



**Curriculum Outline (Old)  
Under Choice Based Credit System (CBCS)**

**(2016 - 2018)**

**MA in Mass Communication (MAMC)**

**SEMESTERS**

**III & IV**

**Session: 2016-2018**

**Centre for Studies in Journalism and Mass Communication  
DIBRUGARH UNIVERSITY  
Dibrugarh, Assam: 786 004**

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**-Syllabus Outline-**

**A. CORE COURSE (CC) – Compulsory in all semesters**

<b>SEMESTERS</b>	<b>CODE</b>	<b>COURSE</b>	<b>CREDITS</b>
<b>FIRST SEMESTER</b>	<b>10100</b>	<b>Fundamentals of Communication</b>	<b>04</b>
	<b>10200</b>	<b>Introduction to Journalism</b>	<b>04</b>
	<b>10300</b>	<b>Photography and Image Post Processing</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>12</b>
<b>SECOND SEMESTER</b>	<b>20100</b>	<b>Media: Global and Indian Perspective</b>	<b>04</b>
	<b>20200</b>	<b>Communication Theories and Practices</b>	<b>04</b>
	<b>20300</b>	<b>Development Communication</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>12</b>
<b>THIRD SEMESTER</b>	<b>30100</b>	<b>Media Law and Ethics</b>	<b>04</b>
	<b>30200</b>	<b>Film Studies</b>	<b>04</b>
	<b>30300</b>	<b>Communication Research</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>12</b>
<b>FOURTH SEMESTER</b>	<b>40100</b>	<b>Peace and Conflict Journalism</b>	<b>04</b>
	<b>40200</b>	<b>Media Management</b>	<b>04</b>
	<b>40300</b>	<b>Currents Affairs and Media Issues</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>12</b>

## B. ELECTIVE COURSE

(Students will opt one of the four elective areas: 1, 2, 3 & 4. After choosing a particular elective paper students cannot change their elective course in second, third and four semesters. However the 5<sup>th</sup> area i.e., Skill Based Elective is compulsory for all students and they will choose of one the options as provided in the Syllabus)

### 1. PRINT MEDIA

SEMESTER	CODE	COURSE	CREDITS
1 <sup>st</sup> Semester	10101	Reporting and Editing	04
2 <sup>nd</sup> Semester	20102	Layout and Design	04
3 <sup>rd</sup> Semester	30103	Photo Journalism	04
4 <sup>th</sup> Semester	40104	Internship and Dissertation	04
TOTAL CREDIT			16

### 2. ELECTRONIC MEDIA

SEMESTER	CODE	COURSE	CREDITS
I	10201	Radio and Television Production	04
II	20202	Camera & Lighting Techniques	04
III	30203	Audio-Visual Production	04
IV	40204	Internship and Audio-Visual Production	04
TOTAL CREDIT			16

### 3. NEW MEDIA

<b>SEMESTERS</b>	<b>CODE</b>	<b>COURSE</b>	<b>CREDITS</b>
<b>I</b>	<b>10301</b>	<b>Introduction to New Media</b>	<b>04</b>
<b>II</b>	<b>20302</b>	<b>Writing for New Media</b>	<b>04</b>
<b>III</b>	<b>30303</b>	<b>Web/App Designing And Social Media Management</b>	<b>04</b>
<b>IV</b>	<b>40304</b>	<b>Internship and Dissertation/Production</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>16</b>

### 4. PUBLIC AFFAIRS & ADVERTISING

<b>SEMESTERS</b>	<b>CODES</b>	<b>COURSE</b>	<b>CREDITS</b>
<b>I</b>	<b>10401</b>	<b>Public Affairs</b>	<b>04</b>
<b>II</b>	<b>20402</b>	<b>Corporate Communication</b>	<b>04</b>
<b>III</b>	<b>30403</b>	<b>Advertising</b>	<b>04</b>
<b>IV</b>	<b>40404</b>	<b>Internship and Dissertation/Production</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>16</b>

### 5. SKILL BASED ELECTIVE

<b>SEMESTERS</b>	<b>CODES</b>	<b>COURSE</b>	<b>CREDITS</b>
<b>I</b>	<b>10501</b>	<b>Language for Media</b>	<b>02</b>
	<b>10502</b>	<b>Basics of Computer</b>	<b>02</b>
<b>II</b>	<b>20501</b>	<b>Creative Writing</b>	<b>02</b>
<b>III</b>	<b>30501</b>	<b>News Reading &amp; Anchoring</b>	<b>02</b>
	<b>30502</b>	<b>Graphic Design</b>	<b>02</b>
<b>IV</b>	<b>40501</b>	<b>Assamese Journalism</b>	<b>02</b>
	<b>40502</b>	<b>Community Media</b>	<b>02</b>

**Note:** Students will have to opt for one paper in 1<sup>st</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Semester (i.e., 10501, 10502, 30501, 30502, 40501 and 40502). Paper 20501 is compulsory in 2<sup>nd</sup> Semester.

## **GENERAL COURSE GUIDELINES**

### **TEACHING PEDAGOGY**

- The teaching pedagogy should consist of lectures, tutorial, practical, class discussions, group activities, seminar and special lectures. Students may be asked to write brief reaction papers, give group reports, or complete questions that they will submit for class participation.

### **CLASSROOM DISCUSSIONS**

- Classroom discussions are designed to encourage students to express opinions, observations, share experiences, and ask questions. Students should use this time to clarify their understanding of concepts encountered in course materials. Personal issues such as test and assignment scores will not be addressed during this time. Students with these concerns should follow the guidelines presented in the syllabus for grievances.

### **COURSE COMMUNICATION**

- Students are expected to show respect for instructors, action according to policies set by the University. The instructor will post lecture notes and students may post their reports and other messages of interest on the Centre's blog/group mail to be notified at the beginning of the academic session. When you e-mail to instructor, make sure you put your full name, roll no, subject code and title of the paper/assignment in the subject line. All students must provide their working email ids at the time of admission.

### **COURSE ASSIGNMENTS**

- All class assignments submitted for grading should be neatly typed, double-spaced, on standard A-4 paper. No emailed assignments will be accepted - only hard copies will be graded/evaluated. No extension of deadline will be considered unless there is a severe cause of concern.

### **ACADEMIC HONESTY STATEMENT**

- Academic dishonesty is NOT tolerated in this course.
- Academic honesty is not only an ethical issue but also the foundation of scholarship.
- Cheating and plagiarism are therefore serious breaches of academic integrity.
- Working with others on projects, studying for tests together as well as discussing course material is encouraged; however, cheating on tests or plagiarizing material are considered honor code violations and will be treated accordingly as per the University rules and regulations.

- If you refer to someone else's work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct them before handing in assignments.

### **COURSE PREPERATION AND PARTICIPATION**

- Students are expected to read assigned materials prior to and post class. They should be prepared to answer questions related to the material in the text and may be called on to do so. They should also be prepared to ask questions about issues of interest or for clarification of concepts during class and take active part in class discussions.

### **PENALTY FOR LATE WORKS**

- Unless the concerned faculty and student have agreed to extend the deadline for the student due to a special situation (i.e., illness, attending a professional conference), marks will be deducted by concerned faculty member for late submission of the works/assignments.

### **INTERNSHIP/INDUSTRY EXPOSURE**

- Students may be placed for internship as per the guidelines of the University. Those students who wish to go for an internship must apply through proper channel and they must inform the Centre about their absence, organization in which they are seeking for internship and period of internship.
- Students are encouraged to go for internship only during the summer/winter break and should not be more than one month.

### **GRIEVANCE REDRESSAL**

- Students must follow the University Guidelines for addressing their academic grievances.

Semester: III  
**30100: MEDIA LAWS AND ETHICS**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

- Introduce students to laws pertaining to Media industry
- Acquaint students on media ethics and responsibilities
- Discuss legal frameworks within media organizations.

**LEARNING OUTCOMES**

After completion of the course students will able to:

- Analyse legal and ethical aspects of media industry
- Analyse press freedom within Constitutional and Legal Frameworks
- Follow legal provisions in professional life.

