

**MES ABASAHEB GARWARE COLLEGE (AUTONOMOUS)**  
**M.A .J.M.C –II SYLLABUS**

**Faculty:** Interdisciplinary Studies  
**Subject:** Communication and Journalism  
**Course:** MA (JMC)  
**Structure and syllabus of** Sem. III and IV to be run from AY 2022-23

**MA (JMC) Semester III**

Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End-of-semester exam	
PAJM-231	Understanding Society (2)	04	50	50	100
PAJM-232	Journalism and Mass Communication: Theories and Practice	04	50	50	100
<b>*Any two</b> PAJMELE-233A	Marketing Communication	02	25	25	50
PAJMELE-233B	Radio and Podcasting skills	02	25	25	50
PAJMELE-233C	Public Relations	02	25	25	50
PAJMELE-233D	Audio Visual Production	02	25	25	50
<b>**Any two</b> PAJMELE-234A	Digital Media : Design and Content	02	25	25	50
PAJMELE-234B	Crime and Court journalism	02	25	25	50
PAJMELE-234C	Script Writing for Radio and Television	02	25	25	50
PAJMELE-234D	Indepth Reporting	02	25	25	50

*\* Students have to elect any two subjects from the list of common electives. The university department/college may decide which electives to offer in which semester,*

*\*\* Students have to elect any two subjects from the list of Stream electives*

## MA (JMC) Semester IV

Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End-of-semester exam	
PAJMELE-241	Internship and Study Visits	02	50	00	50
Individual Project ( <b>any one</b> of the below)		08	100	100	200
PAJMELE-242A	Research Dissertation	08	100	100	200
PAJMELE-242B	In-depth Reporting	08	100	100	200
PAJMELE-242C	Documentary Production	08	100	100	200
PAJMELE-242D	Podcast Production	08	100	100	200
* <b>Any two</b> PAJMCEL E-243A	VIDEO ELECTIVE	02	25	25	50
PAJMCEL E-243B	<b>TRANSLATION SKILLS</b>	02	25	25	50
PAJMCEL E-243C	Instructional Design	02	25	25	50
PAJMCEL E-243D	Film Studies	02	25	25	50
** <b>Any two</b> PAJMCEL E-244A	Business Journalism	02	25	25	50
PAJMCEL E-244B	Political Communication	02	25	25	50
PAJMCEL E-244C	Advertising	02	25	25	50
PAJMCEL E-244D	Development Communication	02	25	25	50

\* Students have to elect any two subjects from the list of common electives. The university department/college may decide which electives to offer in which semester.

## Syllabus of Sem. III

### PAJM-231: Understanding Society- II

Total Credits - 04

Internal Marks- 50, External Exam - 50, Total - 100 Marks

Total Lectures: 60

#### Syllabus Outline:

[This subject is in continuation of earlier subject JMC 103: Understanding Society (1)]

**Unit 1. Understanding Politics:** Meaning of political science, study of politics, State and its nature, theories of origin of state; state and individual; nation, nation-state and nationalism; Understanding isms and concepts: Liberty, equality and fraternity, capitalism, socialism, communism, fascism, Nazism, secularism, gender justice etc; forms of government, unitary and federal government, Indian democracy (Legislative, executive and judiciary), Constitution of India and some important amendments, Provisions and laws related to reservation and social justice, Panchayat Raj, Process of law making, Centre-state relation, Political parties in India (brief history and present status), Issues and challenges in Indian politics, reporting politics and elections.

**Unit 2. Understanding National security and International relations:** Concept of national security, India's security apparatus, perceptions of internal and external threats (insurgency, terrorism, Maoism, etc), Idealism and realism in International relations, nature of diplomacy, concept of national interest, India's national interest, balance of power; India and South Asia, Bilateral relations with neighbours, United Nations and other world organizations, India in world politics (Third world and non-alignment, regional cooperation, etc)

**Unit 3. Understanding Economics:** Basic concepts in economy, Thinkers and perspectives in economy; Nature and structure of Indian economy, mixed economy (Public and private sector), five years plans, Planning Commission to NITI Aayog; Globalization, Privatization and Liberalization, transformation and challenges, major economic reforms, Understanding GDP and central/state budget, banking and finance, fighting poverty, reporting economics.

**Unit 4. Understanding development:** What is development?, different models of development, Basic needs and infrastructure development, agriculture and rural development, crisis in agriculture sector, growing urbanization and challenges related to it, sustainable and inclusive development, reporting development issues.

**Unit 5. Understanding Sports:** Importance of sports in human life, Development of sports, Olympics and other international sports events, introduction and basics of some sports such as cricket, football, hockey, tennis, athletics, etc; Indian sports, sports tournaments and infrastructure in India, reporting sports events and challenges therein.

**Unit 6. Understanding Music, Literature and Entertainment:** Indian music, Marathi literature: different phases, important writers and their writing, All India Marathi Literature Meet and its role in development of Marathi language and literature, Drama and Films: Marathi folk theatre and sangit-natak (Music drama), Hindi cinema (Bollywood) and regional cinema: Brief history and major phases, achievements; reporting music, theatre, cinema and other cultural activities.

**Revision:** Review of what students learn during the two semesters (2 lectures)

**Internal assessment:** Students' seminar or poster presentations, panel discussion, Files containing clippings and other media links related to particular topic, writing analytical pieces, quiz competition, objective tests, etc.

#### Suggested resources:

Kothari, Rajni. (2003 Reprint) „Politics in India“. Orient Longman, New Delhi.

Fadia, Dr. B. L. and Fadia, Dr. Kuldeep. (2019). „Indian Government and Politics“. (15<sup>th</sup> Ed.)

Sahitya Bhavan, Agra.

Rai, Vinod and Palit, Dr Amitendu (Eds.) „Seven Decades Of Independent India: Ideas And Reflections“. Penguin Books, New Delhi.

Bakshi, P.M. (2018). „Constitution of India“. Universal Law Publishing, New Delhi.

Austin, Granville. (1966). „The Indian constitution: Cornerstone of a nation“.

Chandra, Bipan. (2016). „History of Modern India“. (Reprint) Orient Blackswan, Hyderabad.

Nag, Kingshuk. (2014). „The Saffron Tide: The Rise of the BJP“. Rupa Publications, New Delhi.

Morgenthau, Hans and Thompson, Kenneth. (1985). „Politics Among Nations“. (6th edition). McGraw-Hill, New York.

Griffiths, Martin and O'Callaghan, Terry. (2002). „International Relations: The Key Concepts“. Routledge.

Philpott, Daniel. (2001). „Revolutions in Sovereignty: How Ideas Shaped Modern International Relations“. Princeton University Press.

Donnelly, Jack. (2000). „Realism and International Relations“. Cambridge University Press.

Ganguly, Sumit; Blarel, Nicolas and Pardesi, Manjeet S. (2018). „The Oxford Handbook of India's National Security“. Oxford, New York.

Bajpai, Kanti P. and Pant, Harsh V. (Ed.) (2013). „India's National Security: A Reader (Critical Issues in Indian Politics)“. Oxford, New York.

Karupiah, Sankarganesh. (2020). „Indian Economy Key Concepts“. (6<sup>th</sup> Edition) McGraw Hill Education India, Chennai.

Stiglitz, Joseph. (2010). „The Stiglitz Report: Reforming the International Monetary and Financial Systems in the Wake of the Global Crisis“.

