



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

**Course**

**MA in Mass Communication (MAMC)**

**Semesters**

**I, II, III, IV**

**Revised in 2019**

**(As per New Dibrugarh University Regulations for the Post Graduate Programmes in the Choice Based Credit System 2018)**

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

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**-Syllabus Outline-**

**A. CORE COURSE – Compulsory in All Semesters**

<b>SEMESTERS</b>	<b>CODE</b>	<b>COURSE</b>	<b>CREDITS</b>
<b>FIRST SEMESTER</b>	<b>C 101</b>	<b>Fundamentals of Communication</b>	<b>04</b>
	<b>C 102</b>	<b>Introduction to Journalism</b>	<b>04</b>
	<b>C 103</b>	<b>Photography and Image Post Processing</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>12</b>
<b>SECOND SEMESTER</b>	<b>C 201</b>	<b>Media: Global and Indian Perspective</b>	<b>04</b>
	<b>C 202</b>	<b>Communication Theories and Practices</b>	<b>04</b>
	<b>C 203</b>	<b>Digital Media</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>12</b>
<b>THIRD SEMESTER</b>	<b>C 301</b>	<b>Media Laws and Ethics</b>	<b>04</b>
	<b>C 302</b>	<b>Film Studies</b>	<b>04</b>
	<b>C 303</b>	<b>Communication Research</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>12</b>
<b>FOURTH SEMESTER</b>	<b>C 401</b>	<b>Peace and Conflict Journalism</b>	<b>04</b>
	<b>C 402</b>	<b>Development Communication</b>	<b>04</b>
	<b>C 403</b>	<b>Currents Affairs and Media Issues</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>12</b>

## B. ELECTIVE COURSES

### I. DISCIPLINE SPECIFIC ELECTIVE (DSE)

(Students will choose one of the four elective areas: 1, 2, 3 & 4. After choosing a particular elective area students cannot change their elective course in second, third and four semesters.

#### 1. PRINT MEDIA

SEMESTER	CODE	COURSE	CREDITS
1 <sup>st</sup> Semester	D 101	Reporting and Editing	04
2 <sup>nd</sup> Semester	D 201	Layout and Graphic Design	04
3 <sup>rd</sup> Semester	D 301	Photo Journalism	04
4 <sup>th</sup> Semester	D 401	Internship/Dissertation	04
TOTAL CREDIT			16

#### 2. ELECTRONIC MEDIA

SEMESTER	CODE	COURSE	CREDITS
I	D 102	Radio and Television Production	04
II	D 202	Audio -Visual Production- I	04
III	D 302	Audio-Visual Production – II	04
IV	D 402	Internship/Audio-Visual Production	04
TOTAL CREDIT			16

### 3. NEW MEDIA

<b>SEMESTERS</b>	<b>CODE</b>	<b>COURSE</b>	<b>CREDITS</b>
<b>I</b>	<b>D 103</b>	<b>Introduction to New Media</b>	<b>04</b>
<b>II</b>	<b>D 203</b>	<b>Writing for New Media</b>	<b>04</b>
<b>III</b>	<b>D 303</b>	<b>Social Media Management</b>	<b>04</b>
<b>IV</b>	<b>D 403</b>	<b>Internship/Dissertation/Production</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>16</b>

### 4. PUBLIC AFFAIRS & ADVERTISING

<b>SEMESTERS</b>	<b>CODES</b>	<b>COURSE</b>	<b>CREDITS</b>
<b>I</b>	<b>D 104</b>	<b>Introduction to Public Affairs</b>	<b>04</b>
<b>II</b>	<b>D 204</b>	<b>Advertising and Production</b>	<b>04</b>
<b>III</b>	<b>D 304</b>	<b>Public Relations and &amp; Corporate Communication</b>	<b>04</b>
<b>IV</b>	<b>D 404</b>	<b>Internship/Dissertation/Production</b>	<b>04</b>
<b>TOTAL CREDIT</b>			<b>16</b>

## II. GENERIC ELECTIVE (GE)

These courses are interdepartmental/inter-disciplinary. The students from other disciplines may opt these courses according to the rule. Maximum 20 students can be accommodated in these courses on first come first chance basis.

SEMESTERS	CODES	COURSE	CREDITS
II	G 201	Writing for New Media	04
	G 202	Advertising and Production	04
III	G 301	Photo Journalism	04
	G 302	Radio and Television	04
		TOTAL CREDIT	08

## C. ABILITY ENHANCEMENT COURSES (AEC)

(Students can choose any one paper per specified semester as mentioned below)

SEMESTERS	CODES	COURSE	CREDITS
I	A 101	Language for Media	02
	A 102	Graphic Design	02
	A 103	Assamese Journalism	02
III	A 301	News Reading And Anchoring	02
	A 302	Creative Writing	02
	A 303	Screenplay Writing*	02
		TOTAL CREDIT	04

### Notes:

- \*Students of Electronic Media cannot opt for paper “Screenplay Writing”

## **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 a punishable offence.
- 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 any student refers 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  
**C 101: 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	<b>Basics of Communication</b>	<input type="checkbox"/> Meaning, Definition, Function of Communication <input type="checkbox"/> Process, Elements & Types <input type="checkbox"/> Overview of traditional media	07	03	06
2	<b>Print Media</b>	<input type="checkbox"/> Basics of Print Publication (Newspaper, Magazine, Books etc.) <input type="checkbox"/> News Agencies <input type="checkbox"/> Characteristics and trends <input type="checkbox"/> Typography, use of graphics and Layout	07	03	06
3	<b>Electronic and New Media</b>	<input type="checkbox"/> Development of Radio & Television <input type="checkbox"/> Meaning and Process of Visual Communication <input type="checkbox"/> Concepts, definition, characteristics <input type="checkbox"/> Scope and emerging trends	06	04	08
4	<b>Advertising &amp; Public Affairs</b>	<input type="checkbox"/> Concepts, Functions, tools and types of Advertising and Public Affairs <input type="checkbox"/> Advertising & PR Management	06	04	08
5	<b>Media Management</b>	<input type="checkbox"/> Management Principles, Media Economics, Organizational Structure, <input type="checkbox"/> Media Entrepreneurship, Ownership	06	04	06
		Total	32	16	32
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		



