



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

Course

MA in Mass Communication (MAMC)

Semesters

I, II, III, IV

2017 - 2019

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

Email: ducsjmc@gmail.com

-Syllabus Outline-

A. CORE COURSE (CC) – Compulsory in All Semesters

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

B. ELECTIVE COURSE

(Students will choose 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.

1. PRINT MEDIA

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

2. ELECTRONIC MEDIA

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

3. NEW MEDIA

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

4. PUBLIC AFFAIRS & ADVERTISING

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

5. COMPULSORY/OPTIONAL FOUNDATION COURSE

(Students will opt one Compulsory Foundation Course in 1st and 2nd Semesters. In the 3rd and 4th Semesters students may opt one Optional Foundation Course each semester which will be reflected in the grade sheet)

SEMESTERS	CODES	COURSE	CREDITS
COMPULSORY FOUNDATION COURSE SEM: I & II			
I	10501	Language for Media	02
	10502	Basics of Computer	02
II	20501	Creative Writing	02
	20502	Screenplay Writing*	02
OPTIONAL FOUNDATION COURSE SEM: III & IV			
III	30501	News Reading And Anchoring	02
	30502	Graphic Design	02
IV	40501	Assamese Journalism	02
	40502	Community Media	02

Notes:

- *Students of Electronic Media cannot opt for paper 20502.

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 be minimum of 21 days.

GRIEVANCE REDRESSAL

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

Semester: I
10100: FUNDAMENTALS OF COMMUNICATION
Total Credit: 04

COURSE OBJECTIVES

This course is designed to:

- Introduce various means of communication.
- Discuss various types of mass media.
- Understand the emerging trends of communication system.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Analyze critically the fundamentals of communication process.
- Identify and distinguish the basic characteristics of mass media.
- Evaluate the emerging trends in communication systems and media organization.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Basics of Communication	<ul style="list-style-type: none"> • Meaning, Definition, Function of Communication • Process, Elements & Types • Overview of traditional media 	07	03	06
2	Print Media	<ul style="list-style-type: none"> • Basics of Print Publication (Newspaper, Magazine, Books etc.) • News Agencies • Characteristics and trends • Typography, use of graphics and layout 	07	03	06
3	Electronic Media	<ul style="list-style-type: none"> • Development of Radio & Television • Meaning and Process of Visual communication • Characteristics, Types 	06	04	08
4	Advertising & Public Affairs	<ul style="list-style-type: none"> • Concepts, Functions, tools and types of Advertising and Public Affairs • Advertising & PR Management 	06	03	08
5	New Media	<ul style="list-style-type: none"> • Concepts, definition, characteristics • Scope and emerging trends 	06	03	04
TOTAL CONTACT HOURS			64		

Note: In Sem: 40 Marks (20 Marks: Mid Sem Exams & 20 Marks: Assignments/Practicum). En Sem Exam: 60 Marks

DISCUSSIONS

- Technological innovations and communication process.
- Media industry, market consolidation and media fragmentation.
- Comparative analysis of different forms of mass communication.

KEY READINGS

- Bagdikian, H. Ben. (2004). *The New Media Monopoly*. Boston: Beacon Press
- Bernet, Steven. (2011). *The Rise and Fall of Television Journalism*. New York: Bloomsbury
- Brock, George. (2013). *Out of Print – News in the digital age*. New Delhi: KoganPage
- Griffin, E.M. (2012). *A First Look at Communication theory (5th E)*. New York: McGraw Hill
- Hendricks, A. John. (2010). *The Twenty-First-Century Media Industry*. New York: Lexington Books
- Jethwani, Jaishree. (2010). *Advertising Management*. New Delhi: Oxford University Press
- Ludes, Peter. (2008). *Convergence and Fragmentation: Media Technology and the Information Society*. Chicago: Intellect Britol
- McQuail, Denis. (2005). *Mass Communication Theory*: London: Sage Publication
- Naughton, John. (2001). *A Brief History of the Future: The Origin of the Internet*. London: Phoenix
- Picot, Arnold & Lrenz, Josef. (2010). *ICT for the Next Five Billion People*. New York: Springer
- Rajagopal, Arvind. (2004). *Politics after Television*. New York: Cambridge
- Ryan, Johnny. (2010). *A History of the Internet and the Digital Future*. London: Leaktion Books:

Semester: I
10200: INTRODUCTION TO JOURNALISM
Total Credit: 04

COURSE OBJECTIVES

This course is designed to:

- Introduce students to basics of writing, reporting and editing in print media
- Discuss about the various roles, responsibilities and portfolios of media persons.
- Provide an overview understanding on the contemporary structure of news media organization.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Write and edit professional news stories.
- Write stories for different media.
- Describe various positions, roles and responsibilities in media organizations.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Concepts of News	<ul style="list-style-type: none"> • Definition of news • Elements • Characteristics • Types • Sources 	08	04	06
2	Structure of Media Organizations	<ul style="list-style-type: none"> • Editorial • Advertising • Readership /TRP • Circulation/Reach & Access • Marketing • Accounting and Finance 	06	03	04
3	Structure of Editorial Department	<ul style="list-style-type: none"> • Chief Editor, News Editor, Bureau Chief, Sub-editor, etc. • Staff Reporter, Correspondent, Foreign correspondent • Columnist, Mofussil Reporter, Freelancer/Stringer, etc. • News Anchor/Presenter, Photo Journalists 	08	04	04
4	Skills & Responsibilities	<ul style="list-style-type: none"> • Qualities and skills of media persons • Rights and responsibilities 	06	04	04
5	Practicum	<ul style="list-style-type: none"> • Case study of media organizations (International, National, Regional & Community Media) • News Reporting 	06	04	04

Note: In Sem: 40 Marks (20 Marks: Mid Sem Exam & 20 Marks: Reporting Assignments/Practicum). End Sem Exam: 60 Marks

DISCUSSIONS

- Working structure of different media organizations
- Media consolidation and fragmentation in India
- Media industry in Northeast India

KEY READINGS

- Berkowitz, Dan. (1997). *Social Meanings of News – A Text Reader*. London: Sage Publication
- Brigs, A. (2008). *Social history of the Media: From Gutenberg to Internet, Third Edition (3rd Edition)*, Polity Press
- Cortada, W. James. (2013). *The Digital Flood: The Diffusion of Information Technology across the U.S., Europe and Asia*. Oxford University Press
- Hendricks, A. John. (2010). *The Twenty-First-Century Media Industry, Economic and Managerial Implications in the Age of New Media*. Lexington Books
- Gobinda Prasad Sarma. (2007). *150 Years of Journalism in Assam*. Media Trust
- Kovarik, B. (2011). *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. Continuum International Publishing Group
- McLuhan, Marshal. (2008). *Understanding Media – The Extension of Man*. Routledge
- Natarajan, J. (2002). *History of Indian Journalism (2nd Ed)*. Ministry of Information & Communication, GOI
- Parthasarthy, Rangaswami. (1989), *Journalism in India: From the Earliest Times to the Present Day*, New Delhi: Sterling Publishers
- Poe, T. Marshal (*History of Communication: Media, Society from Evolution of Speech to the Internet*. Cambridge University Press
- Singhal, M. Arvind & Rogers, M. Everett (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage Publication
- Schudson, Michael. (2003). *Sociology of News*. New York: W.W.Norton & Company

E-RESOURCES

- All India Radio: <http://allindiaradio.gov.in/Default.aspx>
- Doordarshan: <http://www.ddindia.gov.in/Pages/Home.aspx>
- Handbook of Journalism: http://handbook.reuters.com/?title=Reporting_and_Writing_Basics
- Press Trust of India: <http://www.ptinews.com/>
- Fundamentals of journalism: <https://journalism.missouri.edu/jan-2012/journalism-basics.html>
- The Hoot: <http://www.thehoot.org/>

Semester: I
10300: PHOTOGRAPHY AND IMAGE PROCESSING
Total Credit: 04

COURSE OBJECTIVES

This course is designed to:

- Introduce students to Photography in both theoretical & practical aspects.
- Impart various skills for photography and photography techniques.
- Develop broad understanding on photography and cinematography.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Shoot different types of photographs.
- Apply the art and skills to become professional photographer.
- Make use of photography editing techniques and image processing.