Sen, Amartya. (1999) „Development as Freedom“. Oxford, New York.

Sachs, Jeffrey D. (2005). „The End of Poverty“. Penguin Books.

Stiglitz, Joseph E. (2002). „Globalization and its Discontents“. Penguin Books.

Andrews, Phil. (2013). „Sports Journalism: A Practical Introduction“. Sage Publications.

Barnes, Simon. (2007). „The Meaning of Sport“. Short Books.

Payne, Michael. (2006). „OLYMPIC TURNAROUND: How the Olympic Games stepped back from the brink of extinction to become the world's best known brand“. Praeger, Connecticut, USA.

Textbooks of political science and economics for XI<sup>th</sup> and XII<sup>th</sup> stds. (NCERT syllabus)

## **PAJM-232 Journalism and Mass Communication: Theories and Practice**

**Total Credits - 04**

**Internal Marks- 50, External Exam - 50, Total - 100 Marks**

**Total Lectures: 60**

### **Syllabus Outline:**

**Introduction:** Need for „Media Literacy“: Fundamentals and key concepts; media use, habits and addiction; understanding media and communication theories and practices

**Unit 1: Basics of Communication.** Different aspects of human communication, Basic elements of communication; Barriers, filters and noise in communication; Communication and Symbols; Language and Communication, Semiotics and Semiology; Forms and levels of human communication: Verbal and non-verbal, Intra-personal, Inter-personal, Group, Organization and Public Communication, Ethnography of Communication (6 hours)

**Unit 2. Rise of Mass Communication.** Development of media technologies; Concepts of 'Mass' and 'Mass Society'; Process and characteristics of 'Mass Communication'; Rise of Mass Media; Journalism as part of mass communication; New interactive media and its characteristics; Understanding Media: McLuhan's perspectives (Medium is the Message), Global Village(6 hours)

**Unit 3: Models of Communication.** Use and limitations of models in understanding theories, Development of communication models and thoughts, Different models: Aristotle's Rhetoric, Laswell, Mathematical theory, Shannon and Weaver, Osgood & Wilber Schramm's models, David Berlo, Dance's Helical Model, The Newcomb's ABX Model, Riley and Riley's Social System model, The Westley McLean Model, etc.(6 hours)

**Unit 4: Media and Society.** Socialization and media, Marxist perspective: Base, superstructure and media, Rosengren Typology;vConcept of'Mediation': Mediation of social relations and experience; Media as a social institution; Media and democracy; Functions and dysfunctions of media; Mass communication and social change, Gender and Media (4 hours)

### **Unit 5:**

**5.1 Theories of Media Effects.** The premise of the central concern, phases of effect discourses, Hypodermic Needle or Magic Bullet theory, Mass society theory, Cultivation theory, Agenda setting, Spiral of silence, Dependency Theories; Framing, Priming; Rise of Moderate Effects; Two step and multi-step flow of information; Uses and Gratification; Minimal Effects, Media effects on children, women and others; media and violence

**5.2 Propaganda:** Historical perspective, Persuasion and Social Influence Theories, Mass persuasion, Propaganda during the World Wars, Approaches for study: Behaviourism, Freudianism and Magic bullet theories; Three thinkers: Laswell, Lipmann and Dewey, Modern propaganda theories

**5.3 Critical and cultural theories:** The media as an apparatus of ideology;Cultural hegemony; Frankfurt School; The political-economic perspectives, Manufacturing Consent

**5.4 Cultural studies:** Transmission versus ritual views of communication; Culture and Communication, Folk culture and Mass culture;Mass media as a culture industry – from critical theory to cultural studies, Birmingham School, Culture Industries, Cultural Indicators, Digital Cultures

**5.5 Functionalism and other theories:** Jurgen Habermas: Public sphere; Diffusion of innovation; Actor Network Theory (ANT); Media System Dependency; The Knowledge Gap theory; Computer-Mediated Communication, Theories of Network Society/Cyber Society, Cybernetics, Tele-community

**5.6: Non-Western theories:** Religious Communication, Philosophy of Communication and Phenomenology, Asian Communication Theory, Indian perspectives: Sadharanikaran and *RasaSiddhanta*, Vedic to Bhakti movements: *Kumbha*, *Yatra-Jatras*and*PandharpurVari*;

Buddhist Communication Theory, Islamic perspectives, Confucian Communication Theory, Japanese *Kuuki* Theory, Hawaiian *Ho‘oponopono* Theory, Latino and African perspectives

## **Unit 6: Journalism and Media studies.**

**6.1 Media Structure and Organizations:** Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Public interest..., Entertainment and non-news media

**6.2: Journalism and Society:** NEWS media's roles and functions: Gate-keeping, Journalists' role perception: Messenger or monitor? Profession or public occupation?, Occupational roles and conflicts, Principles of journalism and their limitations

**6.3 Normative Theories:** Rights and obligations of news media, „Theories of the Press“ and alternative theories; Representation, constructing images and stereotypes; Media content and the NEWS genre, Centrality of NEWS; Effects of Frames on NEWS audiences; Analyzing media content

**6.4 Technology and Journalism:** Consequences of changing technology for journalism, media institutions and their relations with society, Interactivity and transparency as new principles; Media convergence and multimedia journalism: Different models and practices

**6.5 New forms of journalism:** Public and citizen journalism movements, Peace Journalism, Constructive Journalism...

**Unit 7: Audiences and Reception studies.** Centrality of audiences in communication; Media audience: Alternative concepts – as aggregate of spectators, readers, listeners and viewers, as mass, as social group, as niche, as market; Power of „Meaning making“, Audience behaviour: Uses and gratification, Reception studies, Need to reach, know and measure audiences; Fans, Fandom, and Fan Studies, Interpretive Communities; Passive versus active audience, Fragmentation of audience, Media users.

**Internal Assessment:** Essay-type assignments, monitoring of the media, interviews with sociologists and communication scientists, etc.

### **Suggested resources:**

McQuail, Denis. **McQuail's Mass Communication Theory**. Sixth Ed. (2010). London: Sage.  
Agee, Warren and others. **Introduction to Mass Communication**. (1988). Harper Collins.

### **Normative Theories of the Media: Journalism in Democratic Societies**

By Clifford G Christians, Theodore Glasser, Denis McQuail, Kaarle Nordenstreng, Robert A. White (University of Illinois Press, Chicago)

McQuail, Denis. (2013). **Journalism and Society**. Sage:, New Delhi

### **Journalism in the Digital Age: Theory and practice for broadcast, print and online media**

By John Herbert, 2000, A Focal Press Book, Routledge, London and New York (2016 reprint)

### **Journalism: Principles and Practice**

By Tony Harcup (3<sup>rd</sup> Edition, 2015, Sage, New Delhi)

### **Global Journalism Ethics: Widening the Conceptual Base**

By Stephen J. A. Ward, University of Wisconsin-Madison, USA  
(<https://core.ac.uk/download/pdf/27213304.pdf>)

### **Journalism: Normative Theories**

By Rodney Benson, First published: 05 June 2008

<https://doi.org/10.1002/9781405186407.wbiecj007>

### **Conversation through journalism: Searching for organizing principles of public and citizen journalism**

By Seong-Jae Min, First Published March 2, 2015

<https://doi.org/10.1177/1464884915571298>

### **Journalists as peacekeeping force? Peace journalism and mass communication theory**

Thomas Hanitzsch (2004) Journalists as peacekeeping force? Peace journalism and mass communication theory, *Journalism Studies*, 5:4, 483-495, DOI: 10.1080/14616700412331296419