**Note:** In Sem: 40 Marks (20 Marks: Mid Sem Exams & 20 Marks: Assignments/Practicum). End 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* (5<sup>th</sup> 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  
**C 102: 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
<b>1</b>	<b>Concepts of News</b>	<input type="checkbox"/> Definition of news <input type="checkbox"/> Elements <input type="checkbox"/> Characteristics <input type="checkbox"/> Types <input type="checkbox"/> Sources	<b>08</b>	<b>04</b>	<b>06</b>
<b>2</b>	<b>Structure of Media Organizations</b>	<input type="checkbox"/> Editorial <input type="checkbox"/> Advertising <input type="checkbox"/> Readership /TRP <input type="checkbox"/> Circulation/Reach & Access <input type="checkbox"/> Marketing <input type="checkbox"/> Accounting and Finance	<b>06</b>	<b>03</b>	<b>04</b>
<b>3</b>	<b>Structure of Editorial Department</b>	<input type="checkbox"/> Chief Editor, News Editor, Bureau Chief, Sub-editor, etc. <input type="checkbox"/> Staff Reporter, Correspondent, Foreign correspondent <input type="checkbox"/> Columnist, Mofussil Reporter, Freelancer/Stringer, etc. <input type="checkbox"/> News Anchor/Presenter, Photo Journalists	<b>08</b>	<b>04</b>	<b>04</b>
<b>4</b>	<b>Skills &amp; Responsibilities</b>	<input type="checkbox"/> Qualities and skills of media persons <input type="checkbox"/> Rights and responsibilities	<b>06</b>	<b>06</b>	<b>04</b>
<b>5</b>	<b>Practicum</b>	<input type="checkbox"/> Case study of media organizations (International, National, Regional & Community Media)	<b>06</b>	<b>04</b>	<b>04</b>

		<input type="checkbox"/> News Reporting			
		Total	32	21	22
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**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 (3<sup>rd</sup> 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 (2<sup>nd</sup> 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](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

**C 103: PHOTOGRAPHY AND IMAGE POST 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	<input type="checkbox"/> Art and science in photography <input type="checkbox"/> Photography using film process and digital process <input type="checkbox"/> Understanding Light <input type="checkbox"/> Properties of Light	08	03	04
2	Understanding Camera	<input type="checkbox"/> Camera formats and types <input type="checkbox"/> Understanding exposure <input type="checkbox"/> Understanding ISO, White balance & Depth of Field <input type="checkbox"/> Camera Metering (Incident & Reflective) <input type="checkbox"/> Types of Lenses and their uses <input type="checkbox"/> Camera support system	08	03	04
3	Composition	<input type="checkbox"/> Various rules of composition <input type="checkbox"/> Genres of Photography <input type="checkbox"/> Shot sizes, space and angles <input type="checkbox"/> Motion Blur	08	03	02
4	Lighting	<input type="checkbox"/> Lighting Principles <input type="checkbox"/> Types of Studio Light <input type="checkbox"/> In built & External Flash <input type="checkbox"/> Inverse Square Law <input type="checkbox"/> Various types of lighting	08	03	04
5	Basic Digital Image Post Processing	<input type="checkbox"/> File formats <input type="checkbox"/> Interpolation & Anti –aliasing <input type="checkbox"/> Editing techniques <input type="checkbox"/> Publishing for the Internet and considerations for high-end printing.	08	03	04
		Total	40	15	18
		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 (9<sup>th</sup> 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  
**C 201: 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	<b>Global Media History</b>	<input type="checkbox"/> Communication Revolution <input type="checkbox"/> Media globalization <input type="checkbox"/> Consolidation, Contraflow and Hegemony <input type="checkbox"/> Case studies	06	02	04
2	<b>Press in India</b>	<input type="checkbox"/> Pre-independence period <input type="checkbox"/> Post independence period	06	02	04
		<input type="checkbox"/> English and language press <input type="checkbox"/> Press Commissions & Regulations	06	02	04
3	<b>Electronic Media in India</b>	<input type="checkbox"/> Growth of radio & television <input type="checkbox"/> Early experiments: SITE, KHEDA <input type="checkbox"/> Growth of private television channels	06	02	02
		<input type="checkbox"/> Community radio <input type="checkbox"/> Ownership, growth and trends.	03	02	02
4	<b>News Agencies &amp; Online Media</b>	<input type="checkbox"/> PTI, UNI, AP, Reuters, Xinhua, AFP, TASS, Bhasha, PIB etc. <input type="checkbox"/> Growth of Online Media, types	06	02	02
5	<b>Media in Northeast</b>	<input type="checkbox"/> Mass Media in Northeast India <input type="checkbox"/> Case Studies	06	02	04
		Total	39	14	22
<b>CONTACT HOURS</b>			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
- Jeffrey, 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  
**C 202: 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	<input type="checkbox"/> Four theories of Press <input type="checkbox"/> Democratic Participation Theory	04	02	04
		<input type="checkbox"/> Aristotle's definition of Rhetoric <input type="checkbox"/> Berlo's SMCR Model <input type="checkbox"/> Shannon-Weaver's Mathematical Model <input type="checkbox"/> Westely and MacLean's Conceptual Model <input type="checkbox"/> Newcomb's Model of Communication <input type="checkbox"/> George Gebner's Model	04	02	04
		<input type="checkbox"/> Shramm's Interactive Model <input type="checkbox"/> Hellical Dance Model <input type="checkbox"/> Dance's Helical's M <input type="checkbox"/> Harold D. Laswell <input type="checkbox"/> De Fleur Model	04	02	04
2	Media Effects Theory	<input type="checkbox"/> Hypodermic Needle, <input type="checkbox"/> Two Steps/Multi Steps Flow Theory <input type="checkbox"/> Gate Keeping	03	02	04
3	Psychological & Sociological Theory	<input type="checkbox"/> Cognitive Dissonance, Selective Perception <input type="checkbox"/> Cultivation Theory, Needs and Gratification Theory	03	02	02
		<input type="checkbox"/> Agenda Setting Theory <input type="checkbox"/> Media Dependency Theory	03	02	02
4	Powerful Effects of Media	<input type="checkbox"/> Dominant Paradigm, Diffusion of Innovation, Spiral of Silence <input type="checkbox"/> Marshall McLuhan's Medium Theory	04	02	02



		<input type="checkbox"/> Visual Communication Theories: Gestalt Theory, Semiotics, Constructivism, Ecological Theory, Cognitive Theory, Huxley-Lester Model	<b>04</b>	<b>02</b>	<b>02</b>
<b>5</b>	<b>Cultural and Critical Theories</b>	<input type="checkbox"/> Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, Stuart Hall and Fiske) <input type="checkbox"/> Marxist Media Theory (Creative Labour) <input type="checkbox"/> Manufacturing Consent/Propaganda Model (Chomsky)	<b>04</b>	<b>02</b>	<b>02</b>
		Total	33	18	26
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**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 (6<sup>th</sup> 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  
**C 203: DIGITAL MEDIA**  
**Total Credit: 04**

**COURSE OBJECTIVES**

This course is designed to:

- Introduce various aspects of digital media.
- Highlight the emerging concepts and challenges of digital social media.
- Introduce students about significance and usage of social media.