COURSE CONTENTS

Units	Topics	Contents	L	T	P
1	Basics of Photography	<ul style="list-style-type: none"> • Art and science in photography • Photography using film process and digital process • Understanding Light • Properties of Light 	08	03	04
2	Understanding Camera	<ul style="list-style-type: none"> • Camera formats and types • Understanding exposure • Understanding ISO, White balance & Depth of Field • Camera Metering (Incident & Reflective) • Types of Lenses and their uses • Camera support system 	08	03	04
3	Composition	<ul style="list-style-type: none"> • Various rules of composition • Genres of Photography • Shot sizes, space and angles • Motion Blur 	08	03	02
4	Lighting	<ul style="list-style-type: none"> • Lighting Principles • Types of Studio Light • In built & External Flash • Inverse Square Law • Various types of lighting 	08	03	04
5	Basic Digital Image Post Processing	<ul style="list-style-type: none"> • File formats • Interpolation & Anti –aliasing • Editing techniques • Publishing for the Internet and 	08	03	04

		considerations for high-end printing.			
TOTAL CONTACT HOURS			64		

Note: In Sem: 40 Marks (20 Marks: Mid Sem Exams & 20 Marks: Assignments/Practicum). En Sem Exam: 60 Marks

DISCUSSIONS

- Photography as an industry.
- Photography as an art and communication.
- Case studies of world famous photographs and their impact.

KEY READINGS

- Adobe CreativeTeam (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- Ang, Tom (2014). Photography: The Definitive Visual History. London: DK Publishers
- Ang, Tom. (2013). Digital Photography Masterclass. London: DK Publishers
- Langford Michael, Fox Anna and Sawdon Smith Richard. (2010). Langford's Basic Photography -The Guide for Serious Photographers (9th Ed). London, UK: Focal Press
- Davis, Harold and Davis Phyllis. (2011). The Photoshop Darkroom 2. London: Focal Press
- Freeman, Michael (2007). The Photographer's eye. London: Focal Press
- Kelby, Scott. (2011). Light it, Shoot it, Retouch it. San Fransisco: New Riders

E-RESOURCES

- FIAP: <http://www.fiap.net>
- Photographic Society of America: <http://www.psa-photo.org/>
- Royal Photographic Society: <http://www.rps.org/>
- Stock Photography: <http://www.gettyimages.in/>
- Shutter Stocks: <http://www.shutterstock.com/>

Semester: II
20100: MASS MEDIA: GLOBAL AND INDIAN PERSPECTIVE
Total Credit: 04

COURSE OBJECTIVES

This course designed to:

- Understand the dynamics of media industry in global context.
- Discuss the growth and phases of mass communication in India.
- Develop a broader understanding of press regulations and media ownership.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Conduct a multi-perspective analysis of local and global international media scenario.
- Discuss the development, characteristics and trends of mass communication in India
- Describe the growth of mass communication in Northeast India.

COURSE CONTENTS

UNITS	TOPICS	CONTENTS	L	T	P
1	Global Media History	<ul style="list-style-type: none"> • Communication Revolution • Media globalization • Consolidation, Contraflow and Hegemony • Case studies 	06	02	04
2	Press in India	<ul style="list-style-type: none"> • Pre-independence period • Post independence period 	06	02	04
		<ul style="list-style-type: none"> • English and language press • Press Commissions & Regulations 	06	02	04
3	Electronic Media in India	<ul style="list-style-type: none"> • Growth of radio & television • Early experiments: SITE, KHEDA • Growth of private television channels 	06	02	02
		<ul style="list-style-type: none"> • Community radio • Ownership, growth and trends. 	03	02	02
4	News Agencies & Online Media	<ul style="list-style-type: none"> • PTI, UNI, AP, Reuters, Xinhua, AFP, TASS, Bhasha, PIB etc. • Growth of Online Media, types 	06	02	02
5	Media in Northeast	<ul style="list-style-type: none"> • Mass Media in Northeast India • Case Studies 	06	02	04
CONTACT HOURS			64		

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

DISCUSSIONS

- Media scenario across the globe and India
- Growth of private television channels in India
- Growth of language press in India

KEY READINGS

- Brigs, A. (2008). *Social History of the Media: From Gutenberg to Internet*. Polity Press.
- Aggarwal, Virbala. (2012). *Handbook of Journalism and Mass Communication*. Neha Publisher
- Arvind M. Singhal & Everett M. Rogers. (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage
- Bagdikian, H. Ben. (2004). *The New Media Monopoly*. Boston: Beacon Press.
- Harman, S. Edward and Noam Chomsky. (1995). *Manufacturing Consent, the political economy of the mass media*. RHUK.
- Howard, Phillip N. (2013). *Democracy's Fourth Wave?: Digital Media and the Arab Spring*. New York: Oxford University Press.
- Kovarik, B. (2011). *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. Continuum International Publishing Group.
- Kumar, J. Keval. (2011). *Mass Communication in India*. Jaico
- Jeffry, Robin. (2000). *India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd)*, Oxford
- Mehta, Nalin. (2008). *Television in India: Satellites, Politics and Cultural Change*. Routledge
- Naughton, John. (2001). *A Brief History of the Future*. Phoenix
- Nataranjan, J. (2000). *History of Indian Journalism*. Publication Division
- Ninan, Sevanti. (2007). *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. Sage
- Sarma, P. Gobinda. (2007). *150 Years of Journalism in Assam*. Media Trust

E-RESOURCES

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

Semester – II
20200: COMMUNICATION THEORIES AND PRACTICES
Total Credit: 04

COURSE OBJECTIVES

This course is designed to:

- Provide theoretical understanding of various communication theories
- Discuss the meaning and significance of communication theories
- Learn application of theories in communication process

LEARNING OUTCOMES

After completion of the course students will be able to:

- Identify practices and application of communication theories in communication.
- Make use of communication models and theories in News Media, Advertising, Public Relations, Social and other forms of communication.
- Design communication message for specific target groups.

COURSE CONTENTS

Units	Topics	Contents	L	T	P
1	Theories and Models of Communication	<ul style="list-style-type: none"> • Four theories of Press • Democratic Participation Theory 	04	02	04
		<ul style="list-style-type: none"> • Aristotle’s definition of Rhetoric • Berlo’s SMCR Model • Shannon-Weaver’s Mathematical Model • Westely and MacLean’s Conceptual Model • Newcomb’s Model of Communication • George Gebner’s Model 	04	02	04
		<ul style="list-style-type: none"> • Shramm’s Interactive Model • Hellical Dance Model • Dance’s Helical’s M • Harold D. Laswell • De Fleur Model 	04	02	04
2	Media Effects Theory	<ul style="list-style-type: none"> • Hypodermic Needle, • Two Steps/Multi Steps Flow Theory • Gate Keeping 	03	02	04
3	Psychological & Sociological theory	<ul style="list-style-type: none"> • Cognitive Dissonance, Selective Perception • Cultivation Theory, Needs and Gratification Theory 	03	02	02
		<ul style="list-style-type: none"> • Agenda Setting Theory • Media Dependency Theory 	03	02	02
4	Powerful Effects of Media	<ul style="list-style-type: none"> • Dominant Paradigm, Diffusion of Innovation, Spiral of Silence • Marshall McLuhan’s Medium Theory 	04	02	02

		<ul style="list-style-type: none"> Visual Communication Theories: Gestalt Theory, Semiotics, Constructivism, Ecological Theory, Cognitive Theory, Huxley-Lester Model 	04	02	02
5	Cultural and Critical Theories	<ul style="list-style-type: none"> Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, Stuart Hall and Fiske) Marxist Media Theory (Creative Labour) Manufacturing Consent/Propaganda Model (Chomsky) 	04	02	02
TOTAL CONTACT HOURS			64		

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

DISCUSSIONS

- Role of media in setting public agenda.
- Use of communication theories and models
- Significance communication theories in media studies.

