 4056 C	1	<p>Topic selection and methodology Selection of topic; Pilot study for the validation of the topic; Methodology for the research</p>
	2	<p>Report writing Writing styles for dissertation; APA, MLA; Software for report writing – MS-Word, Page Maker, Photoshop, MS-Excel and other softwares for data analysis</p>
	4	<p>Viva Voce There will be a viva voce on the dissertation topic, research methodology and overall course content. Viva voce will be taken by external and internal examiners.</p>

Annexure

USEFUL LINKS FOR MA IN MASS COMMUNICATION STUDENTS

Indian Media Bodies

National Film Development Corporation (NFDC): <http://www.nfdcindia.com/>
Film and Television Institute of India (FTII): <http://www.ftiindia.com/>
Central Board of Film Certification: <http://cbfcindia.gov.in/>
Film Division of India (FDI): <http://filmsdivision.org/>
Children's Film Society (CFSI): <http://cfsindia.org/>
Directorate of Film Festivals: <http://dff.nic.in/>
Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>
Press Council of India: <http://presscouncil.nic.in/>
All-India Newspaper Editors' Conference (AINEC)
Editors' Guild of India: <https://editorsguildofindia.org/in-the-media/>
Registrar of Newspaper for India (RNI): <http://rni.nic.in/>
Indian Languages Newspapers Association (ILNA)
Indian Newspaper Society (INS)
Press Institute of India: <http://www.pressinstitute.in/>

International Journalists Union:

Society of professional journalists: <https://www.spj.org/>
International Federation of Journalists: <http://www.ifj.org/>
International Association of Journalists: <http://www.journalist-association.eu/>
International Consortium of Investigative Journalists: <https://www.icij.org/>
Committee to protect Journalists: <https://www.cpj.org/>
International Association of Independent Journalists: <http://www.iaij.org/>
Association of European Journalists: <http://www.aej.org/>
International Association of Press Clubs: <http://pressclubs.org/>
International Association of Literary Journalism Studies: <http://ialjs.org/>
International Women's Media Foundation: <https://www.iwmf.org/>
World Federation of Science Journalists: <http://www.wfsj.org/about/>
European Federation of Journalists: <http://europeanjournalists.org/>

Indian Journalists Association

India Journalists Union: <http://indianjournalistsunion.org/>
Journalists Union of Assam:
Delhi Union of Journalists:
National Union of Journalists
All Assam Newspaper Employees Federation
National Union of Journalists: <http://www.nujindia.com/>
Journalists Association of India: <http://www.jaoi.org/>
India Federation of Working Journalists: <http://ifwj.in/>
All India Freelance Journalists Association: <http://www.journalistsindia.com/>
Journalists Federation of India: <http://www.jfoi.org/>
Newspaper Association of India: <http://naiindia.com/member.html>
All India Newspaper Employee Federation: <http://ainef.blogspot.in/>

Media Research Bodies

Audit Bureau of Circulation: <http://www.auditbureau.org/>
TAM Media Research: <http://www.tamindia.com/>
Indian Readership Survey:
Press Institute of India: <http://www.pressinstitute.in/>
CMS India: <http://www.cmsindia.org/>

Broadcast Audience Research Council) India: <http://www.barcindia.co.in/index.aspx>

Important Media Agencies:

Press Trust of India (PTI): <http://www.ptinews.com/>

United News of India (UNI): <http://www.uniindia.com/>

Associated Press (AP): <http://www.ap.org/>

Reuters: <http://in.reuters.com/>

Agence France Presse (AFP): <https://www.afp.com/en>

Community Radio Management Information System:

<http://www.cronlineindia.net/defaultEng.asp?>

World Association of Community Radio Broadcasters: <http://www.amarc.org/>