**LEARNING OUTCOMES**

- After completion of this course, the students will be able to:
- Derive the concepts of digital and social media.
- Utilise digital social media tools for different developmental and promotional activities
- Comprehend the functionalities and challenges of social media

**COURSE CONTENTS**

UNITS	TOPICS	CONTENTS	L	T	P
<b>I</b>	<b>Introduction to Digital Media</b>	Definition and evolution Information Technology, Information Revolution, Information Communication Technology (ICT), Characteristics of Digital Media Concept of digital divide	<b>4</b>	<b>2</b>	<b>8</b>
<b>II</b>	<b>Digital Media and Its Applications</b>	Technologies, Tools and platforms, Collaborative projects and open authoring, Blogs and micro blogs, Content communities, Social networking, virtual game world, Virtual social world, instant messaging	<b>6</b>	<b>2</b>	<b>8</b>
<b>III</b>	<b>Uses and Strategies</b>	Digital Media Consumption Habit, E-Commerce, E-Governance, Cyberspace, Cyber Crime, Gaming Industry, Online Gambling, Online community Revenues/monetization Social and cultural Implications, Social Media Participation. Youth and social media, Psychology	<b>6</b>	<b>4</b>	<b>12</b>

		and New Media, New media rights and limitations, Social and virtual identity, Social stereotyping			
<b>IV</b>	<b>Skills for Digital Media</b>	Soft skill, Content generation, copyright, plagiarism, OER(Open Educational Resource), Concept of open media resource Understand the ethical and privacy perspectives of social media Developing contents for Website, blog contents, photo blogs, contents for social networking pages, increasing followers, Studying Social media sites, identifying news sense in social media	<b>6</b>	<b>4</b>	<b>4</b>
<b>V</b>	<b>Technical Skills for Social Media</b>	Preparing a Blog and micro blogs, creating and operating mail id, Professionalising personal profile, Creating websites, Creating Collaborative projects and open authoring, developing content communities, social networking, virtual game world, virtual social world, instant bulk messaging, using multimedia tools for promotion, MOOCS and online courses, online interactive sessions	<b>6</b>	<b>4</b>	<b>8</b>

### **SUGGESTED READINGS**

- Bagdikian, H. Ben. (2004). The New Media Monopoly. Boston: Beacon Press
- Brock, George. (2013). Out of Print – News in the digital age. New Delhi: KoganPage
- Hendricks, A. John. (2010). The Twenty-First-Century Media Industry. New York: Lexington Books
- Ludes, Peter. (2008). Convergence and Fragmentation: Media Technology and the Information Society. Chicago: Intellect Britol
- Ryan, Johnny. (2010). A History of the Internet and the Digital Future. London: LeaktionBooks: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.



Semester: III  
**C 301: 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	<b>Global Perspective</b>	<input type="checkbox"/> UNDHR <input type="checkbox"/> UN Convention on Rights of Journalists <input type="checkbox"/> Intellectual Property Rights	08	02	02
2	<b>Indian context</b>	<input type="checkbox"/> Freedom of Speech and Expression and its Limitations <input type="checkbox"/> Parliamentary Privileges <input type="checkbox"/> Parliamentary Proceedings (Protection of Publication) Act 1956 <input type="checkbox"/> Press Council Act 1978 <input type="checkbox"/> RNI	08	04	04
3	<b>Acts</b>	<input type="checkbox"/> Press and Registration of Books Act 1867 <input type="checkbox"/> Contempt of Court <input type="checkbox"/> Cinematograph Act 1953 <input type="checkbox"/> Cable TV Network Act,1995 <input type="checkbox"/> Working Journalists Act, 1955 <input type="checkbox"/> PrasarBharati Act 1990 <input type="checkbox"/> Information Technology Act 2000 <input type="checkbox"/> Right to Information Act, 2005	08	04	04
4	<b>Laws related to women and children</b>	<input type="checkbox"/> UN Convention on the Rights of Children <input type="checkbox"/> Indecent Representation of Women (Prohibition) Act, 1986 & 1987 <input type="checkbox"/> Legal Provisions for media coverage in JJ Act. 2000	06	02	04
5	<b>Regulating Agencies &amp; Code</b>	<input type="checkbox"/> Telecom Regulatory Authority of India <input type="checkbox"/> Broadcasting Regulatory Authority of India	05	02	02

	<b>of Ethics</b>	<input type="checkbox"/> Journalists' Code of Conduct <input type="checkbox"/> Code of ethics for Print, Broadcast and Advertising <input type="checkbox"/> Press Ombudsman			
6	<b>Practicum</b>	<input type="checkbox"/> Debate on Legal issues related to media <input type="checkbox"/> Seminar Presentation	01	02	08
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**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
- ParanjyGuhaThakurta. (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](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  
**C 302: 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	<input type="checkbox"/> Development of film technique and grammar <input type="checkbox"/> Genres of Cinema <input type="checkbox"/> Growth of Non- Fictional Films <input type="checkbox"/> LumiereBrotshers - Georges Melies – D.W. Griffith- Edwin Stanton Porter <input type="checkbox"/> Influence of Eisenstien and Pudovkin, <input type="checkbox"/> Hollywood Studio System <input type="checkbox"/> World Cinema	10	02	04
2	Indian Cinema	<input type="checkbox"/> Different stages of Indian Cinema and its pluralistic features <input type="checkbox"/> Development of Indian Film Industry <input type="checkbox"/> Cinema of Satyajit Ray, AdoorGopalkrishnan, Dr. BhabendraNathSaikia, JahnuBarua, Mani Ratnam <input type="checkbox"/> Parallel Cinema/Art Cinema/ New Wave <input type="checkbox"/> Cinemas of Northeast India <input type="checkbox"/> Film Institutions of India: FFC, IFFI and FTII, NFDC, NFAI, FFI, Children Film Society, FFAI <input type="checkbox"/> Censorship and CBFC	10	02	04
3	Film Movements	<input type="checkbox"/> Impressionism <input type="checkbox"/> Expressionism <input type="checkbox"/> Neo-realism <input type="checkbox"/> New Wave <input type="checkbox"/> Cinema Novo/Third Cinema <input type="checkbox"/> Avant-Garde	08	02	04