KEY READINGS

- Andal, N. (2004). Communication Theory and Models. Himalaya Publishing House
- Baran, J. Stanley & Davis, K. Dennis. (). Mass Communication Theory: Foundations, Ferment, and Future (6th Ed). Boston: Wadsworth
- Chomsky, Noam & Herman, S. Edward. (2002). Manufacturing Consent: The Political Economy of the Mass Media. Knopf Doubleday Publishing Group
- Fahmy, B. Wanta. (2014). Visual Communication Theory and Research. Palgrave MacMillan
- McQuild, D. (2005). Mass Communication Theory: An Introduction. Sage
- McLuhan, Marshall. (2008). Understanding Media: The Extension of Man. New York: Routledge
- McLuhan, Marshall. (2008). The Medium is the Massage: An Inventory of Effects Penguin Books
- Roger, E. Everett. (1997). A History of Communication Study. Free Press
- Ryan, William & Conover, Theodore. (2004). Graphic Communication Today. Delmar Learning
- Smith, L. Kenneth & Moriarty, Sandra. (2004). Handbook of Visual Communication: Theory, Methods, and Media. Lawrence Erlbaum Assoc Inc
- Vivian, J. (1999). The Media of Mass Communication. Boston: Pearson

E-RESOURCES

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

Semester – II
20300: DEVELOPMENT COMMUNICATION
Total Credit: 04

COURSE OBJECTIVES

This course is designed to:

- Understand the concept of development communication in the context of social change and development.
- Develop understanding of the concept, scope and theories of development journalism
- Examine the interface of different elements of media, society and development.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Make use of communication for development and societal transformation process
- Develop communication strategy for different and specific socio-economic and development needs
- Create advocacy and initiate behavior change through communication channels.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Introduction to Development	<ul style="list-style-type: none"> • Meaning, definition and process • Growth and Development • Characteristics of developing and underdeveloped countries • Regional Development 	06	02	04
2	Theories & Models of Development	<ul style="list-style-type: none"> • Basic Needs Model (Bariloche Foundation) • Theories and Paradigms of Development – unilinear, non-unilinear, Dominant, Alternative and New paradigms of development • Dependency Model • Marxist concept of stages of society • Social Responsibility Theory 	06	02	04
3	Approaches to Development	<ul style="list-style-type: none"> • Top Down (Trickle Down) Approach, Growth Pole Approach, Bottom Up (Grass Roots) Development • Fair Trade, Export Led Growth, Import Substitution, Neo-Liberalism • New Millennium Development Goals 	06	04	04

4	Development Communication	<ul style="list-style-type: none"> • Meaning, concepts, definition • Role of mass communication in Development • Origin of the subject – II world war and postcolonial condition • Participation communication in community development 	05	02	04
5	Theories of Development Communication	<ul style="list-style-type: none"> • Diffusion of innovations • Media and modernization approach • Magic Multiplier • DSC – Localized approach • Digital Democracy 	07	02	06
6	PRACTICUM	<ul style="list-style-type: none"> • Reporting Development Stories • Designing Strategic Development communication, etc. • Review of Development News Items. 	04	02	10
TOTAL CONTACT HOURS			64		

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

DISCUSSION

- Case studies of development communication experiments in India.
- Application of theories of development in for rural/urban development.
- Strategic communications for social change and development.
- Impact of development support communication and participatory communication, etc.

KEY READINGS

- Everett, Roger. (2003). Diffusion of Innovations, Free Press
- Gupta, VS. (2004). Communication for Development and Civil Society, Concept
- Manyozo, Linje. (2012). Media, Communication and Development: Three Approaches. London: Sage
- Paravala V & Malik K V. (2007). Other Voices, The Struggle for Community Radio in India, Sage India
- Prasad, Kiran. (2009). Information and Communication Technology: Reinvesting Theory and Action (2 Volumes). New Delhi: BRPC
- Pieterse, Jan Nederveen. (2001). Development Theory: Deconstruction/Reconstruction, Vistaar.
- PW Preston. (1997). Development Theory, Blackwell
- RK Ravindran. (2000). Media in Development Arena, Indian Publishers Distributors
- Srinivas Melkore & Steeves (2001). Communication for Development in the Third World, Sage
- VS Gupta. (2000). Communication and Development-The Challenges of the Twenty-First century, Concept Publishing

- White, S.A. (1994). Participatory Communication: Working for Change and Development, Sage

E-RESOURCES:

- Approaches to Development Communication
http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/approaches_to_development_communication.pdf
- People's Archive of Rural India <https://ruralindiaonline.org>
- Unicef: Communication for Health: <https://www.health-e.org.za/health-journalism/>

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 organisations

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

Units	Topic	Contents	L	T	P
1	Global Perspective	<ul style="list-style-type: none"> • UNDHR • UN Convention on Rights of Journalists • Intellectual Property Rights 	08	02	02
2	Indian context	<ul style="list-style-type: none"> • Freedom of Speech and Expression and its limitations • Parliamentary Privileges • Parliamentary Proceedings (Protection of Publication) Act 1956 • Press Council Act 1978 • RNI 	08	04	04
3	Acts	<ul style="list-style-type: none"> • Press and Registration of Books Act 1867 • Contempt of Court • Cinematograph Act 1953 • Cable TV Network Act, 1995 • Working Journalists Act, 1955 • Prasar Bharati Act 1990 • Information Technology Act 2000 • Right to Information Act, 2005 	08	04	04
4	Laws related to women and children	<ul style="list-style-type: none"> • UN Convention on the Rights of Children • Indecent Representation of Women (Prohibition) Act, 1986 & 1987 • Legal Provisions for media coverage in JJ Act. 2000 	06	02	04
5	Regulating Agencies & Code	<ul style="list-style-type: none"> • Telecom Regulatory Authority of India • Broadcasting Regulatory Authority of India 	05	02	02

	of Ethics	<ul style="list-style-type: none"> • Journalists' Code of Conduct • Code of ethics for Print, Broadcast and Advertising • Press Ombudsman 			
6	Practicum	<ul style="list-style-type: none"> • Debate on Legal issues related to media • Seminar Presentation 	01	02	08
TOTAL CONTACT HOURS			64		

Note: In Sem: 40 (20 Marks: Mid Sem Exams & 20 Marks: Assignments/Practicum). 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 Ethnics. 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
- 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
1	Global Scenario	<ul style="list-style-type: none"> • Development of film technique and grammar • Genres of Cinema • Growth of Non- Fictional Films • Lumiere Brotshers - Georges Melies – D.W. Griffith- Edwin Stanton Porter • Influence of Eisenstien and Pudovkin, • Hollywood Studio System • World Cinema 	10	02	04
2	Indian Cinema	<ul style="list-style-type: none"> • Different stages of Indian Cinema and its pluralistic features • Development of Indian Film Industry • Cinema of Satyajit Ray, Adoor Gopalkrishnan, Dr. Bhabendra Nath Saikia, Jahnu Barua, Mani Ratnam • Parallel Cinema/Art Cinema/ New Wave • Cinemas of Northeast India • Film Institutions of India: FFC, IFFI and FTII, NFDC, NFAI, FFI, Children Film Society, FFAI • Censorship and CBFC 	10	02	04
3	Film Movements	<ul style="list-style-type: none"> • Impressionism • Expressionism • Neo-realism • New Wave • Cinema Novo/Third Cinema • Avant-Garde 	08	02	04

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

Note: In Sem: 40 Marks (20 Marks: Mid Sem Exam and 20 Marks: Assignment/Practicum). 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

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

		<ul style="list-style-type: none"> • Importance of communication research • Methods of Communication research 			
5	Effects Research & Audience Studies	<ul style="list-style-type: none"> • Content/Textual Analysis, Audience Reception Studies, Ratings, Opinion Poll, Pre-Poll/Exit Poll • TAM, MAP, RAM, IRS, Market research • Online Tools and Analytics 	06	02	02
6	Practicum	<ul style="list-style-type: none"> • Research Proposal Writing • Report Writing • Style of Citation • Analysis of Media Content 	05	02	04
TOAL CONTACT HOURS			64		

Note: In Sem: 40 Marks (20 Marks: Mid Sem Exams & 20 Marks: Assignments/Practicum), 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 (9th 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

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

		<ul style="list-style-type: none"> • Media Activism 			
5	Practicum	<ul style="list-style-type: none"> • Case Studies • Reporting Conflicts • Media Project for Conflict Resolution 	05	02	10
TOTAL CONTACT HOURS			64		

Note: In Sem: 40 Marks (20 Marks: Mid Sem Exam & 20 Marks: 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, Oysel (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/
- 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 organisations
- Train students on skills to work in media industries.

LEARNING OUTCOMES:

After completion of the course students will be able to:

- Analyse the media industry and
- Develop skills for media planning
- Design media strategies.