**COURSE CONTENTS**

<b>Units</b>	<b>Topic</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
1	<b>Global Perspective</b>	<ul style="list-style-type: none"> <li>• UNDHR</li> <li>• UN Convention on Rights of Journalists</li> <li>• Intellectual Property Rights</li> </ul>	08	03	
2	<b>Indian context</b>	<ul style="list-style-type: none"> <li>• Freedom of Speech and Expression and its limitations</li> <li>• Parliamentary Privileges</li> <li>• Parliamentary Proceedings (Protection of Publication) Act 1956</li> <li>• Press Council Act 1978</li> <li>• RNI</li> </ul>	10	05	
3	<b>Acts</b>	<ul style="list-style-type: none"> <li>• Press and Registration of Books Act 1867</li> <li>• Contempt of Court</li> <li>• Cinematograph Act 1953</li> <li>• Cable TV Network Act, 1995</li> <li>• Working Journalists Act, 1955</li> <li>• Prasar Bharati Act 1990</li> <li>• Information Technology Act 2000</li> <li>• Right to Information Act, 2005</li> </ul>	08	02	
4	<b>Laws related to women and children</b>	<ul style="list-style-type: none"> <li>• UN Convention on the Rights of Children</li> <li>• Indecent Representation of Women (Prohibition) Act, 1986 &amp; 1987</li> <li>• Legal Provisions for media coverage in JJ Act. 2000</li> </ul>	08	02	
5	<b>Regulating Agencies &amp;</b>	<ul style="list-style-type: none"> <li>• Telecom Regulatory Authority of India</li> <li>• Broadcasting Regulatory Authority of India</li> </ul>	08	02	



	<b>Code of Ethics</b>	<ul style="list-style-type: none"> <li>• Journalists' Code of Conduct</li> <li>• Code of ethics for Print, Broadcast and Advertising</li> <li>• Press Ombudsman</li> </ul>			
6	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• Debate on Legal issues related to media</li> <li>• Seminar Presentation</li> </ul>			16
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**Note:** In Sem: 40 (20 Marks: Mid Sem Exams & 20 Marks: Assignments). End Sem Exam: 60 Marks

### DISCUSSIONS

- Media laws, ethics and regulations in global and Indian context
- Freedom of Press and censorship across the globe and India
- Role of media regulatory bodies in shaping media practices and governance.

### KEY READINGS

- Basu, D.D. (2006). Law of the Press. Prentice Hall
- Neelamalar, M. (2015). Media Laws and Ethics. PHI.
- Ninan, Sevanti and Chatterji, Subarno (2013). Hoot Reader: Media Practice in Twenty-First Century India. Oxford University Press
- Paranjay Guha Thakurta. (2011). Media Ethics. Oxford University Press
- Pathak, P. Juhi. (2014). Introduction to Media Laws and Ethics. Shipra Publications
- 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

### E-RESOURCES

- Advertising Standard Authority : <http://www.asa.co.nz/codes/codes/advertising-code-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-media-ethics/>
- 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](https://www.youtube.com/watch?v=LSULAO_cvEo)
- Professional Code of Ethics : <https://www.ndsu.edu/pubweb/~rcollins/431ethics/codes.htm>
- The Hoot : <http://www.thehoot.org/>

Semester: III  
**30200: FILM STUDIES**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The paper introduces students to:

- Read a film
- Develop approach on film appreciation
- Develop an interdisciplinary understanding on film and its role in society.

**LEARNING OUTCOMES**

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

- Demonstrate competence in cinematic work.
- Analyse films in relation to key questions in film studies.
- Review films.

**COURSE CONTENTS**

Units	Topics	Contents	L	T	p
<b>1</b>	<b>Global Scenerio</b>	<ul style="list-style-type: none"> <li>• Development of film technique and grammar</li> <li>• Genres of Cinema</li> <li>• Growth of Non- Fictional Films</li> <li>• Lumiere Brothers - Georges Melies – D.W. Griffith- Edwin Stanton Porter</li> <li>• Influence of Eisenstien and Pudovkin,</li> <li>• Hollywood Studio System</li> <li>• World Cinema</li> </ul>	10	04	
<b>2</b>	<b>Indian Cinema</b>	<ul style="list-style-type: none"> <li>• Different stages of Indian Cinema and its pluralistic features</li> <li>• Development of Indian Film Industry</li> <li>• Cinema of Satyajit Ray, Adoor Gopalkrishnan, Dr. Bhabendra Nath Saikia, Jahnu Barua, Mani Ratnam</li> <li>• Parallel Cinema/Art Cinema/ New Wave</li> <li>• Cinemas of Northeast India</li> <li>• Film Institutions of India: FFC, IFFI and FTII, NFDC, NFAI, FFI, Children Film Society, FFAI</li> <li>• Censorship and CBFC</li> </ul>	08	04	
<b>3</b>	<b>Film Movements</b>	<ul style="list-style-type: none"> <li>• Impressionism</li> <li>• Expressionism</li> <li>• Neo-realism</li> <li>• New Wave</li> <li>• Cinema Novo/Third Cinema</li> <li>• Avant-Garde</li> </ul>	08	04	

		<ul style="list-style-type: none"> <li>• Surrealism</li> <li>• Existentialism</li> </ul>			
<b>4</b>	<b>Approaches to study cinema</b>	<ul style="list-style-type: none"> <li>• Auteur theory</li> <li>• Psychoanalytical film theory</li> <li>• Structuralist film approach</li> <li>• Marxist film theory</li> <li>• Post Modern approach</li> </ul>	08	04	
<b>5</b>	<b>Film Appreciation and Criticism</b>	<ul style="list-style-type: none"> <li>• Semiotics</li> <li>• Aesthetics of films</li> <li>• Mis-en-scene analysis</li> <li>• Film review</li> </ul>	06	02	12
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**Note:** 40 Marks in In Sem (20 Marks: Mid Sem Exam and 20 Marks: Assignment). End Sem Exam: 60 Marks.

### DISCUSSIONS

- Discuss classical and contemporary genres, eras, trends, directors, studios and influential people in the industry.
- Techniques of film appreciation

### KEY READINGS

- Dix, Andrew. (2010). Beginning Film Studies ,Viva Books
- Monaco, James. (1981). How to Read a Film, Oxford University Press
- Ray,Satyajit. (2000). My Years with Apu: A Memoir. Penguin
- Hill, John and Gibson.Pamela. (2000). Films Studies, Oxford University Press
- Hood, W. John. (2000). The Essential Mystery – the major film makers of India Art Cinema, Orient Longman
- Nelmes, Jill. (2011). Introduction to Film Studies. Fifth edition. Routledge
- Raghavendra M. (2010). Director’s Cut: 50 Major Film-makers of the Modern Era, Harper India
- Ray, Satyajit and Sandeep, Ray. (2013).Deep Focus – Reflections on Cinema, Harper Collins Stam, Rober. (2000). Film Theory: An Introduction, Black Well Publisher
- Saran, Renu. (2012). History of Indian Cinema,Diamond Books

### E-RESOURCES

- Ebook on film studies [http://www.peterlang.com/catpdf/Peter-Lang\\_Film-Studies\\_2013.pdf](http://www.peterlang.com/catpdf/Peter-Lang_Film-Studies_2013.pdf)

Semester: III  
**30300: COMMUNICATION RESEARCH**  
**TOTAL Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

- Introduce students to Communication Research, methods and applications
- Provide both theoretical and applied knowledge on communication research
- Impart training on how to design media research and execute research studies.

**LEARNING OUTCOMES**

After completion of the course students will be able to:

- Design communication research project.
- Conduct communication research project.
- Analyse and interpret media content, users and consumers.

**COURSE CONTENTS**

Units	Topic	Contents	L	T	P
1	<b>Basics Concepts, Design &amp; Methods</b>	<ul style="list-style-type: none"> <li>• Meanings, Types and Areas of research</li> <li>• Research Problem, Research Questions and Hypotheses</li> <li>• Theoretical Framework, Literature Review</li> <li>• Research Methods and Methodology</li> </ul>	06	02	
2	<b>Quantitative &amp; Qualitative Research</b>	<ul style="list-style-type: none"> <li>• Quantitative Methods: Sampling, Survey Research Methods, Structured/Semi-Structured Questionnaire, Case Study, Content Analysis</li> <li>• Qualitative Methods: Observation, Ethnography, Interviews, FGD, Schedules, Textual Analysis, Discourse Analysis</li> </ul>	06	04	08
3	<b>Research Design</b>	<ul style="list-style-type: none"> <li>• Research Design: Objectives, Study Area, Variables, Sampling</li> <li>• Data Analysis: Quantitative and qualitative analysis</li> <li>• Statistical and Non-statistical methods</li> <li>• Data Coding, Tabulation and Analysis</li> </ul>	06	04	08
4	<b>Communication Research</b>	<ul style="list-style-type: none"> <li>• Meaning, Concept, Types and Evolution</li> </ul>	06	04	

		<ul style="list-style-type: none"> <li>• Importance of communication research</li> <li>• Methods of Communication research</li> </ul>			
5	<b>Effects Research &amp; Audience Studies</b>	<ul style="list-style-type: none"> <li>• Content/Textual Analysis, Audience Reception Studies, Ratings, Opinion Poll, Pre-Poll/Exit Poll</li> <li>• TAM, MAP, RAM, IRS, Market research</li> <li>• Online Tools and Analytics</li> </ul>	05	02	10
6	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• Research Proposal Writing</li> <li>• Report Writing</li> <li>• Style of Citation</li> <li>• Analysis of Media Content</li> </ul>			12
<b>TOAL CONTACT HOURS</b>			64		

**Note:** In Sem: 40 Marks (20 Marks: Mid Sem Exams & 20 Marks: Assignments), End Sem Exam: 60 Marks).

### DISCUSSION

- Meaning and significance of communication research.
- Communication research and problem solving.
- How to develop communication research.