		<input type="checkbox"/> Surrealism <input type="checkbox"/> Existentialism			
<b>4</b>	<b>Approaches to study cinema</b>	<input type="checkbox"/> Auteur theory <input type="checkbox"/> Psychoanalytical film theory <input type="checkbox"/> Structuralist film approach <input type="checkbox"/> Marxist film theory <input type="checkbox"/> Post Modern approach	08	02	04
<b>5</b>	<b>Film Appreciation and Criticism</b>	<input type="checkbox"/> Semiotics <input type="checkbox"/> Aesthetics of films <input type="checkbox"/> Mis-en-scene analysis <input type="checkbox"/> Film review	08	02	04
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**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](http://www.peterlang.com/catpdf/Peter-Lang_Film-Studies_2013.pdf)



Semester: III  
**C 303: 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**

<b>Units</b>	<b>Topic</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>Basics Concepts, Design &amp; Methods</b>	<input type="checkbox"/> Meanings, Types and Areas of research <input type="checkbox"/> Research Problem, Research Questions and Hypotheses <input type="checkbox"/> Theoretical Framework, Literature Review <input type="checkbox"/> Research Methods and Methodology	08	02	04
<b>2</b>	<b>Quantitative &amp; Qualitative Research</b>	<input type="checkbox"/> Quantitative Methods: Sampling, Survey Research Methods, Structured/Semi-Structured Questionnaire, Case Study, Content Analysis <input type="checkbox"/> Qualitative Methods: Observation, Ethnography, Interviews, FGD, Schedules, Textual Analysis, Discourse Analysis	08	02	04
<b>3</b>	<b>Research Design</b>	<input type="checkbox"/> Research Design: Objectives, Study Area, Variables, Sampling <input type="checkbox"/> Data Analysis: Quantitative and qualitative analysis <input type="checkbox"/> Statistical and Non-statistical methods <input type="checkbox"/> Data Coding, Tabulation and Analysis	08	02	04
<b>4</b>	<b>Communication Research</b>	<input type="checkbox"/> Meaning, Concept, Types and Evolution	06	02	04

		<input type="checkbox"/> Importance of communication research <input type="checkbox"/> Methods of Communication research			
<b>5</b>	<b>Effects Research &amp; Audience Studies</b>	<input type="checkbox"/> Content/Textual Analysis, Audience Reception Studies, Ratings, Opinion Poll, Pre-Poll/Exit Poll <input type="checkbox"/> TAM, MAP, RAM, IRS, Market research <input type="checkbox"/> Online Tools and Analytics	06	02	02
<b>6</b>	<b>Practicum</b>	<input type="checkbox"/> Research Proposal Writing <input type="checkbox"/> Report Writing <input type="checkbox"/> Style of Citation <input type="checkbox"/> Analysis of Media Content	05	02	04
<b>TOAL CONTACT HOURS</b>			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 (9<sup>th</sup> Ed). Wadsworth
- Devesh Kishore. Communication Research. MCNJC
- Baxter, A. Leslie & Babbic, Earl. (2004). The Basics of Communication Research: Toronto: Thomson Learning
- Berger, A. Arthur. (2005). Media Analysis Techniques. California: Sage
- Berger, A. Arthur. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage
- Crewell, W. John. (1997). Qualitative Inquiry and Research Design: Choosing among Five Traditions. Sage
- Hansen, Anders & Machin, David. (2012). Media and Communication Research Methods: An Introduction. Palgrave
- Jackson, S.L. (2011). Research Methods: A Modular Approach. Cengage Learning
- Jensen, Claus & Jensen, B. Klaus. (2011). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies. Routledge
- Kothari, C.R. (2013). Research Methods: Methods and Techniques. New Delhi: New Age
- Murthy, DVR. (2008). Media Research: Themes and Applications. New Delhi: Sage
- Mython, Graham. (2015). Media Audience Research: A Guide for Professionals. Sage
- Walliman, Nicholas. (2011). Research Methods: The Basics. London: Routledge

### E-Resources:

- Audit Bureau of Circulation: <http://www.auditbureau.org/>
- TAM Media Research: <http://www.tamindia.com/>
- Cyber Media Research: <http://cmrindia.com/cybermedia-research/>
- Audience Map: <http://www.audiencemap.com>
- MRUC: <http://www.mruc.net/?q=irs-methodology>
- Media Watch- Journal of Communication: <http://www.mediawatchglobal.com/>
- Global Media Journal: <http://www.globalmediajournal.com/>
- Shodganga- 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  
**C 401: PEACE AND CONFLICT JOURNALISM**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

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

**LEARNING OUTCOMES**

After completion of the course students will be able to:

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

**COURSE CONTENTS**

<b>Units</b>	<b>Topic</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>Understanding International Conflict</b>	<input type="checkbox"/> Meaning, Typology and Stages <input type="checkbox"/> Issues and Stakeholders of Conflict <input type="checkbox"/> Human Face of Conflict <input type="checkbox"/> International Humanitarian Law	08	02	04
<b>2</b>	<b>Conflict Theories And Management</b>	<input type="checkbox"/> Concepts related to Conflict: Frustration-Aggression, Social Identity, Enemy System, Human Needs, Protracted Conflict <input type="checkbox"/> Marxist Perspective of Conflict <input type="checkbox"/> Insurgency and Terrorism <input type="checkbox"/> Understanding Peace <input type="checkbox"/> Conflict Resolution <input type="checkbox"/> Gandhian Philosophy of Peace and Satyagraha	08	04	04
<b>3</b>	<b>Conflict and Media</b>	<input type="checkbox"/> Concepts of Peace Journalism <input type="checkbox"/> Johan Galtung's perspective of war & peace journalism <input type="checkbox"/> Problems of Conflict reporting <input type="checkbox"/> Ethics of peace and conflict reporting <input type="checkbox"/> UN Plan of Action for safety of Journalists	08	04	04
<b>4</b>	<b>Ethnicity, Conflict and Peace in Northeast</b>	<input type="checkbox"/> Ethnic, Cultural and Social Groups <input type="checkbox"/> Identity Crisis and Migration <input type="checkbox"/> Secessionist Movement and Media	06	04	04

		<input type="checkbox"/> Media Activism			
<b>5</b>	<b>Practicum</b>	<input type="checkbox"/> Case Studies <input type="checkbox"/> Reporting Conflicts <input type="checkbox"/> Media Project for Conflict Resolution	05	02	10
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

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

## 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, Ozsel (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. Wisbaden: Verlag, Germany.