COURSE CONTENTS

Units	Topic	Contents	L	T	P
1	Media Industry and Management Concept	<ul style="list-style-type: none"> • Management Principles, Theories & Practices • Media Economics • Organizational Structure • Globalization and Media • Functions in Media organization • Entrepreneurship 	10	02	08
2	Management in different Media	<ul style="list-style-type: none"> • Print, Electronic & New Media • Advertising • Cinema • Public Relations • Community Media 	10	02	08
3	Media Planning and Buying Process	<ul style="list-style-type: none"> • Process of Starting Media Business in India • Role of Media Planners • Challenges in Media Planning • Criteria for Selection of Media • Media Mix Approach 	10	04	08
4	Case Study	<ul style="list-style-type: none"> • Case studies of Major Media Organisations (Global, National and Local) 	04	04	12
TOTAL CONTACT HOURS			64		

Note: In Sem: 40 Marks (20 Marks: Mid Sem Exams & 20 Marks: Assignments/Practicum/Case Study), 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

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

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: I
10101: REPORTING AND EDITING
Total Credit: 4

OBJECTIVES

This course is designed to:

- Introduce students to the basics of writing, reporting and editing in print media
- Hone the journalistic and research skills through practical works.
- Acquaint students with advanced journalism and media practices.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Write report simple and specialized news stories.
- Edit professional news stories for different types of media.
- Describe the working structure of print media organizations.

COURSE CONTENTS

Units	Topics	Contents	L	T	P
1	News Gathering Process	<ul style="list-style-type: none"> • Basics of Reporting • Reporting Techniques • Sources of news • Hard & Soft News 	06	02	12
2	News and Features	<ul style="list-style-type: none"> • News format Vs Features format • Lead writing, types of lead • Editorial, Feature, Column, Middle • Interviews, Reviews & Special Articles • Letters to the Editor 	06	02	08
3	News Editing	<ul style="list-style-type: none"> • Meaning, purposes • Tools and techniques • Style sheet/house style • Copy tasting, proof reading • Headline writing 	04	02	08
4	Specialized Reporting	<ul style="list-style-type: none"> • Travel, tourism and culture • Science & technology • Court and crime • Environmental • Investigative • Business • Political • Sports 	04	02	12
5	PRACTICUM	<ul style="list-style-type: none"> • Reporting for Newspapers, Magazine and Online media 	04	04	16

		<ul style="list-style-type: none"> • Press conference, briefings, press handouts • Write Articles, features, editorials, interviews, columns • News Editing • Publication in Media 			
TOTAL CONTACT HOURS			64		

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

DISCUSSIONS

- Importance of specialization in news reporting.
- Use of technology in news gathering process.
- Editorial policy, ethics and challenges of new reporting and editing.

KEY READINGS

- Burns, B. Jennifer. (2007). Career Opportunities in Journalism. New York: Ferguson
- Harris, Geoffrey & Spark, David (2010). Practical Newspaper Reporting. London: Sage
- Hennessy, Brendan. (2006). Writing Feature Articles (4th Ed). Burlington: Focal Press
- Hough, G.A. (2004). News Writing. New Delhi: Kanishka Publishers
- Pape, Susan & Featherstone, Sue. (2005). Newspaper Journalism – A Practical Introduction. London: Sage
- Quinn, Stephen & Lamb, Stephen. (2008). Online Newsgathering – Research and Reporting for Journalism. Amsterdam: Focal Press
- Rich, Carole. (2010). Writing and Reporting – A Coaching Method (6th Ed). Boston: Wadsworth
- Rickeston, Matthew. (2004). Writing Feature Stories – How to Research and Write Newspapers and Magazine Articles. Australia: Allen & Unwin
- Sumner, E. David & Miller, G. Holly. (2013). Feature & Magazine Writing- Action, Angle and Anecdotes (3rd Ed). Oxford: Wiley-Blackwell.

E-RESOURCES

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

Semester: II
20102: LAYOUT AND GRAPHIC DESIGN
Total Credit: 04

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 will 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

Units	Topics	Contents	L	T	P
1	Introduction to Design & Graphic	<ul style="list-style-type: none"> • Understanding the language of type and typology • Interplay of text and images – books, newspapers, magazines, advertisements, etc. • Fonts & Type face • Classification of different types with their names and character, mode, weight, orientation, position & sizes. 	06	04	08
2	Graphic Communication Techniques	<ul style="list-style-type: none"> • Elements of Design- Line, Shape, Forms, Space, Colors • Unity, Harmony, Balance, Rhythm, Perspective, Emphasis, • Orientation, Radiation, Repetition and Proportion 	08	04	08
3	Layout and Design in Print Publications	<ul style="list-style-type: none"> • Layout for newspapers: Standard format, Columns – pica, points • Kinds of layouts- Modular, Horizontal, Vertical, Static, Dynamic, etc • Special features of front page, sports page and supplements. • Magazine layout: use of text, font, photos, graphic tools. • Use of industry accepted software for layout and design. 	04	02	08

4	Printing Technology	<ul style="list-style-type: none"> • Overview of printing history • Different types of printing & publishing technology • Different kinds of papers • Printing color schemes and modes 	04	02	06
5	PRACTICUM	<ul style="list-style-type: none"> • Newspaper & Magazine • Logo, Watermark, Poster • Brochure, book cover, CD Cover. 	03	02	20
TOTAL CONTACT HOURS			64		

Note: End Sem 30 Marks (Theory), 30 Marks (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

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

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

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 (2nd 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 (6th Ed). London: Focal Press
- Langford's Basic Photography -The Guide for Serious Photographers (9th 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 DISSERTION
Total Credit: 04

Marks Distribution

Sl.	Evaluation	Marks Distribution
1	Internship	40
2	Dissertation	60
Total Marks		100

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

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

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: I
10201: RADIO AND TELEVISION PRODUCTION
Total Credit: 04

COURSE OBJECTIVES

This course is designed to:

- Provide an overview of the evolution and principles of broadcasting.
- Acquaint students to video and audio production techniques.
- Develop and enhance writing skills for radio and television.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Analyze the history, origin and growth of electronic media.
- Identify the principles and practice of radio and television broadcasting.
- Write effectively for television and radio production and presentation.

COURSE CONTENTS

Units	Topics	Contents	L	T	P
1	Introduction to Broadcasting	<ul style="list-style-type: none"> • History ,origin, evolution and growth of Radio/TV Broadcasting • Principles and practices of Broadcasting • Broadcasting as an Industry • Characteristics of Radio and TV Broadcasting • Broadcasting policies and regulatory authorities • Types of Broadcasting: Public Service, Commercial and Community 	10	04	
2	Radio production & Broadcasting	<ul style="list-style-type: none"> • Organizational structure • AM and FM broadcasting • Phases of Radio Production • Radio programme formats • Internet Radio • Podcast 	08	04	
3	Tools for Radio Production	<ul style="list-style-type: none"> • Physics of Sound • Microphones • Speakers • Recorders • Cables and Connectors • Mixers and Consoles • Software 	08		

4	Television production	<ul style="list-style-type: none"> • Organizational structure • Phases of Production • Departments of Production • Different formats of television programmes • Idea Development, Research, Recce, Synopsis & Treatment for Production • Anchoring and Interview Techniques • Voice over/Bytes 	08	02	
5	Practicum	<ul style="list-style-type: none"> • Single Camera/ Multi-Camera • ENG/EFP/Outdoor Broadcast • News Production 			40
TOTAL CONTACT HOURS			64		

Note: In Sem: 40 Marks (20 Marks: Mid Sem Exam and 20 Marks: Assignments), End Sem Exam: 60 marks

DISCUSSIONS

- Case studies of popular television programmes.
- Functioning and working knowledge of television and radio.
- Operation and developing programs for television and radio.
- Development of essential writing skill for different program radio and television programmes.

KEY READINGS

- Allen, Louise C. (2012). Radio and Television Continuity Writing. Literary Licensing, LLC
- Block, Mervin and Durso, Joe Jr. (1998). Writing News for TV and Radio. Age Publications Inc.
- Kaempfer, Rick and Swanson, John.(2004). The Radio Producer's Handbook. Allworth Press.
- Kern, Jonathan. (2008). Sound Reporting - The NPR Guide to Audio Journalism and Production. University of Chicago Press
- McLeish Robert and Link, Jeff. (2005). Radio Production. Fifth Edition. Focal Press.
- Owen, Jims and Millerson, Gerald. (2012). Television Production. Fifteenth Edition. Focal Press
- Sandler, Ellen. (2007). The TV Writer's Workbook: A Creative Approach To Television Scripts. Delta
- Zetl, Herbert. (2014). Television Production Handbook. Twelfth Edition. Cengage Learning.