**Deconstructing Journalism Culture: Toward a Universal Theory**

By Thomas Hanitzsch, Published: 23 October 2007

*Communication Theory*, Volume 17, Issue 4, November 2007, Pages 367–385, <https://doi.org/10.1111/j.1468-2885.2007.00303.x>

**Communicative Politics and Public Journalism**

James Compton (2000) Communicative Politics and Public Journalism, *Journalism Studies*, 1:3, 449-467, DOI: 10.1080/14616700050081777

**Constructive journalism: Proponents, precedents, and principles**

By Peter Bro, First Published May 11, 2018

<https://doi.org/10.1177/1464884918770523>

**Development Journalism/Communication: the Status of the Concept**

Christine L. Ogan First Published February 1, 1982 Research Article

<https://doi.org/10.1177/001654928202900101>

**Media and Journalism: new approaches to theory and practice**

Bainbridge, Jason, Goc, Nicola, and Tynan, Liz (2008) *Media and Journalism: new approaches to theory and practice*. Oxford University Press, Melbourne, VIC, Australia.

**Putting theory to practice: A critical approach to journalism studies**

David Skinner, Mike J. Gasher, James Compton First Published December 1, 2001

<https://doi.org/10.1177/146488490100200304>

**The New Ethics of Journalism: Principles for the 21st Century**

edited by Kelly McBride (Poynter Institute), Tom Rosenstiel

2014, Sage & CQPRESS

**Communication Theory: Media, Technology And Society (2005)** by David Holmes, Sage Publications, New Delhi.

**Mass Communication Theory: Foundations, Ferment and Future** (Sixth edition, 2012) by Stannely J Baran and Dennis K. Davis, Wadsworth Cengage Learning, Boston, USA.

**Understanding Media Theory** (2003) by Kevin Williams, Oxford University Press, New York, USA.

**Encyclopaedia of Communication Theory. (2009)** Editors: Stephen W. Littlejohn, Karen A. Foss and others. Sage Publications: New Delhi.

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## **PAJMELE 233A- Marketing Communication**

- **Credit-2**
- **No. of lectures-30**
- **Internal Marks- 25, External Exam - 25, Total - 50 Marks**

### **UNIT-I Fundamentals of Integrated Marketing Communications**

**1.1** Meaning and role of Integrated Marketing Communications in marketing process.

**1.2** Understanding Communication process:

- Source, message and channel factors.
- Communication response hierarchy: AIDA Model, Hierarchy of effective effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution, Hierarchy and Low involvement hierarchy consumer involvement-The Elaboration Likelihood model (ELM), The Foots, Cone and Belding Model (FCB).

### **UNIT-2 Title of the topic: Sales Promotion, Publicity**

Role of Sales Promotion in communicating and offering Value to its customers

- 2.1 The surge in Sales Promotion in Recent years.
- 2.2 The two major components of Sales Promotion: Trade and Consumer Promotion.

- 2.3 The downside of Sales Promotion.
- 2.4 Events, Experiences and Sponsorships
- 2.5 Publicity a Potent tool in communication.

### **UNIT-3 Title of the topic: Managing Digital Communications**

3.1 Emergence of Digital Communication: The need of the hour

3.2 Forms of Online Marketing Communication-How to start a buzz fire and Tracking Online Buzz

3.3 Managing marketing communications on social media

3.4 Creating and managing Digital Word of Mouth

3.5 Mobile Marketing:- The scope of mobile marketing

3.6 Developing effective mobile marketing program

### **Suggested Reference Books:**

1. Marketing Management, 15<sup>th</sup> Edition, Philip Kotler, Kevin Lane, Keller, Published by-Pearson.
2. Marketing Management: Indian Context-Global Perspective, 6th Edition, Ramaswamy and Namakumari, Sage Publication
3. Fundamentals of Marketing, William Stanton, Michael Etzel, Bruce Walker, Mc Graw-Hill International Editions 1994
4. Introduction to Marketing, Theory & Practice, Second Edition, Adrian Palmer, Oxford University Press
5. Marketing Management-A South Asian Perspective, ISBN -978-0-13-600998, 13th Edition, Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha, Published by Dorling Kindersley (India) Pvt. Ltd, Licensees of Pearson Education in South Asia
6. Marketing Management-Global Perspective -Indian Context, 4th Edition-2010 V.S. Ramaswamy & S. Namakumari, Macmillan Publishers India LMT, New Delhi.
7. Marketing Management, 11th Edition, Philip Kotler, Published by-Prentice Hall of India Private Lmt, New Delhi.
8. Advertising Management, Oxford University Press, By Jaishri Jethwaney and Shruti Jain
9. Advertising Management, By Rajeev Batra, John Myers and Davis Aaket, Published by Prentice Hall of India Private Limited, New Delhi
10. Advertising: Principles and Practice, Latest Edition, by William Wells, John Burnett, and Sandra Moriary, Prentice Hall.
11. Ogilvy on Advertising, by David Ogilvy Advertising Management, concept and cases. By Manendra Mohan

## **PAJMELE233B Radio and Podcasting Skills**

- **Credit-2**
- **No. of lectures-30**
- **Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Unit 1: Knowing the Medium** - Basics of communication. Characteristics, strengths & limits of audio; The physics of sound; History of broadcast, AM, FM, All India Radio, Prasar Bharati, Podcasting and internet radio, community radio, pirate radio, satellite radio, Radio Free Europe. (*Hours: theory - 4, practical - 1*) *Practical: Imagination through sound.*

**Unit 2: Knowing the Studio** - Studio layout, recording equipment, microphones, mixers and transmitters. Personnel in the production process – Role and Responsibilities (*Hours: theory - 4, practical - 2*) *Practical: Studio tour.*

**Unit 3: Scripting for audio** - Introduction to various radio formats - news and entertainment. Public service advertisements, jingles, radio magazine, interview, talk show, vox-pop, discussion, feature, radio play, and documentary. Elements of a radio news story: Newsgathering, writing, elements of a radio news bulletin. Style Book. Spontaneous genres. (*Hours: theory - 6, practical - 4*) *Practical: Creation of ambience.*

**Unit 4: Radio Jockeying** - Voice modulation, presentation skills, vocal dynamics and live compering. Podcasting styles (*Hours: theory - 2, practical - 4*) *Practical: Radio interview.*

**Unit 5: Production Process** - Recording /production techniques. Editing principles. Creating sound



effects. Sound concerning visuals. The function of sound, silence and music on the radio. Technology and software used. (*Hours: theory - 2, practical - 4*) *Practical: Radio bulletin.*

**Unit 6: Laws and ethics in Broadcast** - Evaluating programs; Codes and ethics in radio and internet broadcasting. National policies on the radio broadcast and internet.