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

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

Semester: IV  
**C 402: 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
<b>1</b>	<b>Introduction to Development</b>	<input type="checkbox"/> Meaning, definition and process <input type="checkbox"/> Growth and Development <input type="checkbox"/> Characteristics of developing and underdeveloped countries <input type="checkbox"/> Regional Development	06	02	04
<b>2</b>	<b>Theories &amp; Models of Development</b>	<input type="checkbox"/> Basic Needs Model (Bariloche Foundation) <input type="checkbox"/> Theories and Paradigms of Development – unilinear, non-unilinear, Dominant, Alternative and New paradigms of Development <input type="checkbox"/> Dependency Model <input type="checkbox"/> Marxist concept of stages of society <input type="checkbox"/> Social Responsibility Theory	06	02	04
<b>3</b>	<b>Approaches to Development</b>	<input type="checkbox"/> Top Down (Trickle Down) Approach, Growth Pole Approach, Bottom Up (Grass Roots) Development <input type="checkbox"/> Fair Trade, Export Led Growth, Import Substitution, Neo-Liberalism <input type="checkbox"/> New Millennium Development Goals	06	04	04

<b>4</b>	<b>Development Communication</b>	<input type="checkbox"/> Meaning, concepts, definition <input type="checkbox"/> Role of mass communication in Development <input type="checkbox"/> Origin of the subject – II world war and postcolonial condition <input type="checkbox"/> Participation communication in community Development	05	02	04
<b>5</b>	<b>Theories of Development Communication</b>	<input type="checkbox"/> Diffusion of innovations <input type="checkbox"/> Media and modernization approach <input type="checkbox"/> Magic Multiplier <input type="checkbox"/> DSC – Localized approach <input type="checkbox"/> Digital Democracy	07	02	06
<b>6</b>	<b>PRACTICUM</b>	<input type="checkbox"/> Reporting Development Stories <input type="checkbox"/> Designing Strategic Development communication, etc. <input type="checkbox"/> Review of Development News Items.	04	02	10
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**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](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: IV  
**C 403: 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	<b>Indian Polity, Economy &amp; Society</b>	<input type="checkbox"/> Constitution of India <input type="checkbox"/> Fundamental Rights and Duties <input type="checkbox"/> Directive Principles of State Policies <input type="checkbox"/> Polity, Society and Economy <input type="checkbox"/> Development policies <input type="checkbox"/> Judiciary <input type="checkbox"/> Corruption	08	06	
2	<b>International Issues</b>	<input type="checkbox"/> Contemporary Political Issues <input type="checkbox"/> Human Rights, Displacement, Migration <input type="checkbox"/> Terrorism and Cross border disputes <input type="checkbox"/> Nuclear Disarmament	10	04	
3	<b>Issues of Northeast India</b>	<input type="checkbox"/> Northeast Politics <input type="checkbox"/> Business and Economy <input type="checkbox"/> Environment Issues <input type="checkbox"/> Accords and Policies <input type="checkbox"/> Migration <input type="checkbox"/> Insurgency <input type="checkbox"/> Social Issues	10	06	
4	<b>Practicum</b>	<input type="checkbox"/> Writing for Media <input type="checkbox"/> Radio Programmes <input type="checkbox"/> TV Programmes			40
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

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

### **KEY DISCUSSIONS**

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

### **KEY READINGS**

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

### **E-RESOURCES**

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

Semester: I  
**D 101: 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**

<b>Units</b>	<b>Topics</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>News Gathering Process</b>	<input type="checkbox"/> Basics of Reporting <input type="checkbox"/> Reporting Techniques <input type="checkbox"/> Sources of news <input type="checkbox"/> Hard & Soft News	<b>06</b>	<b>02</b>	<b>12</b>
<b>2</b>	<b>News and Features</b>	<input type="checkbox"/> News format Vs Features format <input type="checkbox"/> Lead writing, types of lead <input type="checkbox"/> Editorial, Feature, Column, Middle <input type="checkbox"/> Interviews, Reviews & Special Articles <input type="checkbox"/> Letters to the Editor	<b>06</b>	<b>02</b>	<b>08</b>
<b>3</b>	<b>News Editing</b>	<input type="checkbox"/> Meaning, purposes <input type="checkbox"/> Tools and techniques <input type="checkbox"/> Style sheet/house style <input type="checkbox"/> Copy tasting, proof reading <input type="checkbox"/> Headline writing	<b>04</b>	<b>02</b>	<b>08</b>
<b>4</b>	<b>Specialized Reporting</b>	<input type="checkbox"/> Travel, tourism and culture <input type="checkbox"/> Science & technology <input type="checkbox"/> Court and crime <input type="checkbox"/> Environmental <input type="checkbox"/> Investigative <input type="checkbox"/> Business <input type="checkbox"/> Political <input type="checkbox"/> Sports	<b>04</b>	<b>02</b>	<b>12</b>
<b>5</b>	<b>PRACTICUM</b>	<input type="checkbox"/> Reporting for Newspapers, Magazine and Online media	<b>04</b>	<b>04</b>	<b>16</b>

		<input type="checkbox"/> Press conference, briefings, press handouts <input type="checkbox"/> Write Articles, features, editorials, interviews, columns <input type="checkbox"/> News Editing <input type="checkbox"/> Publication in Media			
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**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 (4<sup>th</sup> 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 & Lamble, Stephen. (2008). Online Newsgathering – Research and Reporting for Journalism. Amsterdam: Focal Press
- Rich, Carole. (2010). Writing and Reporting – A Coaching Method (6<sup>th</sup> Ed). Boston: Wadsworth
- Rickestson, 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 (3<sup>rd</sup> 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](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  
**D 201: 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	<b>Introduction to Design &amp; Graphic</b>	<input type="checkbox"/> Understanding the language of type and typography <input type="checkbox"/> Interplay of text and images – books, newspapers, magazines, advertisements, etc. <input type="checkbox"/> Fonts & Type face <input type="checkbox"/> Classification of different types with their names and character, mode, weight, orientation, position & sizes.	06	04	08
2	<b>Graphic Communication Techniques</b>	<input type="checkbox"/> Elements of Design- Line, Shape, Forms, Space, Colors <input type="checkbox"/> Unity, Harmony, Balance, Rhythm, Perspective, Emphasis, <input type="checkbox"/> Orientation, Radiation, Repetition and Proportion	08	04	08
3	<b>Layout and Design in Print Publications</b>	<input type="checkbox"/> Layout for newspapers: Standard format, Columns – pica, points <input type="checkbox"/> Kinds of layouts- Modular, Horizontal, Vertical, Static, Dynamic, etc <input type="checkbox"/> Special features of front page, sports page and supplements. <input type="checkbox"/> Magazine layout: use of text, font, photos, graphic tools. <input type="checkbox"/> Use of industry accepted software for layout and design.	04	02	08