E-RESOURCES

- Fundamentals of writing for radio:
http://www.zeepedia.com/read.php%3Ffundamentals_of_writing_news_for_radio_i_language_radio_news_reporting_and_production%26b%3D80%26c%3D28
- Writing Radio Scripts: <http://bsideradio.org/learn/writing-a-radio-script/>

- Radio Production: <http://download.nos.org/srsec335new/ch12.pdf>
- Television Programme Production: <http://download.nos.org/srsec335new/ch16.pdf>
- Television Production Roles and Responsibilities:
http://syn.org.au/sites/default/files/SYN%20Guide%20to%20TV%20Roles%20and%20Responsibilities_0.pdf
- Successful Television Writing: <http://www.ssnpstudents.com/wp/wp-content/uploads/2015/01/ketab.pdf>

Semester: II
20302: Audio -Visual Production -I
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	Introduction to Script Writing	<ul style="list-style-type: none"> • Radio Script • TV News Script • Documentary Scrip 	06	02	08
2	Introducing Camera for Electronic Media	<ul style="list-style-type: none"> • Principles of video recording & Cinematic Continuity • Types of Video cameras-their various formats, • Camera Shots, Angles and Movements. • Use of Tripod, Trolley, Segway, Crane, Jimmy jib, Drone • Aspect Ratio • Broadcast standards-- NTSC, PAL, SECAM and HDTV, Telecine 	05	02	06
3	Lights and Lighting Principles	<ul style="list-style-type: none"> • Lighting Principles: 3 Point Lighting, Butterfly Lighting, Rembrandt Lighting • Understanding lights: Multi 10, Multi 20, Baby, Spot Light, HMI, Sun gun, Cool Lights. 	04	02	08
4	Digital Editing	<ul style="list-style-type: none"> • Digital Audio recording • On-line recording, monitoring, noise reduction, volume and dynamics • Filter and equalization. line sources • Methods of handling media players and their applications 	02	02	16

		<ul style="list-style-type: none"> • Linear and non-linear editing • Editing software (Open Source and Proprietary), • Basic editing technology, criteria for editing 			
5	Practicum	<ul style="list-style-type: none"> • AV - ENG, News Reading, PSA, 1 minute short film • Sound - Testimonial, Jingle 			40
TOTAL CONTACT HOURS					64

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 (9th Ed). UK: Focal Press
- Mascelli, V. Joseph. (1998). The Five C's of Cinematography: Motion Picture Filming Techniques (6th 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: III
30203: AUDIO-VISUAL PRODUCTION - II
Total Credit: 04

COURSE OBJECTIVES

The course is designed to:

- Provide students with the knowledge and skills and to meet the demands of electronic media.
- Develop an understanding of sound and video technology.
- Equip students with knowledge and skills required for digital video and audio editing.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Edit audio and video for news production, television programs and films.
- Learn the aesthetics of non-linear editing, offline editing and online editing
- Understand different video/audio formats and digital audio video editing.

COURSE CONTENTS

UNITS	TOPICS	CONTENTS	L	T	P
1	Proposal Development	<ul style="list-style-type: none"> • Research • Planning for Proposal Development • Budget and crowd sourcing • Release • Permission 	04	02	04
2	Art & Set Design	<ul style="list-style-type: none"> • Components • Aesthetic & Media Aesthetics • Composition of Ambience & Mood 	04		04
3	Video Editing Principles	<ul style="list-style-type: none"> • Cut to Cut Editing • Parallel Editing • Cross Cutting • Montage • Video Effects and Transition 	04	02	12
4	High-end Editing Techniques	<ul style="list-style-type: none"> • Audio Sweetening • Graphics & Animation in Video 	04	02	12
5	Publicity Design	<ul style="list-style-type: none"> • Continuity Stills • Posters, CD Cover, Social Media Publicity, Media Release, Trailer • Participation in film festivals 	04	02	12
6	Practical Aspects	<ul style="list-style-type: none"> • Music Video • Short Film • EFP • Promotional Videos 	03	03	16
TOTAL CONTACT HOURS			64		

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

- Understanding analog and digital technology.
- Understanding non-linear editing that can be applied in different program formats.
- Learning the art and aesthetics in editing for audio and video.
- Mastering the techniques of using the software for faster and better editing.

KEY READINGS

- Field Syd. (2005) Screenplay: The Foundations of Screenwriting . Paperback
- Field Syd. (2006) The Screenwriter's Workbook. Penguin Random House
- Langford,Simon. (2013) Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One. First Edition. Focal Press
- Moylan,William. (2014)Understanding and Crafting the Mix: The Art of Recording. Third Edition. Focal Press
- Holman, Tomilson. (2010).Sound for Film and Television. Third Edition. Focal Press
- Weis,Elisabeth.Belton,John. (1985).Film Sound: Theory and Practice.Columbia University Press
- Goodman,Robert.McGrath,Patrick. (2002).Editing Digital Video: The Complete Creative and Technical Guide. McGraw-Hill Education.
- Hurkman,Alexis Van. (2013). Color Correction Look Book: Creative Grading Techniques for Film and Video. Peachpit Press
- Browne,Steven E. (1998).Nonlinear Editing Basics: A Primer on Electronic Film and Video Editing.Focal Press.
- Chandler,Gael. (2012).Cut by Cut: Editing Your Film or Video.Second Revised Edition. Michael Wiese Productions.

E-RESOURCES

- Essentials of video editing: <http://www.onlinevideo.net/2013/01/learn-the-essentials-of-video-editing/>
- Video editing training tutorials: <https://www.lynda.com/Video-Editing-training-tutorials/82-0.html>
- Audio editing training tutorials: <http://www.infiniteskills.com/training/free-audio-editing-training-videos/>

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

Distribution of Marks:

Sl. No	Evaluation	Marks Distribution
1	Internship	40
2	Production	60
TOTAL MARKS		100

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
TOTAL MARKS		60

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 –I
10301: INTRODUCTION NEW MEDIA
Total Credit: 04

COURSE OBJECTIVES

This course is designed to:

- Introduce students to key concepts, trends and facets of new media.
- Discuss technological innovations and new media journalism.
- Provide a global perspective on the role of digital media.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Explain the basic concepts and theory in new media.
- Analyze how digital media technologies – current and future – may affect society politically, culturally and economically.
- Write stories for new and digital media platforms.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Concepts of New Media	<ul style="list-style-type: none"> • New media industry • Ungoverned Space • Networked Society and culture of connectivity • Embodied and Affective Media • Digital Activism 	10	03	
2	Aspects of New Media	<ul style="list-style-type: none"> • Text, Images, Multimedia elements • Interactivity, SEOs, • Open source culture and software • Open Source License (Creative Commons) • Freedom of expression • Privacy and security 	10	05	
3	Convergence and Journalism	<ul style="list-style-type: none"> • Integrated newsroom • Social media and publishing • Blogosphere and Self Publication 	08	02	
4	Digital tools	<ul style="list-style-type: none"> • Web Content Management • Crowd Sourcing, • Mobile Apps • Hashtags • Instant messaging 	12	04	04
5	Practicum	<ul style="list-style-type: none"> • Mobile Journalism • Livestreaming • Podcasting 			16

		<ul style="list-style-type: none"> • Vodcasting • Blogs/E-publication 			
TOTAL CONTACT HOURS			64		

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

DISCUSSIONS

- Impact of emerging media in contemporary societies
- Social media as an influential tool in social political and economical context
- Benefits of learning various web tools for future career prospects

KEY READINGS

- Brigs. A (2008). Social history of the Media: From Gutenberg to Internet, Third Edition (3rd Edition). Polity Press
- Castells, Manuel (2012). Networks of Outrage and Hope: Social Movements in the Internet Age,. Polity Press
- Cortada, James W (2013). The Digital Flood: The Diffusion of Information Technology Across the U.S., Europe and Asia, Oxford University Press
- Heinrich, Ansgard (2011). Network Journalism: Journalistic Practice in Interactive Sphere. Routledge
- Hassan, Robert and Thomas, Julian (2006). The New Media Theory Reader. Open University Press.
- Huckerby, Martin (2005). The Net for Journalists. UNESCO and Thomson Foundation
- Kovarik, B. (2011). Revolutions in Communication: Media History from Gutenberg to the Digital Age. The Continuum International Publishing Group
- Lelia, Green. (2010). The Internet: An Introduction to New Media. BERG
- Lievrouw, A. Leah and Livingstone, Sonia. (2006). Handbook of New Media. Sage Publication.
- Naughton, John. (2001). A Brief History of the Future: The Origins of the Internet. Phoenix
- Naughton, John (2001). A Brief History of the Future: The Origins of the Internet. Phoenix