### KEY READINGS

- Wimmer, D. Roger & Dominick, R. Joseph. (2015). Mass Media Research: An Introduction (9<sup>th</sup> Ed). Wadsworth
- Devesh Kishore. Communication Research. MCNJC
- Baxter, A. Leslie & Babbic, Earl. (2004). The Basics of Communication Research: Toronto: Thomson Learning
- Berger, A. Arthur. (2005). Media Analysis Techniques. California: Sage
- Berger, A. Arthur. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage
- Crewell, W. John. (1997). Qualitative Inquiry and Research Design: Choosing among Five Traditions. Sage
- Hansen, Anders & Machin, David. (2012). Media and Communication Research Methods: An Introduction. Palgrave
- Jackson, S.L. (2011). Research Methods: A Modular Approach. Cengage Learning
- Jensen, Claus & Jensen, B. Klaus. (2011). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies. Routledge
- Kothari, C.R. (2013). Research Methods: Methods and Techniques. New Delhi: New Age
- Murthy, DVR. (2008). Media Research: Themes and Applications. New Delhi: Sage
- Mython, Graham. (2015). Media Audience Research: A Guide for Professionals. Sage
- Walliman, Nicholas. (2011). Research Methods: The Basics. London: Routledge

**E-Resources:**

- Audit Bureau of Circulation: <http://www.auditbureau.org/>
- TAM Media Research: <http://www.tamindia.com/>
- Cyber Media Research: <http://cmrindia.com/cybermedia-research/>
- Audience Map: <http://www.audiencemap.com>
- MRUC: <http://www.mruc.net/?q=irs-methodology>
- Media Watch- Journal of Communication: <http://www.mediawatchglobal.com/>
- Global Media Journal: <http://www.globalmediajournal.com/>
- Shodhganga- A Reservoir of Indian Thesis: <http://www.shodhganga.inflibnet.ac.in>
- JSTOR, a digital library of academic journals, books, and primary sources:  
<http://www.jstor.org/>
- Economic & Political Weekly: <http://www.epw.in/>

Semester: IV  
**40100: PEACE AND CONFLICT JOURNALISM**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

- Introduce students to peace and conflict journalism
- Provide theoretical approaches to peace and conflict reporting
- Discuss media role in conflict and peace process.

**LEARNING OUTCOMES**

After completion of the course students will be able to:

- Analyse conflict and report conflict
- Use media for conflict transformation
- Design communication for peace promotion.

**COURSE CONTENTS**

<b>Units</b>	<b>Topic</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>Understanding International conflict</b>	<ul style="list-style-type: none"> <li>• Meaning, Typology and Stages</li> <li>• Issues and Stakeholders of Conflict</li> <li>• Human Face of Conflict</li> <li>• International Humanitarian Law</li> </ul>	08	02	04
<b>2</b>	<b>Conflict Theories And Management</b>	<ul style="list-style-type: none"> <li>• Concepts related to Conflict: Frustration-Aggression, Social Identity, Enemy System, Human Needs, Protracted Conflict</li> <li>• Marxist Perspective of Conflict</li> <li>• Insurgency and Terrorism</li> <li>• Understanding Peace</li> <li>• Conflict Resolution</li> <li>• Gandhian Philosophy of Peace and Satyagraha</li> </ul>	08	04	06
<b>3</b>	<b>Conflict and Media</b>	<ul style="list-style-type: none"> <li>• Concepts of Peace Journalism</li> <li>• Johan Galtung's perspective of war &amp; peace journalism</li> <li>• Problems of Conflict Reporting</li> <li>• Ethics of peace and conflict reporting</li> <li>• UN Plan of Action for safety of Journalists</li> </ul>	08	04	08
<b>4</b>	<b>Ethnicity, Conflict and Peace in Northeast</b>	<ul style="list-style-type: none"> <li>• Ethnic, Cultural and Social Groups</li> <li>• Identity Crisis and Migration</li> <li>• Secessionist Movement and Media</li> </ul>	06	04	02

		<ul style="list-style-type: none"> <li>• Media Activism</li> </ul>			
<b>5</b>	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• Case Study of major conflicts</li> <li>• Reporting Conflicts</li> <li>• Media Project for Conflict Resolution</li> </ul>			20
<b>TOTAL CONTACT HOURS</b>				<b>64</b>	

**Note:** In Sem: 40 Marks (20 Marks: Mid Sem Exam & 20 Marks: Assignment/Practicum), End Sem Exam: 60 Marks

## DISCUSSIONS

- International conflicts, peace process and media intervention.
- Approaches in peace and conflict journalism.
- Political unrests and conflicts reporting in Northeast India.

## KEY READINGS

- Baruah, Sanjib. (2007). Durable Disorder: Understand the Politics of Northeast India. Oxford University Press
- Hazarika, Sanjay. (2000). Strangers of the Mist: Tales of War and Peace From India's Northeast. Penguin
- Barash, P. David & Webel, P. C. (2014). Peace and Conflict Studies (Third Edition). London: SAGE
- Ben-Shaul, Nitzan (2006). A Violent World: TV News Images of Middle Eastern Terror and War (Critical Media Studies: Institutions, Politics, and Culture). Rowman & Littlefield Publishers
- Bratic, Vladimir & Schirch, Lisa (2007). Why and When to use the media for conflict prevention and peace building. The Netherlands: European Centre for Conflict Prevention.
- Coleman, D. Marcus (2014). The Handbook of Conflict Resolution. Jossey-Bass
- Ferguson, Nial (2009). The War of the World: History's Age of Hatred. Penguin UK
- Lynch, Jake & Galtung, Johan (2010). Reporting Conflict: New Directions in Peace Journalism (New Approaches to Peace and Conflict). University of Queensland
- Hoskins, A. and O'Loughlin, B. (2010). War and media: The emergence of diffused war. Cambridge: Polity Press.
- Kabi, Kh. (2012). Naga Peace Process & Media. EPH Publisher
- Kampf, Z. and Liebes, T. Transforming Media Coverage of Violent Conflicts: The New Face of War. Palgrave MacMillan
- Melone, D. Sandra, Terzis, Georgios & Belelli, Ozel (2002). Berghof Handbook for Conflict Transformation – Using Media for Conflict Transformation: The Common Ground Experience. Germany: Berghof Research Centre for Constructive Conflict Management
- Plathaottam, George (2013). Press and Social Responsibility – A content analysis of Newspapers in Northeast India. Segment Publication
- Tekwani, Shyam (2008). Media and Conflict reporting in Asia. NTU
- Wolfsfeld, G. (2004). Media and the path to peace. Cambridge: Cambridge University Press.



- Wolfsfeld, Gadi (2007). The role of the news media in conflict and peace: Towards a more general theory. In J. Grimm & P. Vitouch (eds.), War and crisis journalism: Empirical results political contexts. Wiesbaden: Verlag, Germany.

#### **E-RESOURCES:**

- Galtung –Institute for Peace Theory and Peace Practice: <https://www.galtung-institut.de/en/>
- Berghof Research Centre for Constructive Conflict Management: <https://www.crin.org/en/library/organisations/berghof-research-centre-constructive-conflict-management>
- A Global Standard for Reporting Conflict, a monograph by Jake Lynch published in the Routledge 'Research in Journalism' series, details here: [http://routledge-ny.com/catalogs/routledge\\_research\\_media\\_and\\_communication/1/10/](http://routledge-ny.com/catalogs/routledge_research_media_and_communication/1/10/)
- Institute of Peace and Conflict Studies, <http://www.ipcs.org/>
- Peace and Conflict Journalism Network, <http://pecojon.org/>
- Transcend International, <https://www.transcend.org/>

Semester: IV  
**40200: MEDIA MANAGEMENT**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

- Introduce the students on media industry
- Discuss management in media organizations
- Train students on skills to work in media industries.