4	<b>Printing Technology</b>	<input type="checkbox"/> Overview of printing history <input type="checkbox"/> Different types of printing & publishing technology <input type="checkbox"/> Different kinds of papers <input type="checkbox"/> Printing color schemes and modes	04	02	06
5	<b>PRACTICUM</b>	<input type="checkbox"/> Newspaper & Magazine <input type="checkbox"/> Logo, Watermark, Poster <input type="checkbox"/> Brochure, book cover, CD Cover.	03	02	20
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**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, SherinAaris. (2013). The Graphic Design: Reference & Specification Book Sixth edition 1998. US: Rockport Publishers
- Ellen, Phillips & Jennifer, C. P. (2015). Graphic Design: The New Basics: 2<sup>nd</sup> Edition. UK: Princeton Architectural Press
- David, Dabner, Sanra, Stewart & Eric, Zempol. (2014). Graphic Design School. Thames & Hudson
- Sharma, M.C. (2009). Corel Draw Graphics Suite X4 :BPB

Semester: III  
**D 301: PHOTO JOURNALISM**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

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

**LEARNING OUTCOMES**

After completion of the course students will be able to:

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

**COURSE CONTENTS**

Units	Topic	Contents	L	T	P
1	<b>Photography in Historical Perspective</b>	<input type="checkbox"/> Basics of Photo Journalism <input type="checkbox"/> Photo Journalism in Indian and Global perspective <input type="checkbox"/> Photo Agencies <input type="checkbox"/> Embedded Photo Journalism	06	02	04
2	<b>Technical Know-How</b>	<input type="checkbox"/> Tools & Techniques <input type="checkbox"/> Technological impact on photo journalism	06	02	04
3	<b>Forms of Photojournalism</b>	<input type="checkbox"/> Single photo and Multiple photos <input type="checkbox"/> Photo features <input type="checkbox"/> Photo sequence <input type="checkbox"/> Photo Series <input type="checkbox"/> Photo stories <input type="checkbox"/> Multimedia photo presentation	06	02	12
4	<b>Photo Editing</b>	<input type="checkbox"/> Selection of photograph <input type="checkbox"/> Cropping & Editing <input type="checkbox"/> Caption Writing	06	02	12
5	<b>Event Photography</b>	<input type="checkbox"/> Sports Photography <input type="checkbox"/> Indoor and Outdoor Events Photography <input type="checkbox"/> Tools, Techniques, Rules and Regulations	06	02	08
6	<b>Role and responsibilities of</b>	<input type="checkbox"/> Qualities of a good photojournalist <input type="checkbox"/> Challenges faced by	04		



	<b>photo journalists</b>	photojournalists <input type="checkbox"/> Ethical Issues in photojournalism <input type="checkbox"/> NPPA Code of Ethics			
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

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

### DISCUSSIONS

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

### KEY READINGS

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

### E-RESOURCES

- National Press Photographer Association: <http://www.nppa.org>
- College Photographer of the Year: <http://www.cpo.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  
**D 401: INTERNSHIP AND DISSERTION**  
**Total Credit: 04**

**Marks Distribution**

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

**Internship Guidelines**

- Internship will be considered as alternative to Internal Evaluation.
- Internship must be availed during the semester break only and must complete before the beginning of the fourth semester classes.
- Minimum 21 days Internship must be availed during the semester break after 3rd Semester.
- A report and a copy of Internship Certificate must be submitted to the department.

**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
<b>TOTAL MARKS</b>		<b>60</b>

## KEY READINGS

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

Semester: I  
**D 102: 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**

<b>Units</b>	<b>Topics</b>	<b>Contents</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>Introduction to Broadcasting</b>	<input type="checkbox"/> History ,origin, evolution and growth of Radio/TV Broadcasting <input type="checkbox"/> Principles and practices of Broadcasting <input type="checkbox"/> Broadcasting as an Industry <input type="checkbox"/> Characteristics of Radio and TV Broadcasting <input type="checkbox"/> Broadcasting policies and regulatory authorities <input type="checkbox"/> Types of Broadcasting: Public Service, Commercial and Community	<b>10</b>	<b>04</b>	
<b>2</b>	<b>Radio production &amp; Broadcasting</b>	<input type="checkbox"/> Organizational structure <input type="checkbox"/> AM and FM broadcasting <input type="checkbox"/> Phases of Radio Production <input type="checkbox"/> Radio programme formats <input type="checkbox"/> Internet Radio <input type="checkbox"/> Podcast	<b>08</b>	<b>04</b>	
<b>3</b>	<b>Tools for Radio Production</b>	<input type="checkbox"/> Physics of Sound <input type="checkbox"/> Microphones <input type="checkbox"/> Speakers <input type="checkbox"/> Recorders <input type="checkbox"/> Cables and Connectors <input type="checkbox"/> Mixers and Consoles <input type="checkbox"/> Software	<b>08</b>		

<b>4</b>	<b>Television production</b>	<input type="checkbox"/> Organizational structure <input type="checkbox"/> Phases of Production <input type="checkbox"/> Departments of Production <input type="checkbox"/> Different formats of television programmes <input type="checkbox"/> Idea Development, Research, Recce, Synopsis & Treatment for Production <input type="checkbox"/> Anchoring and Interview Techniques <input type="checkbox"/> Voice over/Bytes	<b>08</b>	<b>02</b>	
<b>5</b>	<b>Practicum</b>	<input type="checkbox"/> Single Camera/ Multi-Camera <input type="checkbox"/> ENG/EFP/Outdoor Broadcast <input type="checkbox"/> News Production			<b>40</b>
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**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
- Zettl, 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](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](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  
**D 202: 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	<b>Introduction to Script Writing</b>	<input type="checkbox"/> Radio Script <input type="checkbox"/> TV News Script <input type="checkbox"/> Documentary Scrip	06	02	08
2	<b>Introducing Camera for Electronic Media</b>	<input type="checkbox"/> Principles of video recording & Cinematic Continuity <input type="checkbox"/> Types of Video cameras-their various formats, <input type="checkbox"/> Camera Shots, Angles and Movements. <input type="checkbox"/> Use of Tripod, Trolley, Segway, Crane, Jimmy jib, Drone <input type="checkbox"/> Aspect Ratio <input type="checkbox"/> Broadcast standards-- NTSC, PAL, SECAM and HDTV, Telecine	05	02	06
3	<b>Lights and Lighting Principles</b>	<input type="checkbox"/> Lighting Principles: 3 Point Lighting, Butterfly Lighting, Rembrandt Lighting <input type="checkbox"/> Understanding lights: Multi 10, Multi 20, Baby, Spot Light, HMI, Sun gun, Cool Lights.	04	02	08
4	<b>Digital Editing</b>	<input type="checkbox"/> Digital Audio recording <input type="checkbox"/> On-line recording, monitoring, noise reduction, volume and dynamics <input type="checkbox"/> Filter and equalization. line sources <input type="checkbox"/> Methods of handling media players and their applications	02	02	16