### **Suggested Reading**

1. Alexander, R. & Stewart, P. (2016). *Broadcast journalism: techniques of radio and television.* Focal Press.
2. Fleming, C. (2009) *The radio handbook.* Routledge.
3. Ford, M. (2013). *Radio production. digital broadcast art.* Create Space.
4. Gilmurray, B. (2010). *The media student's guide to radio production.* Mightier PenPub.
5. Hausman, C. et al. (2012). *Modern radio production: production, programming and performance.* Wadsworth.
6. Kaempfer, R. (2004). *The radio producer's handbook.* Allworth Press.
7. Keith, C. M. (2010). *The radio station: broadcast satellite and internet.* Focal Press.
8. Mc Leish, R & Link, J. (2016). *Radio production.* Focal Press.
9. Pavarala, V. & Malik, K. K. (2007). *Other voices: the struggles for community radio in India.* Sage.
10. Siegel, E.H. (1992). *Creative radio production.* Focal Press.
11. Whitaker, J. (2002). *Master handbook of audio production.* McGraw-Hill/TAB Electronics.

### **PAJMELE-233C – Public Relations**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Understanding PR.** definitions, purpose and utility; relevance to a democratic society. Difference between PR, Advertising and Propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal and external, different ways to address them. Concept of „Communications Audit“.

**Unit 2: Role of PR in different sectors.** government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions, NGOs etc.

**Unit 3: Types of PR.** Internal and external, publics of PR, Communications audit, qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy or agency.

**Unit 4: PR Tools.** Internal - house journals, bulletin boards, events, mailing groups, social networking sites; External - exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatras, melas, public gatherings etc.) PR campaigns, programmes and events, CSR projects; PR during the crisis; case studies.

**Unit 5: Media Relations as a PR function.** Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and press visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), Citizen Journalism.

**Unit 6: Social media for PR.** Blogging, LinkedIn, Facebook, Twitter, Instagram etc. and use of the Internet. Websites: a toll for faster dissemination of information, photographs and Audio Visual material.

**Internal assessment:** Preparing a PR plan for an organisation, evaluating media publicity given to various organisations, writing press releases etc.

**Suggested resources:**

Sahai, Baldev. *Public Relations a Scientific Approach*. Scope Publication: New Delhi.  
Cutli, Scott M and Allen H Centre. *Effective Public Relations*. Prentice Hall.  
Jefkins, Frank. *Public Relations*. Pitman Publishing: London  
Kaul, J.N. Kaul. *Public Relations in India*,. Nyay Prakashan: Calcutta  
Reddi, C. V. Narsimha. *Effective Public Relations and Media Strategy*. PHI Learning Private Limited: New Delhi.  
Sachdeva, Iqbal S. *Public Relations: Principles and Practices* Oxford University Press: New Delhi  
Mehta, S. *Handbook of Public Relations in India*. Allied Publishers: New Delhi

**PAJMELE-233D – Audio Visual Production****Total Credits - 02****Internal Marks- 25, External Exam - 25, Total - 50 Marks****Total Lectures: 30****Syllabus Outline:**

**Unit 1: Basics of video production.** Image-making, camera operations, compositions, camera movements, visual techniques, pre-production, production design and post- production.

**Unit 2: Pre-production.** Production and post-production planning, duties and responsibilities of producer/director. Set designing and make-up, visualization, composition: aesthetics, directing the actors, directing the crew.

**Unit 3: Production.** Single-camera shooting techniques, video display systems, multi-camera production, lighting systems: lighting methods and needs, mike positioning and arrangements, art direction, setups, casting, indoor and outdoor shooting, planning and management of live shows, production design – Production;

**Unit 4: Production techniques.** Importance of backgrounds; real, unreal and neutral backgrounds. Economical setting, location selection, post-production editing, script: length and style of scripts, storyboards and components, pre and postproduction techniques, effective camera shots, footages. Special effects- graphics and animation, Chroma key usage and Economy shooting methods.

**Unit 5: Post-production.** video editing, sound, voice-over, and background music, titles and subtitles, video formatting, production design- post-production.

**Internal assessment:** Students can produce a documentary, series of short videos; prepare production plan for a short story, writing scripts or storyboard etc.

**Suggested resources:**

Ivan Cury, *Directing and Producing for Television. A Formal Approach*, Oxford University Press.

De Fossard Esat and Riber John, „Writing and Producing for Television and Film“, Saga Publications.

Belavadi Vasuki, „Video Production“, Oxford University Press.

Ralph Donald & Thomas Spann. 2004. *Television Production*, Surjeet Publications, New Delhi.

Thomas A. 1998. *Editing Film and Video on the Desktop*. Focal Press Publications.

Steven Bernstein. 1994. *Film Production* Focal Press Publications.

Barnard Wilkie. 1996. *Creating Special Effects for TV and Video*. Focal Press Publications.

R.B. Musburger. 1977. *Single Camera Video Production*. Focal Press Publications.

P. Kriwaczek. 1997. *Documentary for the small screen* Oxford; Boston: Focal Press.

William Moylan. 2006. *The Art of Recording*. Focal Press Publications.

Declan McGrath.2001. Editing and Postproduction. Focal Press Publications.  
Gerald Millerson. 1973. TV Camera Operation. Hastings House Publications.

**PAJMELE-234A Digital Media: design and Content**  
**Internal Marks- 25, External Exam - 25, Total - 50 Marks**  
**Total Lectures: 30**

**Syllabus Outline:**

**Unit 1: The Network Society.** Internet-based communication revolution; Technological foundations of Network Society; Access and acceptance of digital technology; Characteristics of new media communication; Socialization and individualization of space and time; Connected spheres of living; Virtual communities and social relations; Evolution of Social Media Network; Economy of social media; Psychology and Sociology of Social Media; Pros and cons of social media; Impact of social media networks on human communication

**Unit 2: Understanding Digital Culture.** Meaning of being „Digital“; The culture of „Screen“; Understanding importance of speed and visualization; Changing media use and its impact on content generation; Impact of convergence; Hyper-mediation; Multi-functionality; Interactivity and creativity; New media and diversification of mass audience; Culture of real virtuality; Information Overload; Risks of over-communication; New trends in digital culture

**Unit 3: Social Media.** Social media – Emergence and history; Characteristics of social media; Categorization and types of social media - social Networks, media sharing networks, Discussion forums, Bookmarking and content curation networks, Consumer review networks, Blogging and publishing networks, Interest-based networks, Social shopping networks, Sharing Economy networks, Anonymous social networks; Social media networks in India and their socio-political impacts; Different social media networks and their characteristic features; Basic of social media marketing;

**Unit 4: Social Media for Personal Use.** Understanding the platform specific features for personal use; Understanding individual needs for social media use and prioritizing the social media platforms; Characteristics of content for social media platforms – Facebook, Twitter, Instagram and You-tube; Creating specific content for specific social media platform; Integrating social media platforms: Do’s and Don’ts; Social Media and Image building; Writing for social media

**Unit 5: Social Media for Business.** Knowing the different social media tools for business; Importance of social media policy for business; Need analysis and creation of social media policy for business; Social media integration with business websites; Social Media for branding: Facebook, Instagram, Twitter and You-tube for business; Social media and crises communication; Social Media and institutional branding; Social Media Campaigning

**Internal Assessment:** Write social media strategy for an individual political person.

Evaluate social media strategy for an NGO that you are following regularly.

Analyses social media use of any selected celebrity personality that you like.

Follow different business brands on different social media platforms and analyses the use of content and particular platform.

**Suggested resources:**

Borate, Y. (2019). Social Media . Jalgaon: Atharva Publications .

Burgess, J., Marwick, A., & Poell, T. (Eds.). (2018). The Sage Handbook of Social Media . New Delhi : Sage.