ARTICLES

- Media Theory” (Mark Hansen, p. 297-306), The Marvelous Clouds: Toward a Philosophy of Elemental Media (John Durham Peters, Chapter 1, p. 13-52), and “Imagining the New Media Encounter” (Alan Liu, online, p. 1-14)
- Reinventing Invention: New Tendencies in Capitalist Commodification (Nigel Thrift, p. 29-55) and The Power at the End of the Economy (Brian Massumi, p. 19-56)
- The Culture of Connectivity (José van Dijck, p. 3-43, Regenstein full text online), Habitual New Media, Introduction (Wendy Chun, p. 9-51), and “Gender and Race Online” (Lisa Nakamura, p. 81-93)
- The Meaning of the Digital Humanities” (Alan Liu, PMLA, p. 409-23)

E-RESOURCES

- Journalism in the Age of Social Media:
<https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Journalism%20in%20the%20Age%20of%20Social%20Media.pdf>
- Mobile Journalism Techniques (MoJo):
https://www.youtube.com/watch?time_continue=3&v=fEeqHQ_xLN8
- New Media Toolkit: <http://newmediatoolkit.org/>
- New Media and Digital Culture: <http://www.newmediastudies.nl/>
- New Media and Society (Journal): <http://nms.sagepub.com/>
- What is New Media: <http://www.newmedia.org/what-is-new-media.html>

Semester – II
20302: WRITING FOR NEW MEDIA
Total Credit: 04

COURSE OBJECTIVES

This course is designed to:

- Understand the art of writing for new and emerging media.
- Discuss various techniques and challenges that a new media writer experience.
- Become a critical consumer of information, proficient writers and more analytical thinkers.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Differentiate between writing for the web and print media
- Make use of new media tools for effective story telling.
- Write stories for new media.

COURSE CONTENTS

Units	Topics	Contents	L	T	P
1	New Media Writing	<ul style="list-style-type: none">• Concepts• Understanding Digital Audience• Linear Writing Vs Interactive Writing• Strategies (Cinematic writing)	08	04	
2	Practicum – I	<ul style="list-style-type: none">• Theme based blogs• Content creation and SEO	02		20
3	Practicum – II	<ul style="list-style-type: none">• Writing and editing for e-publication	02		20
4	Practicum – III	<ul style="list-style-type: none">• Instructional design and technical writings	03		16
5	Practicum– IV	<ul style="list-style-type: none">• Maintaining professional social media profile/page	02		16
6	Practicum – V	<ul style="list-style-type: none">• Content Curation			14
TOTAL CONTACT HOURS			64		

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.

DISCUSSION

- Understanding digital landscape: Social Software, The Public and Communities.
- Techniques of writing for different audience and different genres which are available in new media?
- Strategies for better search optimization of WebPages?
- Use digital toolbox: Blogger, Wordpress, webhosting, Technorati, Live Streaming?

KEY READINGS

- Bonime, Andrew. (1997). *Writing for New Media: The Essential Guide to Writing for Interactive Media, CD-ROMs, and the Web*. London: Wiley
- Carroll, Brian. (2010). *Writing for Digital Media* (1st Ed). New York: Routledge
- Dewdney, A. & Ride, P. (2006). *The New Media Handbook* (1st Ed). New York: Routledge
- Dijk, V. Jan (2006). *The Network Society*. California: Sage
- Fenton, N. (2010). *New Media, Old News: Journalism and Democracy in the Digital Age*. London: Sage
- Hilliard, L. Robert. (2015). *Writing for Television, Radio, and New Media* (11th Ed). Cengage Learning
- Kung, L. Picard, R. & Towse, R. (2008). *The Internet and Mass Media*. London: Sage
- Nayar, P. (2010). *An Introduction to New Media and Cyber Cultures*. UK: Wiley Blackwell
- Wysocki, Anne. (2004). *Writing New Media: Theory and Applications for Expanding the Teaching of Composition*. Utah State University Press

E-RESOURCES:

- Internet Society: <http://www.internetsociety.org/>
- Digital Writing: <http://digitalwriting101.net/content/what-is-new-media-writing/>
- Writing Commons: <http://writingcommons.org/index.php/open-text/new-media>
- Writing New Media: <https://knightcenter.utexas.edu/blog/00-9249-how-write-digital-media-techniques-web-writing>
- Secrets of Content Writing: <https://www.quicksprout.com/the-advanced-guide-to-content-marketing-chapter-5/>

Semester: IIII
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

Units	Topic	Contents	L	T	P
1	Internet and World Wide Web	<ul style="list-style-type: none"> • Brief History of Internet and WWW • A brief review of different web technologies • Basic principles involved in developing a website • Different types of website and mobile applications • Web and App Publishing 	05	02	16
2	Mobile Application Design	<ul style="list-style-type: none"> • Introduction to JQuery mobile • JQuery Mobile Pages • Transitions, Buttons, Navbars, Icons, Popups, Toolbars, Panels, Grids, Lists, Forms • JQuery mobile themes • JQuery mobile themes • Examples of Applications developed using JQuery mobile 	04	03	20
3	Social Media Management	<ul style="list-style-type: none"> • Understanding Social Media • Types, Characteristics and Tools • Social Media Information Management: Research & Writing, Target groups, Content Publication, Social Broadcast, Engage and Refer, Report and Refine • Data Analytics • Use of Social Media in Media 	04	02	12

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

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
TOTAL MARKS		100

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
TOTAL MARKS		60

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
TOTAL MARKS		60

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: I
10401: PUBLIC AFFAIRS
Total Credit: 04

COURSE OBJECTIVES

The course is designed to:

- Understand the basics of governance system and public policy formations.
- Analyse the issues and trends of public affairs practices in global and local context.
- Impart training on how to design strategies and tactics for public affairs management.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Analyse the political environment to enhance organisational reputation, minimise risk and secure/maintain policy change or resourcing.
- Design and execute public affairs programmes in order to drive value across the stakeholders.
- Set public agenda by leveraging media and public affairs activities.

UNITS	TOPICS	CONTENTS	L	T	P
1	Introduction to Public Affairs	<ul style="list-style-type: none"> • Political Landscape: Global and Indian Perspective • Public Policy making in India • Concepts, Emergence and Relevance of Public Affairs • Public Policies and Public Affairs Programmes • Responsibilities Public Affairs Practitioners • Approaches of Public Affairs: Conventional (Narrow Focus) and Strategic (Broad Focus) 	07	04	
2	General Functions of Public Affairs	<ul style="list-style-type: none"> • Issues Management • Political Communication • Public Agenda Building • Handling Pressure Groups • Persuasion and Rhetoric • Media Relations • Corporate Relations • Grassroots Communication • Local government relations 	07	04	12
3	Reputation Management – Public Affairs Context	<ul style="list-style-type: none"> • Stakeholder Dialogue • Social Monitoring • Image Advertising • Advocacy Ads • Public Relations • Crisis Management • Community Relations 	06	02	08

		<ul style="list-style-type: none"> Corporate Philanthropy 			
4	Political Lobbying & Campaign	<p><u>Identifying Audiences:</u> Stakeholders Theory, Lobbying & Persuasion, Types and Characteristics and Channels for Outreach</p> <p><u>Public Affairs Tactics:</u> Political Marketing, Dialogues and Discourse and Media Relations</p> <p><u>Campaign Manager:</u> Roles, Qualities, Scope and Ethics</p>	06	02	08
5	PRACTICUM	<ul style="list-style-type: none"> Case Studies of major public policies and outreach programmes Create an Advocacy Campaigns 			12

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

DISCUSSIONS

- What is Public Affairs Management?
- How to influence decision makers and opinion leaders
- Knowing when and how to engage in the political process and policy formation

KEY READINGS

- K, R. Sapru. (PHI). Administrative Theories and Management Thought (3rd Ed). PHI
- K, R. Sapru. (2013). Public Policy: Art and Craft of Policy Analysis. PHI
- Lerbinger, Otto. (2008). Corporate Public Affairs: Interacting With Interest Groups, Media, and Government. Lawrence Erlbaum Associates, Inc.
- Miller, Charles. (1998). Practical techniques for effective lobbying. Thorogood Limited.
- Thomson, Stuart, John, Steve. (2007). Public Affairs in Practice: A Practical Guide to Lobbying

E-RESOURCES

- Public Affairs and Lobbying <http://publicaffairsjobshq.com/what-is-lobbying-what-is-public-affairs/>

Semester: II
20402: PUBLIC RELATIONS & CORPORATE COMMUNICATION
Total Credit: 4

COURSE OBJECTIVES

The course is designed to:

- Understand the concepts of public relations and corporate communications.
- Discuss how the public relations process and corporate communication is carried out by public, private and non-governmental organisations.
- Impart trainings professional skills needed for PR Practitioners

LEARNING OUTCOMES:

After completion of the course students will be able to:

- Plan and conduct public relations programmes.
- Design and publish corporate communication house journals.
- Use various tactics and communication tools for crisis management.