		<input type="checkbox"/> Linear and non-linear editing <input type="checkbox"/> Editing software (Open Source and Proprietary), <input type="checkbox"/> Basic editing technology, criteria for editing			
5	<b>Practicum</b>	<input type="checkbox"/> AV - ENG, News Reading, PSA, 1 minute short film <input type="checkbox"/> Sound - Testimonial, Jingle			40
<b>TOTAL CONTACT HOURS</b>					<b>64</b>

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

### 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

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

### E-RESOURCES

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



Semester: III  
**D 302: 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
<b>1</b>	<b>Proposal Development</b>	<input type="checkbox"/> Research <input type="checkbox"/> Planning for Proposal Development <input type="checkbox"/> Budget and crowd sourcing <input type="checkbox"/> Release <input type="checkbox"/> Permission	<b>04</b>	<b>02</b>	<b>04</b>
<b>2</b>	<b>Art &amp; Set Design</b>	<input type="checkbox"/> Components <input type="checkbox"/> Aesthetic & Media Aesthetics <input type="checkbox"/> Composition of Ambience & Mood	<b>04</b>		<b>04</b>
<b>3</b>	<b>Video Editing Principles</b>	<input type="checkbox"/> Cut to Cut Editing <input type="checkbox"/> Parallel Editing <input type="checkbox"/> Cross Cutting <input type="checkbox"/> Montage <input type="checkbox"/> Video Effects and Transition	<b>04</b>	<b>02</b>	<b>12</b>
<b>4</b>	<b>High-end Editing Techniques</b>	<input type="checkbox"/> Audio Sweetening <input type="checkbox"/> Graphics & Animation in Video	<b>04</b>	<b>02</b>	<b>12</b>
<b>5</b>	<b>Publicity Design</b>	<input type="checkbox"/> Continuity Stills <input type="checkbox"/> Posters, CD Cover, Social Media Publicity, Media Release, Trailer <input type="checkbox"/> Participation in film festivals	<b>04</b>	<b>02</b>	<b>12</b>
<b>6</b>	<b>Practical Aspects</b>	<input type="checkbox"/> Music Video <input type="checkbox"/> Short Film <input type="checkbox"/> EFP <input type="checkbox"/> Promotional Videos	<b>03</b>	<b>03</b>	<b>16</b>
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**Note:** End Sem 30 Marks (Theory), 30 Marks (Practicum- Productions of Unit 5); 40 Marks In Sem(20 Marks Assignment and 20 Marks In Sem Exams). 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  
**D 402: INTERNSHIP AND PRODUCTION**  
**Total Credit: 04**

**Distribution of Marks:**

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

**Internship (General Guidelines)**

- Internship will be considered as alternative to Internal Evaluation.
- Internship is designed to be graded by industry partners on the performance of the students at the training level.
- Minimum 21 days of internship must be availed during the semester break after 3rd Semester.

**Production Guidelines**

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

**Evaluation of Production**

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

**Note:**

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

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

Semester –I  
**D 103: 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
<b>1</b>	<b>Concepts of New Media</b>	<input type="checkbox"/> New media industry <input type="checkbox"/> Ungoverned Space <input type="checkbox"/> Networked Society and culture of connectivity <input type="checkbox"/> Embodied and Affective Media <input type="checkbox"/> Digital Activism	<b>10</b>	<b>03</b>	
<b>2</b>	<b>Aspects of New Media</b>	<input type="checkbox"/> Text, Images, Multimedia elements Interactivity, SEOs, <input type="checkbox"/> Open source culture and software <input type="checkbox"/> Open Source License (Creative Commons) <input type="checkbox"/> Freedom of expression <input type="checkbox"/> Privacy and security	<b>10</b>	<b>05</b>	
<b>3</b>	<b>Convergence and Journalism</b>	<input type="checkbox"/> Integrated newsroom <input type="checkbox"/> Social media and publishing <input type="checkbox"/> Blogosphere and Self Publication	<b>08</b>	<b>02</b>	
<b>4</b>	<b>Digital tools</b>	<input type="checkbox"/> Web Content Management <input type="checkbox"/> Crowd Sourcing, <input type="checkbox"/> Mobile Apps <input type="checkbox"/> Hashtags <input type="checkbox"/> Instant messaging	<b>12</b>	<b>04</b>	<b>04</b>
<b>5</b>	<b>Practicum</b>	<input type="checkbox"/> Mobile Journalism <input type="checkbox"/> Livestreaming <input type="checkbox"/> Podcasting			<b>16</b>

		<input type="checkbox"/> Vodcasting			
		<input type="checkbox"/> Blogs/E-publication			
<b>TOTAL CONTACT HOURS</b>				<b>64</b>	

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

### **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](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  
**D 203: 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	<b>New Media Writing</b>	<input type="checkbox"/> Concepts <input type="checkbox"/> Understanding Digital Audience <input type="checkbox"/> Linear Writing Vs Interactive Writing <input type="checkbox"/> Strategies (Cinematic writing)	<b>08</b>	<b>04</b>	
2	<b>Practicum – I</b>	<input type="checkbox"/> Theme based blogs <input type="checkbox"/> Content creation and SEO	02		20
3	<b>Practicum – II</b>	<input type="checkbox"/> Writing and editing for e-publication	02		20
4	<b>Practicum – III</b>	<input type="checkbox"/> Instructional design and technical writings	03		16
5	<b>Practicum– IV</b>	<input type="checkbox"/> Maintaining professional social media profile/page	02		16
6	<b>Practicum – V</b>	<input type="checkbox"/> Content Curation			14
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