Castells, M. (2010). The Rise of the Network Society Second Edition. Chichester, West Sussex, United Kingdom : Wiley Blackwell.

Dijk, J. v. (2006). The Network Society Second Edition . New Delhi: Sage.

Network Society- Documentary

<https://www.youtube.com/watch?v=7Owjgkuypl>

Manuel Castells: Communication power in the Network Societies

## **PAJMELE-234B – Crime and Court Journalism**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus outline:**

**Unit 1: The ethics of crime and justice coverage.** fairness and objectivity, avoiding sensationalism and integrity; conflicts of interest, interesting versus important. Balancing justice: justice to victim and the accused: no assumption of guilt or innocence. Undivided loyalty. Eliciting emotion on camera. Concept of E-governance. Fundamentals of Cyber Media.

**Unit 2: Law enforcement machinery.** Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. Important sections of IPC. terminology and jargon, procedures of registering a crime. Prisons and jails. Sensitive law and order situation: agitations, congregations for various reasons, elections. Deployment of extra forces etc.

**Unit 3: Covering Crime.** Types and definitions. Police Investigation techniques: from conventional to modern. Cognizable and non-cognizable offences. Basic principles of crime reporting. do's and don'ts. News values: new, unusual, interesting, significant and about people. Developing sources, verifying facts. Reporting agitations, riots. Possible risks and precautions. Sensitivity on child-related stories, Sting Operation - prescribed notions of journalism, Victim's right to privacy, Role and views of experts. Use of drones- ethics and laws. Types of cyber crimes- cyber grooming, cyber bullying, remote access attacks, attacks via smartphones, cyberwarfare. Conflict reporting (Armed and Social Conflict, Region, Community and Human Rights), Special challenges in crime reporting.

**Unit 4: Covering Courts.** Structure of judicial system in India. Hierarchy, functions and jurisdictions of each court. Granting of bail to accused. Types of cases heard in courts. Tribunals, consumer and family courts. PILs, appeals etc. Zero Fir.

**Unit 5: Contemporary crime journalism.** Crime shows on TV. Emphasis on crime reporting in newspapers. Its impact. Media influencing investigations and/or court proceedings? Trial by media. Media's role in getting justice delivered, recent examples.

**Internal assessment (25marks):** Visits to police station, control room, prison etc. Analysis of crime news in various media. Attending court trials etc.

### **Suggested resources:**

Chakarvarthy, Jagadish. *Cyber Media Journalism Emerging Technologies*. Authors Press.

Jain, Ravi Kumar. *Cyber Forensics: Tools & Practices*. ICAI University Press.

<http://osou.ac.in/eresources/DJMC-02-Block-03.pdf>

<https://ohrh.law.ox.ac.uk/drone-journalism-and-regulatory-challenges-in-india/>

<http://www.andhrauniversity.edu.in/img/syllabus/pgdiplomajourmasscomsyllabus16052019.pdf>

<http://presscouncil.nic.in/OldWebsite/NORMS-2010.pdf>

<http://asu.thehoot.org/research/>

<https://www.aisfm.edu.in/blog/2014/the-art-of-reporting-1-crime/>

<http://www.mediacrimevictimguide.com/journalistguide.pdf>

<https://www.poynter.org/tag/police-and-crime-reporting/>

[https://reutersinstitute.politics.ox.ac.uk/sites/default/files/202001/Newman\\_Journalism\\_and\\_Media\\_Predictions\\_2020\\_Final.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/202001/Newman_Journalism_and_Media_Predictions_2020_Final.pdf)

## **PAJMELE 234C Script Writing for Radio and Television**

- Credit-2
- No. of lectures-30
- Internal Marks- 25, External Exam - 25, Total - 50 Marks

- Unit – I** Introduction to script writing, Importance of script writing, various elements of script, Principles of script writing, Script formats, creative writing.
- Unit – II** Writing for radio, News script, Drama, Feature, Documentaries, Talk shows, Interviews, Writing for an announcement, writing for Social Service announcement, Writing for Public Service announcement.
- Unit – III** Writing for TV, Screenplay, Documentary, Writing for Serials, Special segments, News Script, Anchor Bite, Writing voiceover.
- Unit – IV** Writing dialogues, Writing for reality shows, Writing good opening scenes and effective climaxes.
- Unit – V** Dramatic structure, Narrative structure, Plotting structure, Scene and its functions, Step outline, writing fiction for TV, Designing a scene, Drafting a professional script.

### **Reference:**

1. E.E.Wills – Writing Television and Radio Programmes.
2. B.N.Ahuja – Audio Visual Journalism
3. D.K.Sonkar – Broadcast Journalism
4. S. Koushik – Script to Screen
5. William J. Nostran – The Scriptwriters Handbook
6. Robert Hiller – Writing for Radio and TV
7. A.A.Armer – Writing the Screenplay
8. G. Kindem & R.B.Musburger – Introduction to Media Production
9. J. Michael Straczynski - The complete book of scriptwriting
10. Ray Frensham - Break Into Screenwriting [5th Edition]: Teach Yourself

## **PAJMELE 234D INDEPTH REPORTING**

- Credit-2
- No. of lectures-30
- Internal Marks- 25, External Exam - 25, Total - 50 Marks

Syllabus Outline:

**Unit 1: Introduction to Investigative Journalism.** Mission and objectives of investigative journalism; Difference between investigative journalism and routine journalism; Roles and responsibilities of an investigative journalist; Skills and personal qualities of an investigative journalist; Investigative journalism and its impact on society; History of investigative journalism in India and its contemporary relevance

**Unit 2: Basic grounding for Investigative stories.** Practice of exploring unknown and taking calculated risks for leading towards investigative journalism; Understanding importance of reading and researching for investigative journalism; Topics and approaches appropriate for investigative reporting; Thinking for investigative story ideas; Use of digital and social media to monitor news breaks and leads; Verifying hints, rumours and facts; Generating a concrete story idea

**Unit 3: Planning the Investigation.** Making a plan to work and execute; Asking the right questions to you and probing the sources; Pitching story idea, preparing budget and getting approval; Moving

forward from an idea to hypothesis; Source mapping – Primary and secondary sources, Human sources and paper sources, Digital sources and crowd sourcing; Managing the time; Involving the team; Recognizing reliable sources; Securing the information and data; Security measures while investigating a story

**Unit 4: Working on Investigative Story.** Accessing the information; Building own database; Data mining and dealing with numbers; Researching with the data and un-locking the secrets; Using trustworthy human sources for leading towards the big story; Evaluating the human sources: Experts, Whistleblowers, Gatekeepers and Door-openers, Spin Doctors, Lobbyists; Protecting sources and protecting yourself; Interviewing the right people for generating detailed insights; Overcoming the legal and ethical issues

**Unit 5: Writing In-depth.** Shaping story's details into an interesting narrative through evidence based reporting; Updating facts; Using quotes from relevant and prominent people; Thinking Visually: Using graphs, charts, diagrams and explainers for investigative story; Writing to broadcast; Choosing the perfect format and

**Internal assessment:** Analysing the presentation and writing styles of selected investigative stories, group discussions and presentations about selected investigative stories in class, case studies of investigative journalists and their work.