COURSE CONTENTS

UNITS	TOPICS	CONTENTS	L	T	P
1	Introduction to Public Relations	<ul style="list-style-type: none"> • Concepts, Characteristics and Types • Brief History of Public Relations • Public Relations in India • JM Grunig’s Model of Symmetrical PR • Understanding Various Concepts: Publicity, Propaganda Lobbying and Advertising • Crisis Management. • PR in different sectors • PR personnel: Skills, Roles and Responsibilities 	06	02	08
2	PR Practice and Process	<p>The PR Process:</p> <ul style="list-style-type: none"> • Defining the Problem • Defining Publics/Stakeholders • Strategy Design • Media Selection • Feedback and Evaluation <p>Tools of PR:</p> <ul style="list-style-type: none"> • Press Conferences/Meets • Press Releases • Communiqué/Briefs • Rejoinders Media Relations management 	07	02	10

		<ul style="list-style-type: none"> • PR Videos 			
3	Introduction to Corporate Communication	<ul style="list-style-type: none"> • Concepts, Definition, Characteristics • Types: Organizational, Marketing and Management Communication • Components: Internal and External Communication 	08	02	
4	Functions & Tools of Corporate Communication	<ul style="list-style-type: none"> • Corporate Identity and Brand Building • Corporate Advertising • Corporate Governance • Corporate Social Responsibility • Challenges 	06	02	
5	Practicum	<ul style="list-style-type: none"> • Case Studies • Press Releases, In-House Journals, Newsletters • PR Campaign 			40
TOTAL CONTACT HOURS			64		

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:

- Application of theories to analyse and modify communication with the stakeholders of an organisation.
- Creation of constructive and effective messages for a diverse targeted audience.
- Creation and conduct ethically sound and socially responsible public relations strategies and campaigns

KEY READINGS

- Bernays, L. Edward. (2011). Crystallizing Public Opinion. Reprint Edition. IG Publications
- Torossian, Ronn. (2011) For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations. Ben Bella Books
- Wilcox, Dennis L. Ault, Phillip H. Agee, Warren K. Cameron, Glen T.(2000).Essentials of Public Relations. Pearson.
- Baines, Paul. Egan, John. Jenkins, Frank. (2003) Public Relations: Contemporary Issues and Techniques. A Butterworth-Heinemann Title
- Bivins. (2013).Public Relations Writing: The Essentials of Style and Format. Eight edition. McGraw Hill Higher Education
- Gregory, Anne. (2012) Planning and Managing Public Relations Campaigns. Kogan Page India Private Limited
- Foster, John. (2012)Writing Skills for Public Relations: Style and Technique for Mainstream and Social Media (PR In Practice). Fifth Edition. Kogan Page

- Jethwaney, J. (2010). Corporate Communications: Corporate Communication: Principles & Practices. Oxford University Press, India
- Argenti, A. Paul. (2009). Digital Strategies for Powerful Corporate Communications. McGraw-Hill Higher Education
- Van Riel, Cees B.M. (2007) Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management. Routledge
- Argenti, A. Paul. (2006). Corporate Communication. McGraw-Hill Higher Education
- Cornelisson, Joep. (2004). Corporate Communication: Theory and Practice. Sage Publications

E-RESOURCES

- Concept of Public Relations:
http://catalogue.pearsoned.ca/assets/hip/us/hip_us_pearsonhighered/samplechapter/0205170005.pdf
- Guide to working in public affairs: <http://www.publicaffairsnetworking.com/guide-to-working-in-public-affairs.php>
- History and evolution of PR:
http://www.sagepub.com/sites/default/files/upmbinaries/41963_9781412921152.pdf
- Public Relation a management function
<http://www.praccreditation.org/resources/documents/APRSG-PR-Mgmt-Function.pdf>
Corporate Communication Strategy:
<http://www.prconversations.com/wpcontent/uploads/2007/08/b-steyn-bled-2002-paper.pdf>
- Corporate Brand: <http://home.bi.no/fg196053/bronnchap5.pdf>
- Corporate communication: <http://www.slideshare.net/vinayaka57/corporatecommunications-14585921>

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 and produce advertisement copies.
- Design and execute marketing advertisements.
- Promote social and corporate Advertisements.

COURSE CONTENTS

UNITS	TOPICS	CONTENTS	L	T	P
1	Introduction to Advertising	<ul style="list-style-type: none"> • Concepts of Marketing • Advertising communication • Advertising Management • Objectives, Importance • Types • Organizational Structure • Functions of Ad Agencies • Barriers of Advertising 	13	03	
2	Models and Theories	<ul style="list-style-type: none"> • Hierarchy Effects Models of Communication in Advertising (AIDA/DAGMAR) • Persuasion Theory • Attribution Theory • Agenda-Setting Theory • Social Marketing 	10	03	06
3	Advertising and Marketing Strategies	<ul style="list-style-type: none"> • Market positioning - Strategies and tactics • Client Servicing • Branding – meaning, need and ways of Branding • USP And Selling Points • Copywriting • Ideation and Visualisation • Consumer Behaviour 	10	03	06

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

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

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
- Communication Theory: <http://communicationtheory.org>
- History and evolution of PR: 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	Internship/Dissertation/Production	Marks Distribution
1	Internship	40
2	Dissertation/Production	60
TOTAL MARKS		100

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

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

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

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

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 – I
10501: LANGUAGE FOR MEDIA
Total Credits: 02

COURSE OBJECTIVES

The course is designed to:

- Introduce students to an art and craft of professional writing.
- Improve students' writing, spoken and aural language skills.
- Impart training on how to write for multimedia.

LEARNING OUTCOMES

After completion of this course students will be able to:

- Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.
- Write news for different media.
- Differentiate between writing for print media, electronic and digital media.

COURSE CONTENTS

Units	Topic	Contents	L	T	P
1	Essentials of Good Writing	<ul style="list-style-type: none"> • Types of writing: Writing to Inform • Writing to Describe, Writing to Persuade • ABCD of Media Writing: Accuracy Brevity: Clarity: Discernment • An overview of Listening, Speaking Reading for Writing 	02		08
2	Vocabulary	<ul style="list-style-type: none"> • Active and passive vocabulary • Short & plain words • Use of appropriate words/terms • Ways of expanding one's active vocabulary • Levels of vocabulary usage: formal & informal, spoken & written. 	02		04
3	Spelling and Sentence	<ul style="list-style-type: none"> • Common errors, UK and US spellings • Definition, Subject & Predicate, • Functions of words used in a sentence • Verb in sentence • Unity, Lucidity • Connectors • Sentences: Active & Passive, Simple Complex, Compound • Statements (Positive/Negative) • Imperative, Interrogative, Exclamatory 	02		04

4	Paragraph & Punctuation	<ul style="list-style-type: none"> Organizing & developing a paragraph Topic sentence, Argument- Counter argument, Explanation & illustration Reiteration, Variation of length, Unity Purpose, Focus, Various devices - Deviation, Topicalization Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis. 	02		08
5	Critical Reading, Spoken language, Listening Skills & Translation	<ul style="list-style-type: none"> Kinds of reading : Skim, Scan, Intensive Extensive, and Reading for referencing) Analyzing the choice of vocabulary Sentence & Paragraph structure Stylistic features Pronunciation, intonation, inflection, stress Listening to various programmes and presentation Basics of translation 	02		08
6	Practicum	<ul style="list-style-type: none"> Write essays and features stories Business Letter or email/ Press Release Editorial/Analytical/Interpretative writing Letters-to-the-editor Translation Write ad copies 			16
TOTAL CONTACT HOURS					32

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

DISCUSSIONS

- Understanding how to write paragraphs and passages
- Analyzing and learning different styles of writing
- Understanding the fundamentals of translation studies

KEY READINGS

- Wood, F.T. (2014).A Remedial English Grammar for Foreign Students. Trinity Press
- Balasubramanian, T. (1981).A Textbook of English Phonetics for Indian Students. Macmillan Press.
- Lewis, Norman. (2011). Word Power Made Easy. Goyal
- Wren, Martin. (2016).High School English Grammar and Composition. S. Chand and company.