**LEARNING OUTCOMES:**

After completion of the course students will be able to:

- Analyze media industry
- Develop skills for media planning
- Design media strategies.

**COURSE CONTENTS**

<b>Units</b>	<b>Topic</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>Media Industry and Management Concept</b>	<ul style="list-style-type: none"> <li>• Management Principles, Theories &amp; Practices</li> <li>• Media Economics</li> <li>• Organizational Structure</li> <li>• Globalization and Media</li> <li>• Functions in Media organization</li> <li>• Entrepreneurship</li> </ul>	08	04	04
<b>2</b>	<b>Management in different Media</b>	<ul style="list-style-type: none"> <li>• Print, Electronic &amp; New Media</li> <li>• Advertising</li> <li>• Cinema</li> <li>• Public Relations</li> <li>• Community Media</li> </ul>	12	06	04
<b>3</b>	<b>Media Planning and Buying Process</b>	<ul style="list-style-type: none"> <li>• Process of Starting Media Business in India</li> <li>• Role of Media Planners</li> <li>• Challenges in Media Planning</li> <li>• Criteria for Selection of Media</li> <li>• Media Mix Approach</li> </ul>	08	04	10
<b>4</b>	<b>Case Study</b>	<ul style="list-style-type: none"> <li>• Case studies of Major Media Organizations (Global, National and Local)</li> </ul>	04	03	12
<b>TOTAL CONTACT HOURS</b>			64		

**Note:** In Sem: 40 Marks (20 Marks: Mid Sem Exams & 20 Marks: Assignments), End Sem Exam: 60 Marks).

**DISCUSSIONS:**

- Media industries and media ownership in India.
- Media policy and doing media business in India
- Media monopoly and its impact on content production and packaging.
- New trends in working structure and functioning of various media industries.

**KEY READINGS:**

- Aggarwal, Virbala. (2012). Handbook of Journalism and Mass Communication. Neha Publisher
- Albarran, Alan B. (2012). Management of Electronic and Digital Media 5th Edition. Wadsworth
- Chiranjeev, Avinash. (2000). Electronic Media Management. Author Press
- Fink, C. Conrad. (1995). Strategic Newspaper Management. Pearson
- Jethwaney, J. Jain, S. (2006). Advertising Management. New Delhi: Oxford University Press
- Kotharli, Gulab. (1995). Newspaper Management in India, Intercultural Open University
- Sohn, Ardyth Broadrick. (2007)Media Management: A Casebook Approach. Routledge

**E-RESOURCES:**

- Broadcaster's Media Management Manuel: <http://publicmediaalliance.org/wp-content/uploads/2014/12/MediaManagementManual.pdf>

Semester: IV  
**40300: CURRENT AFFAIRS AND MEDIA ISSUES**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

- Understand national, international and regional issues of importance
- Examine role of media in global, national and local context
- Train students on how to generate critical opinions.

**LEARNING OUTCOMES**

After completion of the course students will be to:

- Develop comprehensive understandings of major issues.
- Analyse and articulate ideas on issues of significance.
- Write/produce news for publications/broadcast.

**COURSE CONTENTS**

<b>Units</b>	<b>Topics</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>Indian Polity, Economy &amp; Society</b>	<ul style="list-style-type: none"> <li>• Constitution of India</li> <li>• Fundamental Rights and Duties</li> <li>• Directive Principles of State Policies</li> <li>• Polity, Society and Economy</li> <li>• Development policies</li> <li>• Judiciary</li> <li>• Corruption</li> </ul>	<b>08</b>	<b>06</b>	
<b>2</b>	<b>International Issues</b>	<ul style="list-style-type: none"> <li>• Contemporary Political Issues</li> <li>• Human Rights, Displacement, Migration</li> <li>• Terrorism and Cross border disputes</li> <li>• Nuclear Disarmament</li> </ul>	<b>10</b>	<b>04</b>	
<b>3</b>	<b>Issues of Northeast India</b>	<ul style="list-style-type: none"> <li>• Northeast Politics</li> <li>• Business and Economy</li> <li>• Environment Issues</li> <li>• Accords and Policies</li> <li>• Migration</li> <li>• Insurgency</li> <li>• Social Issues</li> </ul>	<b>10</b>	<b>06</b>	
<b>4</b>	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• Writing for Media</li> <li>• Radio Programmes</li> <li>• TV Programmes</li> </ul>			<b>40</b>
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**Note:** In Sem: 40 Marks (20 Marks: Mid Sem Exams & 20 Marks: Assignment/Practicum), End Sem Exam: 60 Marks).

### **KEY DISCUSSIONS**

- Current and important news of regional, national and global interest
- Understand different facets of news like business, politics, sports etc
- Comparative analysis of news covered in different media
- Increase awareness of general knowledge and latest current affairs

### **KEY READINGS**

- Books and Journals on Current Affairs
- Indian Constitution
- Leading News papers
- Books of General Knowledge covering North East India

### **E-RESOURCES**

- Press Information Bureau <http://pib.nic.in/newsite/mainpage.aspx>
- Reuters <http://in.reuters.com/>
- Associated Press <http://www.ap.org/>
- Press Trust of India <http://www.ptinews.com>
- United News of India <http://www.uniindia.com/>
- United Nations: <http://www.un.org/en/about-un/index.html>
- Reuters: <http://in.reuters.com/>
- South Asia Terrorism Portal: <http://www.satp.org/>
- Institute of Peace and Conflict Studies: <http://www.ipcs.org/>

Semester: III  
**30103: PHOTO JOURNALISM**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

- Introduce students to photojournalism.
- Discuss ethical issues of Photojournalism.
- Introduce students to photojournalism as a Career.

**LEARNING OUTCOMES**

After completion of the course students will be able to:

- Make use of the art and craft of photo journalism in storytelling.
- Demonstrate mastery of journalistic photography.
- Demonstrate an ability to think as a visual journalist.

**COURSE CONTENTS**

Units	Topic	Contents	L	T	P
1	<b>Photography in Historical Perspective</b>	<ul style="list-style-type: none"> <li>• Basics of Photo Journalism</li> <li>• Photo Journalism in Indian and Global perspective</li> <li>• Photo Agencies</li> <li>• Embedded Photo Journalism</li> </ul>	06	02	04
2	<b>Technical Know-How</b>	<ul style="list-style-type: none"> <li>• Tools &amp; Techniques</li> <li>• Technological impact on photo journalism</li> </ul>	06	02	04
3	<b>Forms of Photojournalism</b>	<ul style="list-style-type: none"> <li>• Single photo and Multiple photos</li> <li>• Photo features</li> <li>• Photo sequence</li> <li>• Photo Series</li> <li>• Photo stories</li> <li>• Multimedia photo presentation</li> </ul>	06	02	12
4	<b>Photo Editing</b>	<ul style="list-style-type: none"> <li>• Selection of photograph</li> <li>• Cropping &amp; Editing</li> <li>• Caption Writing</li> </ul>	06	02	12
5	<b>Event Photography</b>	<ul style="list-style-type: none"> <li>• Sports Photography</li> <li>• Indoor and Outdoor Events Photography</li> <li>• Tools, Techniques, Rules and Regulations</li> </ul>	06	02	08
6	<b>Role and responsibilities of</b>	<ul style="list-style-type: none"> <li>• Qualities of a good photojournalist</li> <li>• Challenges faced by</li> </ul>	04		

	<b>photo journalists</b>	photojournalists <ul style="list-style-type: none"> <li>• Ethical Issues in photojournalism</li> <li>• NPPA Code of Ethics</li> </ul>			
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**Note:** End Sem Exam: 30 Marks (Theory), 30 Marks (Practicum- Productions of Unit 3); 40 Marks In Sem (20 Marks Assignment and 20 Marks In Sem Exams). 30 Marks of Production will be evaluated by both internal and external examiners. The average of the two scores will be reflected in the grade sheet.

## **DISCUSSIONS**

- Photo journalism as a career choice.
- Different forms of photojournalism.
- Review of World Famous Photographs.
- Trends, issues and challenges in photojournalism.