**Suggested resources:**

- Burgh, H. d. (2008). Investigative Journalism Second Edition. London : Routledge .
- Forbes, D. (2005). A watchdog's guide to investigative reporting . Johannesburg: KonradAdenauer Stiftung Media Programme.
- Hahn, O., &Stalph, F. (Eds.). (2018). Digital Investigative Journalism. Cham, Switzerland:Palgrave Macmillan.
- Hunter, M. L. (Ed.). (2012). The Global Investigative Journalism Casebook. Paris: Unesco . Nazakat, S. (Ed.). (2010). A Manual For Investigative Journalism. Johannesburg: Konrad-Adenauer-Stiftung KAS Media Programme .
- Global Investigative Journalism Casebook

## Semester IV

### **PAJMELE-241 : Internship and Study Visits**

**Total credits: 2. Internal assessment: 50 marks. NO end-of-semester exam.**

i) Internship has to be evaluated for 25 marks. Norms of internship are as follows:

- It should be done **before the end of Sem. IV** in one of the following types of organisations for minimum 180 hours (30 days @ six hours a day).  
Organisations: newspaper (print or internet edition), web news portal, radio channel, TV news channel, weekly magazine, advertising agency, public relations firm, book publishing company.
- Students may work in two different types of organisations @ 90 hours each (15 days @ six hours a day) if they so wish.
- After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organisation.
- Norms of evaluation for 25 marks:  
Evaluation by the authority: 10, Volume and quality of work: 10, Quality of report: 5

ii) Study Visits have to be evaluated for 25 marks.

- Minimum 5 visits and interactions have to be organised over four semesters.
- Suggested Visits: Newspaper office, TV news channel, radio station, advertising agency, NGO, development project, industrial house, Parliament or Legislative Assembly, scientific and research institutes, military establishments, film shooting set, TV programme production set
- Suggested interactions (preferably out-of-class): authors, practitioners, political leaders, ministers, bureaucrats, film personalities, sportspersons, activists etc.
- Norms of evaluation for 25 marks:  
Attendance: 10, performance (behaviour during visit, written/audio-visual/digital reporting): 15.

### **Semester IV: Individual Projects**

**Total credits: 8. Internal assessment: 100 marks, external evaluation: 100 marks.**

Details of projects

PAJMELE-242A Research Dissertation	Students have to select a topic only about journalism/mass communication for research dissertation. They are expected to follow scientific research method/s for the research and present it in the form of a written dissertation, of 8000-10000 words. Established academic norms regarding structure of a research report have to be followed. Raw data may be asked for during the viva-voce.
PAJMELE-242B In-depth Reporting	Every student has to work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports.

PAJMELE-242C Documentary Production	Students have to select a topic of current relevance for an audio-visual documentary. The documentary must be of 20-30 minute duration. A written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the documentary.
PAJMELE-242D Podcast Production	Students have to produce at least five 15 minutes episodes of a podcast. The podcast should be informative containing programmes in various formats. The podcast should be uploaded on the internet, and should be active at least till assessment. A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the link of the podcast URL.

### **PAJMELE-243A VIDEO EDITING**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

#### **Syllabus Outline:**

##### **Unit 1: Edit Audio with Adobe Audition**

- Clean up audio files to reduce noise
- Copy, cut and paste audio to create new files
- Edit voice overs, podcasts and music to use standalone or in your video projects

##### **Unit-2 Edit Video with Premiere Pro**

- Combine video with music, images and graphics
- Edit multi-camera footage together
- Cut documentary, narrative and promo style videos
- Learn important principles of editing you can apply to any project
- Add video effects to liven up your projects
- Create graphic overlays to add texture to your videos

##### **UNIT-3 Learn the Video Post-Production Workflow**

- Learn how to make your editing process smoother and easier
- Learn the steps in the editing and post-production workflow
- Learn where and how editors find projects to work on

#### **Suggested Reading**

- Ivan Cury, Directing and Producing for Television. A Formal Approach, Oxford University Press.
- De Fossard Esat and Riber John, „Writing and Producing for Television and Film“, Saga Publications.
- Belavadi Vasuki, „Video Production“, Oxford University Press.
- Ralph Donald & Thomas Spann. 2004. Television Production, Surjeet Publications, New Delhi.
- Thomas A. 1998. Editing Film and Video on the Desktop. Focal Press Publications

### **PAJMELE-243B - Translation Skills**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

#### **Syllabus Outline:**

Unit 1: Understanding language. Biological, psychological and social aspects of language; word as a sign; word as a world view; functions fulfilled by language: communicative,



Imperative and aesthetic.

Unit 2: Nature of Translation. Complex communicative process; three stages involved in Translation: Decoding: Grammatical analysis; morphological meanings of words; lexical analysis; identifying semantic and syntactic markers of a word; lexical meaning; synonyms and their lexical analysis. Transfer: finding equivalences for various lexico – grammatical features of the Source Text; and Re-encoding: function of the source text; target audience; listing priorities while re-coding.

Unit 3: Types of texts translated. Fiction/non-fiction; informative/analytical/academic/promotional; writing style: straight forward, satirical, parody, poetry, humorous; type of media: print: newspapers/magazines/specialised journals; audio-visual: radio, TV, films, websites etc.; dos and don'ts for each type; editing of translated works.

Unit 4: Skills of a translator. Language knowledge: of source and target language; writing skills; cultural knowledge; research skills; developing the skills.

Unit 5: Using resources. Dictionaries, encyclopaedia; online resources; experts and native speakers; basics of phonetics, introduction to phonetic script; transliteration of proper nouns and other non-translated words.

Internal Assessment: Translating news items, features, advertisement, film dialogues, official report etc. Editing of texts translated by other students also can be undertaken.

Suggested resources:

- Various unilingual. Bilingual and specialised dictionaries; thesaurus.
- Nida, Eugene Albert and Taber, Charles Russell. (2003). The Theory and Practice of Translation. Brill: Leiden.
- Samuelsson-Brown, Geoffrey. (1993). A Practical Guide for Translators.
- Kale, Kalyan and Soman, Anjali. (1997).
- Snell-Hornby, Mary. (1995). Translation studies - An integrated approach.
- Snell-Hornby, Mary. (2006). The Turns of Translation Studies: New Paradigms or shifting viewpoints? John Benjamins Publishing Company: Amsterdam / Philadelphia.
- Munday, Jeremy. (2008) Introducing Translation Studies, Theories and Applications. Second

### **PAJMC243C-Instructional Design**

Total Credits - 02

Internal Marks- 25, External Exam - 25, Total - 50 Marks

Total Lectures: 30

#### UNIT-1

- Instructional and Material Design: Historical Perspective
- Instructional Design: Meaning, Concept, Principle
- Instructional Design process: steps
- System Approach to Instructional Design
- Theories on Instructional Design
- Information Processing
- Components of Instructional Design
- Instructional Objectives and Instructional design
- learning and Teaching styles in Instructional design

#### UNIT-2

- Instructional Method, Models and Strategy
- Modes of Instructional Design
- Computer Assisted instruction
- Principles and characteristics of Instructional and material design
- Learning material design: designing and development
- Designing e-content and materials
- Learning Environment -Design
- Content structuring

- Niceties of language writing
- Writing Styles
- Computer Mediated Communication
- Hand held technologies
- Communication tools for e-learning