E-RESOURCES

- Learning English and grammar <http://www.english-online.org.uk/>
- Learning non verbal English <https://www.britishcouncil.in/english/learn-online>
- A website on improving English by oneself <http://www.english-daily.com/>

Semester: I
10502: BASICS OF COMPUTER
Total Credit: 02

COURSE OBJECTIVE

- Provide an overview of functional use of computer applications including MS Office, Internet and Social Media.

LEARNING OUTCOMES

After completion of the course students will be able to:

- Make professional use of different computer applications.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Introduction to Computer Application	<ul style="list-style-type: none"> • Definition, Generations and basic components of Computer • Concept of software and hardware • Input/output devices, • Memory and other peripherals Concept of data and information • Functions and features of Operating System 	02		04
2	Office Automation Tools	<ul style="list-style-type: none"> • MS-Word Processing • MS-Excel Interface, Tools and Menus • MS-PowerPoint 	02	02	08
3	Internet	<ul style="list-style-type: none"> • Evolution of Internet • Internet Protocols (FTP, HTTP, TCP/IP) • Computer Networks: LAN, WAN • Social Network Sites, Portals, Search Engines, • Online Data and Download 	02		04
4	Electronic Communication	<ul style="list-style-type: none"> • Working with E-mail, Video Conference, Lives Streaming, Internet Telephony, Chatting, Blogs, Usenet. • Document handling • Online Storage • Cyber Security 	02	02	08
5	Practical	<ul style="list-style-type: none"> • Familiarisation with online media • Websites, Newsfeeds, Social Media, Apps, Blogs, Emails, • Video Conferencing 			16
TOTAL CONTACT HOURS			32		

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

KEY READINGS

- Dolores, J. Wells. Computer Concepts BASICS. Course Technology Ptr
- Group, Isrd. (2011). Internet Technology and Web Design. McGraw Hill Education
- Sinha, P.K. (2004). Computer Fundamentals. BPB Publications
- Miller, Michael. (2013). Computer Basics Absolute Beginner's Guide, Windows. Pearson Education

Semester – II
20501: CREATIVE WRITING
Total Credit: 02

COURSE OBJECTIVES

The course is designed to:

- Introduce creative writing process and techniques
- Familiarize the students with different kinds of writing
- Understand different genres of writing

LEARNING OUTCOMES

After completion of this course students will be able to:

- Make use of techniques for creative writings.
- Effectively communicate creative idea in writing forms.
- Engage with different audiences through different writing styles

COURSE CONTENTS

Units	Topics	Contents	L	T	P
1	Basics of writing	<ul style="list-style-type: none"> • Basics of writing • Types of writing • Principles of writing • Elements of Writing: Form, Content • Audience, Style & Structure 	03		06
2	Creative Writing	<ul style="list-style-type: none"> • Meaning of creative writing • Creative process and abilities for writing • Challenges in Creative Writing 	03		06
3	Process of Writing	<ul style="list-style-type: none"> • Sketching the plot, characterization, conflict, climax, resolution • Action Description • Point of View • Dialogue • Setting atmosphere 			06
4	Practical Aspects	<ul style="list-style-type: none"> • Journalistic writings • Reviews: Book, Film and Gadget • Content Writing, • Blogging 	05	02	20
TOTAL CONTACT HOURS			32		

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

DISCUSSIONS

- Importance of creativity in writing.
- Approaches of creative writing

KEY READINGS

- Earnshaw, Steven. (2007). *The Handbook of Creative Writing*. Edinburgh University Press.
- Geraghty, Margret. (2006). *The Five Minute Writer*. Oxford: How to Books
- Harper, Graeme. (2010). *On Creative Writing*. Bristol: Multilingual Matters
- LaRocque, Paula. (2003). *The Book on Writing: The Ultimate Guide to Writing Well*. Marion Street Press Inc.
- Morley.(2012).*The Cambridge Companion to Creative Writing South Asian Edition*.Cambridge University Press
- O'Brien, Terry. (2011). *Modern Writing Skills*.Rupa
- Ramet, Adele. (2007). *Creative Writing – How to unlock your imagination, develop your writing skills – get published (7th Ed)*. Oxford: How to Books

E-RESOURCES

- Writers Treasure: <http://www.writerstreasure.com/creative-writing-101/>
- What is Creative Writing: <http://study.com/academy/lesson/what-is-creative-writing-definition-types-examples.html>
- Daily Writing Tips: <http://www.dailywritingtips.com/creative-writing-101/>
- Creative Writers Now: <http://www.creative-writing-now.com/>

Semester - II
20502: SCREENPLAY WRITING
Total Credit: 02

(Students of Electronic Media cannot choose this paper)

COURSE OBJECTIVES

This course is designed to:

- Introduce students to Screen Play.
- Familiarize Students to different Screenplay Writing Software.

LEARNING OUTCOMES

After completion of the course students should be able to:

- Write Screenplay for Cinema and Short Films.
- Describe Storytelling.

COURSE CONTENTS

Units	Topics	Contents	L	T	P
1	Basics of Screenwriting	<ul style="list-style-type: none"> • Art of Cinematic Storytelling • Dos and Don'ts of Screenplay • Understanding Filmic Time • Understanding Shot, Scene, Sequence • Difference Between Screenplay and Teleplay (AV Script/ Double Column Script) • Storyboarding 	04		
2	Elements of Screenwriting	<ul style="list-style-type: none"> • Action • Character • Setting • Theme • Structure 	04		
3	Model of Screenwriting	<ul style="list-style-type: none"> • Syd Field's Model 	04		
4	Screenplay writing Software	<ul style="list-style-type: none"> • Celtx • Final Draft 	01	01	16
5	Practicum	<ul style="list-style-type: none"> • Writing a Screenplay • Adapting a novel into a Screenplay • Rewriting Screenplay from a film to text 			20
TOTAL CONTACT HOURS			32		

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

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

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

UNITS	TOPIC	CONTENTS	L	T	P
1	Basics of Graphic Design	<ul style="list-style-type: none">• Understanding Graphics and Design• Text and images• Visual Impact	04		
2	Design For Print	<ul style="list-style-type: none">• Typography• News Print Layout• Magazine Layout• Publicity Design	04		
3	Design For Electronic and New Media	<ul style="list-style-type: none">• Graphics for Motion Images• Using Graphics for Online Marketing	04		20
4	Practicum	<ul style="list-style-type: none">• Newspaper & Magazine• Television Programming Graphics• Web Layout and Advertisements			20
TOTAL CONTACT HOURS			32		

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: 2nd 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	History of Assamese Journalism	<ul style="list-style-type: none"> • 19th Century • Pre-Independence Period • Post Independence Period 	05		
2	Recent Trend and Tendencies of Assamese Journalism	<ul style="list-style-type: none"> • Print Media • Television • Radio • New Media 	05		
3	Writing for Media in Assamese	<p>Print Media</p> <ul style="list-style-type: none"> • News/ News Features • Articles • Opinion • Interview <p>Electronic Media</p> <ul style="list-style-type: none"> • Television/Radio : • News • Documentary 	05	02	
4	Interview	<ul style="list-style-type: none"> • Print, Audio and Audio-Visual 			10
5	Practicum	<ul style="list-style-type: none"> • Based on Unit II, III & IV 			20
TOTAL CONTACT HOURS			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. Ganamadhyam 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 OBEJCTIVES

The course is designed to:

- Create a cadre of committed media professionals to work with communities
- Discuss potentials use of community media for social change and development.

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.

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

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
- 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/
- 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