## **KEY READINGS**

- Adobe CreativeTeam. (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- Brian, Horton. (2000). Associated Press Guide to Photojournalism (2<sup>nd</sup> Ed). New York: McGraw-Hill Education
- Golden, Ruel. (2011). Photojournalism: 150 years of Outstanding Press Photography. Carlton Books
- Kenneth, Kobre. (2008). Photojournalism: The Professionals Approach (6<sup>th</sup> Ed). London: Focal Press
- Langford's Basic Photography -The Guide for Serious Photographers (9<sup>th</sup> Ed). UK: Focal Press
- Michael, Freeman. (2007). The Photographer's eye. London: Focal Press
- Michael, Langford, Anna, Fox & Smith, Sawdon. (2010).
- Ratavaara, Nina. (2013). Munich: GRIN Verlag
- Tom, Ang. (2013). Digital Photography Masterclass. London: DK Publishers

## **E-RESOURCES**

- National Press Photographer Association: <http://www.nppa.org>
- College Photographer of the Year: <http://www.cpoy.org>
- World Press Photo: <http://www.worldpressphoto.org>
- Picture of the Year International: <http://www.poy.org>
- Time Photography: <http://www.lightbox.time.com>
- Photo Division, GOI: <http://www.photodivision.gov.in>
- Magnum Photos: <https://www.magnumphotos.com/>
- UB Photos: <http://www.ubphotos.com/>
- Contrasto: <http://www.contrasto.it/>

Semester: IV  
**40104: INTERNSHIP AND DISSERTATION**  
**Total Credit: 04**

**Marks Distribution**

Sl.	Evaluation	Marks Distribution
1	Internship	40
2	Dissertation	60
<b>Total Marks</b>		<b>100</b>

**Internship Guidelines**

- Internship will be considered as alternative to Internal Evaluation.
- Internship must be availed during the semester break only and must complete before the beginning of the fourth semester classes.
- Minimum 21 days Internship must be availed during the semester break after 3rd Semester.
- A report and a copy of Internship Certificate must be submitted to the department.
- Students who cannot undertake internship will be taken as exception. In such cases, students will have to submit a special paper in consultation with concerned faculty member. However, students must get permission from the director/chairperson and concerned faculty.

**Dissertation (Objective)**

- To undertake an independent research work in areas of Media studies.
- To contribute to the advancement of knowledge in the field mass communication studies.

**General Guidelines**

- Dissertation will be individual only.
- The topic chosen should show originality.
- Topic must be selected before the end of the third semester final examination and concept note must be submitted to the department for official registration.
- In the first week of the fourth semester, students must present their research proposal.
- The Dissertation should be written under proper guidance of the concerned faculty.
- The Dissertation should be in accordance with the standard research guidelines.
- The Dissertation will be evaluated by one external and one internal examiner. The average of both the scores will be reflected in the grade sheet.
- Plagiarism will be treated as per the Dibrugarh University Guidelines.
- The Dissertation must be submitted before the commencement of the fourth semester final examination.
- No extension of deadline for submission of dissertation will be allowed under any circumstance.
- Evaluation of Dissertation and *Viva-voce* will be conducted immediately after the fourth semester final examination.
- Triplicate copies of dissertation must be submitted after due certification from the supervisor.



- The copyright of Dissertation will remain with Dibrugarh University.

## **MODE OF EVALUATION**

<b>Sl. No</b>	<b>Examiner should consider:</b>	<b>Distribution of Marks</b>
<b>1</b>	<b>Dissertation</b>	<b>45</b>
<b>2</b>	<b>Viva-Voce</b>	<b>15</b>
<b>TOTAL MARKS</b>		<b>60</b>

## **KEY READINGS**

- Ball, Steve. (2012). The Complete Guide to Writing Your Dissertation. How to Books
- Berger, A. Arthur. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage
- Jensen, Claus & Jensen, B. Klaus. (2011). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies. Routledge
- Kothari, C.R. (2013). Research Methods: Methods and Techniques. New Age
- Mython, Graham. (2015). Media Audience Research: A Guide for Professionals. Sage
- Patnaik, Asit Kr. (2001). Research Methodology in Social Sciences. Mac Millan.
- Wimmer, D. Roger & Dominick, R. Joseph. (2015). Mass Media Research: An Introduction (9th Edition). Wadsworth
- Walliman, Nicholas. (2011). Research Methods: The Basics. Routledge.

Semester: III  
**30203: Audio -Visual Production**  
**Total Credit: 04**

**COURSE OBEJCTIVES**

This course is designed to:

- Introduce students to use of Photography in Electronic Media.
- Familiarize students to various video camera formats and movements.
- Discuss new technologies in the field of Video Cameras.

**LEARNING OUTCOMES**

After completion of this course students should be able to:

- Handle DSLR for Video and various Video Cameras.
- Produce Videos of Professional Quality in various productions such as news, interview, ENG, EFP, Music Video & Short Films.
- Capture, Edit & Store Images.

**COURSE CONTENTS**

UNIT	TOPIC	CONTENT	L	T	P
1	<b>Introduction to Script Writing</b>	<ul style="list-style-type: none"> <li>• Radio Script</li> <li>• TV News Script</li> <li>• Documentary Scrip</li> </ul>	06	02	08
2	<b>Introducing Camera for Electronic Media</b>	<ul style="list-style-type: none"> <li>• Principles of video recording &amp; Cinematic Continuity</li> <li>• Types of Video cameras-their various formats,</li> <li>• Camera Shots, Angles and Movements.</li> <li>• Use of Tripod, Trolley, Segway, Crane, Jimmy jib, Drone</li> <li>• Aspect Ratio</li> <li>• Broadcast standards-- NTSC, PAL, SECAM and HDTV, Telecine</li> </ul>	05	02	06
3	<b>Lights and Lighting Principles</b>	<ul style="list-style-type: none"> <li>• Lighting Principles: 3 Point Lighting, Butterfly Lighting, Rembrandt Lighting</li> <li>• Understanding lights: Multi 10, Multi 20, Baby, Spot Light, HMI, Sun gun, Cool Lights.</li> </ul>	04	02	08
4	<b>Digital Editing</b>	<ul style="list-style-type: none"> <li>• Digital Audio recording</li> <li>• On-line recording, monitoring, noise reduction, volume and dynamics</li> <li>• Filter and equalization. line sources</li> <li>• Methods of handling media players and their applications</li> </ul>	02	02	16

		<ul style="list-style-type: none"> <li>• Linear and non-linear editing</li> <li>• Editing software (Open Source and Proprietary),</li> <li>• Basic editing technology, criteria for editing</li> </ul>			
5	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• AV - ENG, News Reading, PSA, 1 minute short film</li> <li>• Sound - Testimonial, Jingle</li> </ul>			40

**Note:** End Sem 30 Marks (Theory), 30 Marks (Practicum- Productions of Unit 5); 40 Marks In Sem (20 Marks Assignment and 20 Marks In Sem Exams). 30 Marks of Production will be evaluated by both internal and external examiners. The average of the two scores will be reflected in the grade sheet.

### DISCUSSION

- Effects of camera and lighting on narratives.
- Suitability of camera movements with different formats.
- Different microphones usually used by a camera person.

### KEY READING

- Vasuki Belabadi. Video Production. Oxford
- Brown Blain. (2011). Cinematography: Theory and Practice: Image Making For Cinematographers and Directors. UK: Focal Press
- Brown Blain. (2012). Motion Picture and Video Lighting. UK: Focal Press
- Corbett Ian. (2014). Mic it: Microphones, Microphone Techniques, and Their Impact on the Final Mix.UK: Focal Press
- Langford Michael, Fox Anna and Sawdon Smith Richard. (2010). Langford's Basic Photography -The Guide for Serious Photographers (9<sup>th</sup> Ed). UK: Focal Press
- Mascelli, V. Joseph. (1998). The Five C's of Cinematography: Motion Picture Filming Techniques (6<sup>th</sup> Ed). US: Silman-James Press
- Stump, David. (2014). Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows. UK. Focal Press

### E-RESOURCES

- American Society of Cinematographers: <http://www.theasc.com>
- The British Society of Cinematographer: <https://bscine.com/>
- Cinematography Database: <http://www.cinematographydb.com>
- College Films and Media Studies: <http://www.collegefilmandmediastudies.com>
- Videomaker: <http://www.videomaker.com>

Semester: IV  
**40204: INTERNSHIP AND PRODUCTION**  
**Total Credit: 04**

**Distribution of Marks:**

Sl. No	Evaluation	Marks Distribution
1	Internship	40
2	Production	60
<b>TOTAL MARKS</b>		<b>100</b>

**Internship (General Guidelines)**

- Internship will be considered as alternative to Internal Evaluation.
- Internship is designed to be graded by industry partners on the performance of the students at the training level.
- Minimum 21 days of internship must be availed during the semester break after 3rd Semester.
- The students who are unable to avail the internship must show valid reason and they will have to submit one special assignment in lieu of internship. However such cases will be considered as an extra ordinary case subject to due approval from course teacher and Chairperson.