### UNIT-3

- Class management and Instructional design
- Assessment and assessment practices
- Feedback and Instructional design
- Planning a design
- Approaches and components of e-learning
- Types of e-learning: synchronous and asynchronous
- E-learning and Instructional design
- Pedagogical design for e-learning
- Interactive e-lesson & interactive multimedia in instructional design

### UNIT-4

- Teaching as design: historical perspective
- Interpreting teaching as design
- Pedagogical design capacity
- Models of instructional design
- Design and development of course or unit
- Instructional design for humanities and science teaching
- Ethical issues in Instructional design
- Teaching and Technology Integration in teaching
- Teacher vs technology

#### **Suggested Reading**

- Donald C. Samson Jr. : Editing Technical Writing
- Gordon H. Mills & John A Walter : Technical Writing
- McGehee Brad : The complete Guide to Writing Software User Manuals Patricia A. Robinson : Fundamentals of Technical Writing
- Peter J MGuire and Sara M. Putzell : A Guide to Technical Writing
- Robert W Bly and Gary Blake : Technical Writing : Structure, Standard and Style Susan Grimm : How to Write Computer Documentation for Users

### **PAJMC ELE243D- Film Studies**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

#### **Syllabus Outline:**

**Unit 1: What is cinema?** Definition of cinema. The concept of persistence of vision. Film's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between film and 20th-century art movements: impressionism, cubism, surrealism.

**Unit 2: Visual literacy.** The vocabulary of film: shot, scene, sequence, frame, composition in depth, point of view, transitions, Mise-en-scène etc. The tools of expression- frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and colour, the movement of camera and lens, how images come to express meanings and its relation with the word-meanings. Film formats: celluloid and digital, Element of sound: dialogues, background score, music, silence, ambience.

**Unit 3: Film styles and Genres.** Image and editing. To what extent does film manipulate reality? Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure, issue based, comedy, drama, epic/historical, horror, Sci-fi, war etc. Other formats i.e. short films: fiction & nonfiction, promotional, propaganda, corporate, educational, advertising films.

**Unit 4: Film history.** Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films. and contemporary trend-setting directors. Special focus on Marathi films: classics and contemporary.

**Unit 5: Film Studies.** Film appreciation, analysis, criticism etc. Reviewing films for various media. Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts. Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals. Films as an industry. Interrelationship of film industry with other media. Recent Technological Innovations in Cinema. Rise of Multiplex, OTT (Over the Top Media Services) etc., Marketing and Distribution.

**Internal assessment:** Watching films of different genres and reviewing them. Interactions with film producers, directors, actors. Visit to film production locations etc.

**Suggested resources:**

- Villarejo Amy, Film Studies: The Basics. Routledge, 2013  
Yves Thoraval, The Cinema of India. MacMillan India, 2000
- Geoffrey Nowell-Smith, The History of Cinema: A short Introduction. OXFORD 2018  
Piper Jim, Film Appreciation Book: The Film course, All Worth Press, 2018
- Petrie, Dennis & Boggs, Joseph, The Art of Watching Films, Mc Graw Hill Publication, 2011.  
Sanders John, The film genre book, Auteur, 2009.
- Leo Eubank & Marshall Cohen, Film Theory and Criticism: Introductory Readings, Oxford University Press, 2004.
- Matilda Mroz, Temporality and Film Analysis, Edinburgh University Press, 2012.  
Garwood Ian, The Sense of Film Narration, Edinburgh University Press, 2013

**PAJMCELE244A - Business Journalism**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

**Syllabus outline:**

**Unit 1: Understanding Economy.** Basic principles of economy, important economic terms. growth and development, environmental concerns, employment generation, price rise and inflation. Economics of agriculture and rural economy, Urban economy, Gig economy (unorganized sector, self-employed people etc.), manufacturing, logistics, Start-Up COS and Finances, New age banks ( SFB, NEO etc.), and service sector, small scale industry and micro-enterprises, shares, securities and commodity markets, Bullion market, Film Finance.

**Unit 2: Fundamentals of Indian Economy.** Growth and progress of Indian economy. Finance system in India, the role of finance and planning commissions, the role of RBI, Federal economic structure and revenue sharing. Changes in economic policy: From mixed economy to liberalization and privatization. Information Technology, Digital Economy, E- commerce, Issues related to SEZ, Central and State budgets, How budgets are prepared, understanding budget. Problem of black money and corruption, Laws regarding black money. sarfaesi etc, Insolvency and Bankruptcy Code, anti-corruption mechanism. Company and industrial laws, New Company. Act, labour and consumer issues. Contemporary issues related to the Indian

economy

**Unit 3: World Economy:** Capitalism, Communism, Socialism and other perspectives. Process of globalization and liberalization. New International Economic Order (NIEO). World economic bodies and forums, regional economic forums, economy and international politics. India's place in the world economy, contemporary issues related to the world economy.

**Unit 4: Corporate World and Cooperative Movement:** Structure of corporate and private companies. How to find information about private and public companies. Analyzing a company's financial performance. Interaction with corporate sources, Tracking CSR. Public-private partnership (PPP). History and development of cooperative movement and its relevance. Contemporary issues related to business, industry and commerce.

**Unit 5: Introduction and Overview of GST:** Concept of supply, Reverse Charge Mechanism (RCM), Composition Scheme, Valuation of GST, Payment of GST, Input Tax Credit, Returns under GST, Books of Accounts, (Interest, Penalty and Prosecution-I), (Interest, Penalty and Prosecution-II)

**Unit 6: Practicing Business Journalism.**

**6.1 Reporting:** Business and industry as a beat, sources of news on business. Using and analyzing financial data, understanding numbers and what they mean, Reading tables, charts and graphs. Developing business story ideas; writing stories from press releases. Investigative reporting in the business sector.

**6.2 Editing:** Overview of special economic pages, supplements, newspapers and journals, business news channels. Editing business stories and articles, using internet database, verifying information. Designing special economic pages and budget issues. Ethical issues of business journalism, Media and business relations.

**Internal assessment (25 marks):** Visit a news organization's business section, Stock exchange, Covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.

**Suggested resources:**

- Greco, A. N. (1988). Business journalism: Management notes and cases. New York: New York University Press.
- Kjaer Peter & Slaatta Tore (2007). Business Journalism. Copenhagen Business School Press. Baird, R. N., & Turnbull, A. T. (1961). Industrial and business journalism. Philadelphia: Chilton Co., Book Division.
- Washington and Lee University. (1984). Social responsibility, business, journalism, law, medicine. Lexington, Va: Washington and Lee University.
- Business. (1989). San Jose, Calif: San Jose Business Journal.
- Baugh, L.S., Fryar, M. & Thomas, T. (1986). Handbook for Business Writing, National Textbook Company, Lincolnwood, Illinois.
- Brock, S. L. (1992). Writing Business Proposals and Reports: Strategies for Success. Crisp, Menlo Park, California.
- Hayes, K. (2014). Business journalism: How to report on business and economics. New York?: Apress.
- Wassmer, R. W. (2000). Readings in urban economics: Issues and public policy. Malden, Mass: Blackwell Publishers.
- Butterick, K. (2015). Complacency and collusion: A critical introduction to business and financial journalism. Pluto Press.