**Production Guidelines**

- Production will be individual only.
- Production will be graded according to the quality of Short film/Documentary film Production.
- Production will be evaluated by both internal and external examiner. The average of the score will be reflected in the grade sheet.

**Evaluation of Production**

Sl. No	Evaluation	Marks Distribution
1	Production	45
2	Viva-Voce	15
<b>TOTAL MARKS</b>		<b>60</b>

**Note:**

- Every production must be submitted individually.
- Audio-Visual Production must be submitted prior to beginning of the end semester examination.

- Production will be evaluated by both external and internal examiner. The average of the two scores will be reflected in the grades sheet.
- The copyright of the productions shall remain with Dibrugarh University

Semester: III  
**30303: WEB/APP DESIGNING AND SOCIAL MEDIA MANAGEMENT**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

- Provide students knowledge on website and mobile application designing.
- Impart skills on planning, designing and developing websites and apps.
- Impart training on Professional Social Media Management

**LEARNING OUTCOMES**

After completion of the course students will be to:

- Create fully functioning websites.
- Create mobile applications.
- Manage Social Media Groups.

**COURSE CONTENTS**

<b>Units</b>	<b>Topic</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>Internet and World Wide Web</b>	<ul style="list-style-type: none"> <li>• Brief History of Internet and WWW</li> <li>• A brief review of different web technologies</li> <li>• Basic principles involved in developing a website</li> <li>• Different types of website and mobile applications</li> <li>• Web and App Publishing</li> </ul>	<b>04</b>	<b>03</b>	<b>16</b>
<b>2</b>	<b>Mobile Application Design</b>	<ul style="list-style-type: none"> <li>• Introduction to JQuery mobile</li> <li>• JQuery Mobile Pages</li> <li>• Transitions, Buttons, Navbars, Icons, Popups, Toolbars, Panels, Grids, Lists, Forms</li> <li>• JQuery mobile themes</li> <li>• JQuery mobile themes</li> <li>• Examples of Applications developed using JQuery mobile</li> </ul>	<b>04</b>	<b>03</b>	<b>10</b>
<b>3</b>	<b>Social Media Management</b>	<ul style="list-style-type: none"> <li>• Understanding Social Media</li> <li>• Types, Characteristics and Tools</li> <li>• Social Media Information Management: Research &amp; Writing, Target groups, Content Publication, Social Broadcast, Engage and Refer, Report and Refine</li> <li>• Data Analytics</li> <li>• Use of Social Media in Media</li> </ul>	<b>04</b>	<b>04</b>	<b>12</b>

		Organisations			
		<ul style="list-style-type: none"> <li>• Social Media Marketing</li> </ul>			
<b>4</b>	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• Website Designing</li> <li>• Mobile App Designing</li> <li>• Produce Social Media Outreach Group</li> </ul>		<b>03</b>	<b>40</b>
<b>TOTAL CONTACT HOURS</b>				<b>64</b>	

**Note:** End Sem 30 Marks (Theory), 30 Marks (Practicum- Productions of Unit 5); 40 Marks In Sem (20 Marks Assignment and 20 Marks In Sem Exams). For 30 Marks of Production will be evaluated by both internal and external examiners. The average of the two scores will be reflected in the grade sheet.

### **KEY REAINGS**

- Web Design with HTML, CSS, JavaScript and jQuery Set by Jon Duckett. Wiley, 2014)
- Creating Mobile Apps with JQuery Mobile by Shane Gliser (PACKT Publishing, First Edition)

Semester: IV  
**40304: INTERNSHIP AND NEW MEDIA PRODCUTION/DISSERTTION**  
**Total Credit: 04**

**Distribution of Marks**

Sl.No		Marks Distribution
1	Internship	40
2	Dissertation/Production	60
<b>TOTAL MARKS</b>		<b>100</b>

**Note:** Students will choose either Dissertation or New Media Production

**Guidelines for Internship**

- Internship will be considered as an alternative to Internal Evaluation.
- Internship must be availed during the semester break only and must complete before the beginning of the fourth semester classes.
- Minimum 21 days of internship must be availed during the semester break after 3rd Semester.
- A report and a copy of Internship certificate must be submitted to the department for award of marks.
- Students who cannot undertake internship will be taken as exception. In such cases, students will have to submit a special paper in consultation with concerned faculty member. However, students must get permission from the director/chairperson and the concerned faculty.

**Guidelines for Dissertation Writing**

- Dissertation will be individual only.
- The topic chosen should show originality.
- Topic must be selected before the end of the third semester final examination and concept note must be submitted to the department for official registration.
- In the first week of the fourth semester, students must present their research proposal.
- The Dissertation should be written under proper guidance of the concerned faculty.
- The Dissertation should be in accordance with the standard research guidelines.
- The Dissertation will be evaluated by one external and one internal examiner. The average of both the scores will be reflected in the grade sheet.
- Plagiarism will be treated as per the Dibrugarh University Guidelines.
- The Dissertation must be submitted before the commencement of the fourth semester final examination.
- No extension of deadline for submission of dissertation will be allowed under any circumstance.
- Evaluation of Dissertation and *Viva-voce* will be conducted immediately after the fourth semester final examination.
- Triplicate copies of dissertation must be submitted after due certification from the supervisor.



- The copyright of Dissertation will remain with Dibrugarh University.

### Evaluation of Dissertation

Sl.No	Evaluation	Marks Distribution
1	Dissertation	45
2	Viva-voce	15
<b>TOTAL MARKS</b>		<b>60</b>

### New Media Production

- Students who opt for new media production need to apply the theoretical as well as their practical knowledge that they have attained in the first three semesters by either creating a website, produce an e-publication or maintain a professional blog.
- The student/s will create original content and design the website or e-publications on their own. This would help the student/s to make their own product and enhance their web designing and graphic designing skills and develop better writing skills for the web.

### Course Guidelines

- New Media Production will be individual only.
- The student opting for New Media production will have to create a website, produce a e-newspaper, digital magazine or maintain a professional blog based on a theme.
- The content of the website-publication or blog has to be original including text, images,
- The topic and area the student/group chooses to work needs to be submitted by the end of the third semester final examination.
- In the first week of the fourth semester, students must present their production proposal.

### Evaluation (New Media Production)

Sl.No	Evaluation	Marks Distribution
1	Production	45
2	Viva-voce	15
<b>TOTAL MARKS</b>		<b>60</b>

### Key Readings

- Ball, Steve. (2012). The Complete Guide to Writing Your Dissertation. How To Books
- Berger, A. Arthur. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage
- Jensen, Claus & Jensen, B. Klaus. (2011). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies. Routledge
- Kothari, C.R. (2013). Research Methods: Methods and Techniques. New Age
- Mython, Graham. (2015). Media Audience Research: A Guide for Professionals. Sage
- Patnaik, Asit Kr. (2001). Research Methodology in Social Sciences. Mac Millan.
- Wimmer, D. Roger & Dominick, R. Joseph. (2015). Mass Media Research: An Introduction (9th Edition). Wadsworth
- Walliman, Nicholas. (2011). Research Methods: The Basics. Routledge

Semester - III  
**30403: ADVERTISING**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

- Introduce students to art and crafts of Ad production.
- Discuss to creative process of brand building and brand promotion.
- Impart training on techniques of marketing and brand promotion.

**LEARNING OUTCOMES**

After completion of the course students will be able to:

- Write Advertisement copies.
- Design and execute marketing advertisements.
- Promote social and corporate advertisements.

**COURSE CONTENTS**

<b>Topic</b>	<b>Topic</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
1	<b>Introduction to Advertising</b>	<ul style="list-style-type: none"> <li>• Concepts of Marketing</li> <li>• Advertising communication</li> <li>• Advertising Management</li> <li>• Objectives, Importance</li> <li>• Types</li> <li>• Organizational Structure</li> <li>• Functions of Ad Agencies</li> <li>• Barriers of Advertising</li> </ul>	10	03	06
2	<b>Models and Theories</b>	<ul style="list-style-type: none"> <li>• Hierarchy Effects Models of Communication in Advertising (AIDA/DAGMAR)</li> <li>• Persuasion Theory</li> <li>• Attribution Theory</li> <li>• Agenda-Setting Theory</li> <li>• Social Marketing</li> </ul>	10	03	06
3	<b>Advertising and Marketing Strategies</b>	<ul style="list-style-type: none"> <li>• Market positioning - Strategies and tactics</li> <li>• Client Servicing</li> <li>• Branding – meaning, need and ways of Branding</li> <li>• USP And Selling Points</li> <li>• Copywriting</li> <li>• Ideation and Visualization</li> <li>• Consumer Behaviour</li> </ul>	08	03	06

		<ul style="list-style-type: none"> <li>• Audience Segmentation and De-massification</li> </ul>			
4	<b>Advertising: Monitoring and Evaluation</b>	<ul style="list-style-type: none"> <li>• Pre-testing; different techniques</li> <li>• Post-testing: different techniques</li> </ul>	04	02	04
5	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• Ad Design and Copywriting</li> <li>• Creation of Advertising Campaigns</li> </ul>			20
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**Note:** End Sem 30 Marks (Theory), 30 Marks (Practicum- Productions of Unit 5); 40 Marks In Sem (20 Marks Assignment and 20 Marks In Sem Exams). 30 Marks of Production will be evaluated by both internal and external examiners. The average of the two scores will be reflected in the grade sheet.

## DISCUSSIONS

- Potentials of Advertising industry
- Advertising industries in India
- Art of advertising and media planning
- Career opportunities in advertising firms.

## KEY READINGS

- Applegate, Edd. (2005). Strategic Copywriting: How to Create Effective Advertising. Rowman & Littlefield
- Bumba, Lincoln & Sissors, Z. Jack. (1996). Advertising Media Planning (3<sup>rd</sup> 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 (2<sup>nd</sup> 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 (2<sup>nd</sup> 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.

## E-RESOURCES

- AFQS: <http://www.afaqs.com/>
- Advertising Age: <http://www.adageindia.in/>
- Brief History of Indian Media: <http://masscommnow.blogspot.in/2012/04/brief-history-of-indian-media.html>
- Concept of Public Relations:  
[http://catalogue.pearsoned.ca/assets/hip/us/hip\\_us\\_pearsonhighered/samplechapter/0205170005.pdf](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/upm-binaries/41963\\_9781412921152.pdf](http://www.sagepub.com/sites/default/files/upm-binaries/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/>

Semester - IV  
**40404: INTERNSHIP AND PRODUCTION/DISSERTATION**  
**Total Credit: 04**

**Marks Distribution**

Sl.No		Marks Distribution
1	Internship	40
2	Dissertation/Production	60
<b>TOTAL MARKS</b>		<b>100</b>

**Note:** Students will choose either Dissertation or Production.

**Internship Guidelines**

- Internship will be considered as alternative to Internal Evaluation.
- Minimum 21 days of internship must be availed during the semester break after 3rd Semester.
- A report and a copy of Internship Certificate must be submitted to the department for award of marks.
- Students who cannot undertake Internship will be taken as an exception. In such cases, students will have to submit a special paper in consultation with concerned faculty member. However, students must get permission from the director/chairperson and the concerned faculty before writing the special paper.

**Dissertation (Objective)**

- To undertake an independent piece of research work in relevant areas of Media studies.
- To contribute to the advancement of knowledge in the field mass communication studies.

**Guidelines for Dissertation**

- The topic chosen should show originality.
- Topic for Dissertation must be selected before the end of the third semester final examination and concept note must be submitted to the department for official registration.
- In the first week of the fourth semester, students must present their research proposal.
- Dissertation will be individual only.
- The Dissertation should be written under proper guidance of the concerned faculty.
- The Dissertation should be written in accordance to the standard research guidelines.
- Dissertation will be evaluated by one external and one internal examiner. The average of both the scores will be reflected in the grade sheet.
- Evaluation of dissertation and Viva should be conducted immediately after the fourth semester final examination.
- Plagiarism will be treated as per the Dibrugarh University Guidelines.
- Triplicate copies of dissertation must be submitted after due certification from the supervisor.

- The copyright of dissertation will remain with Dibrugarh University.

### **Evaluation of Dissertation**

<b>Sl.No</b>	<b>Evaluation</b>	<b>Marks Distribution</b>
<b>1</b>	<b>Dissertation</b>	<b>45</b>
<b>2</b>	<b>Viva-voce</b>	<b>15</b>
<b>Total</b>		<b>60</b>

### **Guidelines for Production**

- Production will be individual only.
- Students will produce atleast two radio ads, two online ads and two television ads.
- The duration for the radio advertisement cannot exceed 30 seconds.
- Ad spoofs will not be entertained. The content should not be offensive in nature
- Production must be submitted before beginning of the fourth semester examination
- Production will be evaluated by one internal and one external faculty. The average of both the scores will be reflected in the grades sheet.

### **Evaluation of Production**

<b>Sl.No</b>	<b>Evaluation</b>	<b>Marks Distribution</b>
<b>1</b>	<b>Production</b>	<b>45</b>
<b>2</b>	<b>Viva-voce</b>	<b>15</b>
<b>Total</b>		<b>60</b>

### **KEY READINGS**

- Ball, Steve. (2012). The Complete Guide to Writing Your Dissertation. How To Books
- Berger, A. Arthur. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage
- Jensen, Claus & Jensen, B. Klaus. (2011). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies. Routledge
- Kothari, C.R. (2013). Research Methods: Methods and Techniques. New Age
- Mython, Graham. (2015). Media Audience Research: A Guide for Professionals. Sage
- Wimmer, D. Roger & Dominick, R. Joseph. (2015). Mass Media Research: An Introduction (9th Edition). Wadsworth
- Walliman, Nicholas. (2011). Research Methods: The Basics. Routledge

Semester: III  
**30501: NEWS READING AND ANCHORING**  
**Total Credits: 02**

**COURSE OBJECTIVES**

The course is designed to:

- Understand the basic roles and responsibilities of news presenters.
- Impart training on how to read and present news.

**LEARNING OUTCOMES**

After completion of the course students will be able to:

- Read news in studio.
- Anchor TV/Radio programmes.
- Compère public events.

**COURSE CONTENTS**

Units	Topic	Contents	L	T	P
<b>1</b>	<b>Basics of News Reading, Anchoring &amp; Presentation</b>	<ul style="list-style-type: none"> <li>• Duties and responsibilities a news reader</li> <li>• Understanding news scripts and news agenda</li> <li>• 7Ps in News Presentation: Posture, Projection, Pace, Pitch, Pause, Pronunciation and Personality</li> <li>• The basics of Voice: pitch/tone/intonation/inflection, Modulation</li> <li>• Voice Over: Rhythm of speech, Breathing, Resonance,</li> <li>• Studio autocue reading</li> <li>• Recording the voice</li> </ul>	<b>06</b>	<b>02</b>	
<b>2</b>	<b>Voice Over, Narration and Commentary</b>	<ul style="list-style-type: none"> <li>• TV commercials</li> <li>• Talk Shows and Reality Shows</li> <li>• News Reading</li> <li>• News Anchoring</li> <li>• Corporate videos</li> <li>• Documentaries</li> </ul>	<b>05</b>	<b>02</b>	
<b>3</b>	<b>Voice Over: Radio</b>	<ul style="list-style-type: none"> <li>• Radio commercials</li> <li>• Announcements</li> <li>• Talk Shows</li> </ul>	<b>05</b>	<b>02</b>	
<b>4</b>	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• News Reading</li> <li>• News Anchoring</li> <li>• Talk Show</li> <li>• Interviews</li> </ul>			<b>20</b>
<b>TOTAL CONTACT HOURS</b>			<b>32</b>		

**Note:** End Sem Exam: 30 Marks (Theory), 30 Marks (Practicum); In Sem: 40 Marks (20 Marks Assignments and 20 Marks: In Sem Exams).