**PAJMELE-244B – Political Communication**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

## **Syllabus Outline:**

**Unit 1: Understanding Politics.** „Politics“ as a term; Politics as a subject; Politics as a means of governance; Nature of politics expected in a democratic set-up; Characteristics of Indian Politics; Various political ideologies and their nature of politics; Political Leadership and politics as a lifestyle; Important factors for Politics: Religion, Caste, Economic Dominance, Social Status, Dynasty, Loyalty, Professional and educational background, Regional identity etc.; Factors related with Local, Regional, National and International politics; Politics and other fields.

**Unit 2: Political Communication.** Understanding the terms- „Communication“ and „Political Communication“; Importance of communication for politics; Politics related to communicating and not communicating something; Targeted and specific communication for politics; Political symbolism- Understanding the importance of Culture, Language, Signs, Symbols and Time for political communication; Communication the political image.

**Unit 3: Media and Political Communication.** Political economy of media; Media as the opinion maker; Agenda Setting; Agenda building; Framing; News and public opinion; Use of Print, Radio, Television, Film, Out-door, Digital and Social Media for Political Communication; Media and politics in India: Pre-independence situations in India, Political Development and Mass Media in Post-independence India, Government and private media, Impact of media on politics in India, Media and Indian Democracy.

**Unit 4: Political Campaigns and Propaganda.** Political advertisements: Understanding the political appeal, distinguishing characters as compared to general commercial advertisements; Various Political campaigns in India and their respective impacts; Propaganda: characteristics, types and its use with special reference to politics in India; Political PR and image management

**Unit 5: Communicating Politics.** Understanding the language of politics and political messages; Understanding political processes like filing nominations for communicating through media; Selecting proper form of content; Political news, views and opinion pieces; Events and media coverage; Building a political campaign; Campaigning for a leader and campaigning for a political party; Social and digital media for political campaigning; Understanding and analysing the representation of political events in mass media; Understanding the nature of professional organisations working for political communication and the related culture.

**Internal assessment:** Attending local political events and mapping its media coverage  
Analysing the political speeches, agendas, brochures and advertisements used for political purposes, analysing the media use by local political party in the city, analysing the media use by local political leaders in the city, studying and analysing different media platforms for availability of political content.

### **Suggested resources:**

Amale, R. (2020). Propaganda. Pune: Manovikas Prakashan.

Borate, Y. (2020). The Pagebook. Jalgaon: Atharva Prakashan

Brants, K., & Voltmer, K. (Eds.). (2011). Political Communication in Postmodern Democracy. London: Palgrave Macmillan.

Chakrabarti, B., & Hazra, S. (2018). Winning the Mandate: The Indian Experience . New Delhi: Sage .

Chaturvedi, S. (2016). I Am A Troll. New Delhi: Juggernaut Books .

Harvey, K. (Ed.). (2014). Encyclopaedia of Social Media and Politics (Vol. 1). Los Angeles : Sage Publications .

Lal, A. (2017). India Social: How Social Media Is Leading The Charge And Changing The Country. Gurugram: Hachette India.

## **PAJMELE-244C - ADVERTISING**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

#### **UNIT-1**

Meaning, nature and concept of advertising; role and importance of advertising for advertisers, media houses, government and consumers; brief history of advertising; advertising in India; size; advertising for public awareness.

**Unit 2: Process of advertising.** Understanding „brand“: personality, positioning, image, equity etc.; enhancing brand through advertising; need for advertising; goals of specific campaigns; advertiser-agency-media-consumer linkage; role of ad agency in the process; functions of various departments: account, creative, research, media planning etc; revenue model of an ad agency.

**Unit 3: Creative Process.** Demographic and psychographic analysis of target consumer; analysis of brand, product and competing brands; use of research inputs; arriving at creative brief: message and creative strategies; different appeals used in advertising; types of advertisements; visualisation, art work, copy writing.

**Unit 4: Advertising Media.** Mass media, niche media, out-of-home media, digital media; advantages and disadvantages of each medium; possibilities offered by digital technology; media planning strategies; achieving maximum reach and impact through the media mix; using audience data for effective media planning.

**Unit 5: Advertising and Society.** Impact on culture and society; social responsibility of advertising; role of ASCI; rules and regulations in India; public perception of advertising; critical analysis of advertising from various viewpoints.

**Internal assessment:** Comparative analysis of same product/service by different companies; developing fictitious brand and creating an ad campaign; visits to ad agencies and interactions with ad professionals; creating public service ads etc.

### **Suggested resources:**

- Oglivy, David. (1963) Confessions of an Advertising Man. Atheneuem Books. Gupta, Ruchi. (2012). Advertising Principles and Practices. S. Chand: New Delhi.
- Batra, Rajeev, Myers, John G. and Aaker, Deavid A.(2006). Advertising Management.Pearson: NOIDA.
- Valladares, June A. (2000). The Craft of Copywriting. Response Books: Michigan.
- Padamsee Aleque. (1999). A Double Life: My Exciting Years in Theatre and Advertising.Penguin: UK.
- Pandey, Piyush. (2015). Pandeymonium. Penguin: India.
- Kohli-Khandekar, Vanita. (2016). Indian Media Business. Sage: New Delhi.<http://adtextonline.org/>

## **PAJMCELE-244D - Development Communication**

**Total Credits - 02**

**Internal Marks - 25, External Exam - 25, Total - 50 Marks**

**Total Lectures - 30**

### **Syllabus Outline:**

**Unit 1: Understanding Development.** Concept of Development; Meaning and definitions of development; Process of development; Characteristics of developing societies; Difference between developed and developing nations ;Role of UN Agencies in development; Millennium

Development Goals; Sustainable Development Goals; Problems and issues in development.

**Unit 2: Development and Indian Thoughts.** Indian models of development- Mahatma Jyotirao Phule's Model of Development, Dr. Babasaheb Ambedkar's Model of Development, Gandhian Model of Development, Nehruvian Model of Development, Indian Five-Year Planning Model of Development; Niti Aayog's Model of Development.

**Unit 3: Development Communication.** Concept of development communication; Evolution, Role and relevance of development communication; Goals of development communication; Approaches to development: Modernization Paradigm, Dependency Paradigm, Alternative Paradigm, Development-support Communication, Participatory Communication and its impact on society, Empowerment Communication; Development Communication Experiments in India; Role of television in development communication in India.

**Unit 4: Role of the Media.** Sustainable strategies in development communication; Media for development- Empathy, Diffusion of innovation, media as a magic multiplier; Traditional media for development communication; Community Media for development communication, ICT for development communication; Social media for development communication; Designing messages for development communication; Audio-visual content for development communication

**Unit 5: Development Journalism.** Rise of Development Media Theory; Thinking for Development writing; Strategy for development writing; Process of writing for the development; Characteristics of Development Journalism; Traits and working attitudes of a development journalist.

**Suggested resources:**

- Jadhav, R. (2018). *Harvesting Hope In The Suicide Zone- Women Who Challenged Drought, Death and Destiny*. New Delhi: Bloomsbury India.
- Loo, E. (2009). *Best Practices of Journalism in Asia*. Singapore: Konrad-Adenauer-Stiftung.
- Madhok, M. (2018). *Media and Development- The Road Ahead*. New Delhi: New Century Publications.
- Manyozo, L. (2012). *Media, Communication and Development*. New Delhi: Sage Publications.
- Melkote, S. R., & Steeves, H. L. (2015). *Communication for Development*. New Delhi: Sage.
- Mody, B. (1991). *Designing Messages for Development Communication*. New Delhi: Sage Publications.
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