**KEY READINGS:**

- Karla Jain, Richa. (2012). The ABC of News Anchoring. Pearson Education India.
- Pebley O'neal Katherine and O'shaughnessy, Stephanie. (2005). Public Speaking. Prufrock
- Lynn, Dorothy. (2006). Mastering Public Speaking. New Delhi: Jaico Publishing House

**E-RESOURCES**

- TED'S secret to great public speaking by Chris Anderson  
<https://www.youtube.com/watch?v=-FOCpMAww28>
- How to speak so that people want to listen by Julian Treasure (TED Talks)  
<https://www.youtube.com/watch?v=eIho2S0ZahI>



Semester: III  
**30502: GRAPHIC DESIGN**  
**Total Credit: 02**

### **COURSE OBJECTIVES**

This course is designed to:

- Introduce students to graphic designing and layout
- Use of digital technology and software used in graphic designing
- Importance of graphics in communication process

### **LEARNING OUTCOMES**

After completion of this course students should be able to:

- Create an effective layout and designs for newspapers and magazines.
- Make use of skills and techniques of graphics designing.
- Use 2-Dimensional Design

### **COURSE CONTENTS**

<b>UNITS</b>	<b>TOPIC</b>	<b>CONTENTS</b>	<b>L</b>	<b>T</b>	<b>P</b>
1	<b>Basics of Graphic Design</b>	<ul style="list-style-type: none"><li>• Understanding Graphics and Design</li><li>• Text and images</li><li>• Visual Impact</li></ul>	04		02
2	<b>Design For Print</b>	<ul style="list-style-type: none"><li>• Typography</li><li>• News Print Layout</li><li>• Magazine Layout</li><li>• Publicity Design</li></ul>	04		02
3	<b>Design For Electronic and New Media</b>	<ul style="list-style-type: none"><li>• Graphics for Motion Images</li><li>• Using Graphics for Online Marketing</li></ul>	04		18
4	<b>Practicum</b>	<ul style="list-style-type: none"><li>• Newspaper &amp; Magazine</li><li>• Television Programming Graphics</li><li>• Web Layout and Advertisements</li></ul>			18
<b>TOTAL CONTACT HOURS</b>			<b>32</b>		

**Note:** End Sem Exam: 30 Marks (Theory), 30 Marks (Practicum); In Sem: 40 Marks (20 Marks Assignments and 20 Marks: In Sem Exams).

### **DISCUSSIONS**

- Tools, techniques and principles of graphic designing.
- Use of software for graphic design.
- Use of printing & publishing technology used in contemporary media industry.

### **KEY READINGS**

- Adobe Creative Team. (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- Evans, Poppy, Sherin Aaris. (2013). The Graphic Design: Reference & Specification Book Sixth edition 1998. US: Rockport Publishers
- Ellen, Phillips & Jennifer, C. P. (2015). Graphic Design: The New Basics: 2<sup>nd</sup> Edition. UK: Princeton Architectural Press
- David, Dabner, Sanra, Stewart & Eric, Zempol. (2014). Graphic Design School. Thames & Hudson
- Sharma, M.C. (2009). Corel Draw Graphics Suite X4 :BPB

Semester: IV  
**40501: ASSAMESE JOURNALISM**  
**Total Credit: 02**

**COURSE OBJECTIVES**

- Introduce students to basics of Assamese journalism.
- Develop professional skills for writing for Assamese news media.

**LEARNING OUTCOMES**

- Demonstrate writing competencies in Assamese language.
- Work in Assamese language media.

**COURSE CONTENTS**

Units	Topic	Contents	L	T	P
1	<b>History of Assamese Journalism</b>	<ul style="list-style-type: none"> <li>• 19th Century</li> <li>• Pre-Independence Period</li> <li>• Post Independence Period</li> </ul>	05		
2	<b>Recent Trend and Tendencies of Assamese Journalism</b>	<ul style="list-style-type: none"> <li>• Print Media</li> <li>• Television</li> <li>• Radio</li> <li>• New Media</li> </ul>	05		
3	<b>Writing for Media in Assamese</b>	<p><b>Print Media</b></p> <ul style="list-style-type: none"> <li>• News/ News Features</li> <li>• Articles</li> <li>• Opinion</li> <li>• Interview</li> </ul> <p><b>Electronic Media</b></p> <ul style="list-style-type: none"> <li>• Television/Radio :</li> <li>• News</li> <li>• Documentary</li> </ul>	05	02	
4	<b>Interview</b>	<ul style="list-style-type: none"> <li>• Print, Audio and Audio-Visual</li> </ul>	01	02	10
5	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• Based on Unit II, III &amp; IV</li> </ul>		02	10
<b>TOTAL CONTACT HOURS</b>			32		

**NOTE:**

- **Note:** End Sem Exam: 30 Marks (Theory), 30 Marks (Practicum); In Sem: 40 Marks (20 Marks Assignments and 20 Marks: In Sem Exams).
- As the paper is only for those students who have skill in Assamese Journalism and ability to write in Assamese language, therefore the medium of instruction and evaluation of this paper will be Assamese.

## **KEY READINGS**

- Baruah, P.C. (1997). A Short History of Assamese Newspapers: 1846-1947. Lawyers Book Stalls
- Baishya, Paresh. (2014). Asamar Batarikakat – Alochanir Itihas: A History of Newspapers and Literary Magazines of Assam (1846-2014). Guwahati: Assam Publishing Company.
- Bhagavati, M. Radhika. (2005). Sambad Sambadpatra Aru Sambadikata. Guwahati: Assam Publication Board.
- Bordoloi, Pratap. (2012). Itihashor Patot Asomar Sangbad Aru Sangbadikota. Guwahati: Publication Board of Assam.
- Dutta, Ankuran. Ganamadyam Aru Samprachar Sanbadikata. Assam Publication Board.
- Sarma, P.G. (2007). 150 Years of Journalism in Assam. Guwahati: Media Trust
- Neog, Maheswar. Nika Asamiya Bhasa.
- Saikia, Chandra Prasad. Asamiya Batorikakator 150 basariya itihash

Semester: IV  
**40502: COMMUNITY MEDIA**  
**Total Credit: 02**

**COURSE OBJECTIVES**

The course is designed to:

- Create a cadre of committed media professionals to work with communities and facilitate expression of their concerns through the media.
- Familiarise with media activist production and distribution strategies
- Awareness of various uses of community media for social change.

**LEARNING OUTCOMES**

After completion of the course students will be able to:

- Design and produce programmes for communities.
- Use community media for social change and development
- Work in community media organizations.

<b>Units</b>	<b>Topics</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>Community and Community Media</b>	<ul style="list-style-type: none"> <li>• Understanding Community</li> <li>• Concept, Characteristics and forms of Community Media</li> <li>• Relevance, Purpose and significance</li> <li>• History and practice of community media- community radio, community video in India</li> <li>• Sustainability of community media</li> </ul>	06		
<b>2</b>	<b>Media &amp; Community Mobilization</b>	<ul style="list-style-type: none"> <li>• Community and Media</li> <li>• Participatory Communication</li> <li>• Socio-cultural mediation</li> <li>• Social &amp; Behavioural Change Communication</li> </ul>	06	02	
<b>3</b>	<b>Skills and Techniques</b>	<ul style="list-style-type: none"> <li>• Skills and Tools of community media</li> <li>• Programming for community media</li> <li>• Ethical challenges</li> </ul>	04		
<b>5</b>	<b>Practicum</b>	<ul style="list-style-type: none"> <li>• Community Radio</li> <li>• Community Video</li> <li>• Community Reporting</li> <li>• Design Community Media Programmes</li> <li>• Design Community Media Project</li> </ul>		02	24
<b>TOTAL CONTACT HOURS</b>			<b>32</b>		

**Note:** In Sem: 40 Marks (20 Marks: In Sem Exams & 20 Marks: Assignments). End Sem Exam: 30 Marks (Theory), 30 Marks (Practicum).

**DISCUSSION**

- Community media in global and local context.
- Community media for social and development in India.
- Scope of Community media in Northeast India.

### KEY READINGS

- Fuller, K. Linda, (2007). Community Media: International Perspectives. Palgrave Macmillan
- Howley, Kevin. (2005). Community Media: People, Places, and Communication Technologies Kindle Edition
- Manyozo, Linje. (2012). Media, Communication and Development: Three Approaches. Sage India

### E-RESOURCES

- Community media, from [http://en.wikipedia.org/wiki/Community\\_media](http://en.wikipedia.org/wiki/Community_media)
- Community media, <http://www.unesco.org/new/en/communication-and-information/media-development/community-media/>
- Defining Community Media, <http://wpmu.mah.se/nmict122group2/defining-community-media/>
- Development of Community Media, <http://sockom.helsinki.fi/commedia/MRUTHU%20COMMUNITY%20MEDIA.doc>
- The Role of Community Media in Development, [http://development.thinkaboutit.eu/think3/post/the\\_role\\_of\\_community\\_media\\_in\\_development/](http://development.thinkaboutit.eu/think3/post/the_role_of_community_media_in_development/)
- Various forms of community media, <http://www2.amk.fi/digma.fi/eetu/www.amk.fi/opintojaksot/0702010/1204871263088/1204871755653/1204871860182/1204874765272.html>
- Innovations in Community Radio, [http://cemca.org.in/ckfinder/userfiles/files/Innovations%20in%20Community%20Radio\\_Low%20Res.pdf](http://cemca.org.in/ckfinder/userfiles/files/Innovations%20in%20Community%20Radio_Low%20Res.pdf)