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

**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* (1<sup>st</sup> Ed). New York: Routledge
- Dewdney, A. & ride, P. (2006). *The New Media Handbook* (1<sup>st</sup> 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* (11<sup>th</sup> 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 Balckwell
- 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: III  
**D 303: 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
<b>1</b>	<b>Internet and World Wide Web</b>	<input type="checkbox"/> Brief History of Internet and WWW <input type="checkbox"/> A brief review of different web technologies <input type="checkbox"/> Basic principles involved in developing a website <input type="checkbox"/> Different types of website and mobile applications <input type="checkbox"/> Web and App Publishing	<b>05</b>	<b>02</b>	<b>16</b>
<b>2</b>	<b>Mobile Application Design</b>	<input type="checkbox"/> Introduction to JQuery mobile <input type="checkbox"/> JQuery Mobile Pages <input type="checkbox"/> Transitions, Buttons, Navbars, Icons, Popups, Toolbars, Panels, Grids, Lists, Forms <input type="checkbox"/> JQuery mobile themes <input type="checkbox"/> JQuery mobile themes <input type="checkbox"/> Examples of Applications developed using JQuery mobile	<b>04</b>	<b>03</b>	<b>20</b>
<b>3</b>	<b>Social Media Management</b>	<input type="checkbox"/> Understanding Social Media <input type="checkbox"/> Types, Characteristics and Tools <input type="checkbox"/> Social Media Information Management: Research & Writing, Target groups, Content Publication, Social Broadcast, Engage and Refer, Report and Refine <input type="checkbox"/> Data Analytics <input type="checkbox"/> Use of Social Media in Media	<b>04</b>	<b>02</b>	<b>12</b>

		Organisations <input type="checkbox"/> Social Media Marketing			
<b>4</b>	<b>Practicum</b>	<input type="checkbox"/> Website Designing <input type="checkbox"/> Mobile App Designing <input type="checkbox"/> Produce Social Media Outreach Group			<b>40</b>
<b>TOTAL CONTACT HOURS</b>				<b>64</b>	

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

#### **KEY REAINGS**

- Web Design with HTML, CSS, JavaScript and jQuerySet by Jon Dockett. Wiley, 2014)
- Creating Mobile Apps with Jquery Mobile by Shane Gliser (PACKT Publishing, First Edition)

Semester: IV  
**D 403: INTERNSHIP AND NEW MEDIA PRODCUTION/DISSERTTION**  
**Total Credit: 04**

**Distribution of Marks**

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

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

**Guidelines for Internship**

- Internship will be considered as an alternative to Internal Evaluation.
- Internship must be availed during the semester break only and must complete before the beginning of the fourth semester classes.
- Minimum 21 days of internship must be availed during the semester break after 3rd Semester.
- A report and a copy of Internship certificate must be submitted to the department for award of marks.

**Guidelines for Dissertation Writing**

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

- The copyright of Dissertation will remain with Dibrugarh University.

### Evaluation of Dissertation

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

### New Media Production

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

### Course Guidelines

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

### Evaluation (New Media Production)

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

### Key Readings

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

Semester: I  
**D 104: INTRODUCTION TO 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.

<b>UNITS</b>	<b>TOPICS</b>	<b>CONTENTS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>1</b>	<b>Introduction to Public Affairs</b>	<input type="checkbox"/> Political Landscape: Global and Indian Perspective <input type="checkbox"/> Public Policy making in India <input type="checkbox"/> Concepts, Emergence and Relevance of Public Affairs <input type="checkbox"/> Public Policies and Public Affairs Programmes <input type="checkbox"/> Responsibilities Public Affairs Practitioners <input type="checkbox"/> Approaches of Public Affairs: Conventional (Narrow Focus) and Strategic (Broad Focus)	<b>07</b>	<b>04</b>	
<b>2</b>	<b>General Functions of Public Affairs</b>	<input type="checkbox"/> Issues Management <input type="checkbox"/> Political Communication <input type="checkbox"/> Public Agenda Building <input type="checkbox"/> Handling Pressure Groups <input type="checkbox"/> Persuasion and Rhetoric <input type="checkbox"/> Media Relations <input type="checkbox"/> Corporate Relations <input type="checkbox"/> Grassroots Communication <input type="checkbox"/> Local government relations	<b>07</b>	<b>04</b>	<b>12</b>
<b>3</b>	<b>Reputation Management – Public Affairs Context</b>	<input type="checkbox"/> Stakeholder Dialogue <input type="checkbox"/> Social Monitoring <input type="checkbox"/> Image Advertising <input type="checkbox"/> Advocacy Ads <input type="checkbox"/> Public Relations <input type="checkbox"/> Crisis Management <input type="checkbox"/> Community Relations	<b>06</b>	<b>02</b>	<b>08</b>

		<input type="checkbox"/> Corporate Philanthropy			
<b>4</b>	<b>Political Lobbying &amp; Campaign</b>	<b>Identifying Audiences:</b> Stakeholders Theory, Lobbying & Persuasion, Types and Characteristics and Channels for Outreach <b>Public Affairs Tactics:</b> Political Marketing, Dialogues and Discourse and Media Relations <b>Campaign Manager:</b> Roles, Qualities, Scope and Ethics	<b>06</b>	<b>02</b>	<b>08</b>
<b>5</b>	<b>PRACTICUM</b>	<input type="checkbox"/> Case Studies of major public policies and outreach programmes <input type="checkbox"/> Create an Advocacy Campaigns			<b>12</b>

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

### 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 (3<sup>rd</sup> 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  
**D 204: ADVERTISING AND PRODUCTION**  
**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	<b>Introduction to Advertising</b>	<input type="checkbox"/> Concepts of Marketing <input type="checkbox"/> Advertising communication <input type="checkbox"/> Advertising Management <input type="checkbox"/> Objectives, Importance <input type="checkbox"/> Types <input type="checkbox"/> Organizational Structure <input type="checkbox"/> Functions of Ad Agencies <input type="checkbox"/> Barriers of Advertising	13	03	
2	<b>Models and Theories</b>	<input type="checkbox"/> Hierarchy Effects Models of Communication in Advertising (AIDA/DAGMAR) <input type="checkbox"/> Persuasion Theory <input type="checkbox"/> Attribution Theory <input type="checkbox"/> Agenda-Setting Theory <input type="checkbox"/> Social Marketing	10	03	06
3	<b>Advertising and Marketing Strategies</b>	<input type="checkbox"/> Market positioning - Strategies and tactics <input type="checkbox"/> Client Servicing <input type="checkbox"/> Branding – meaning, need and ways of Branding <input type="checkbox"/> USP And Selling Points <input type="checkbox"/> Copywriting <input type="checkbox"/> Ideation and Visualisation <input type="checkbox"/> Consumer Behaviour	10	03	06



		<input type="checkbox"/> Audience Segmentation and De-massification			
4	<b>Advertising: Monitoring and Evaluation</b>	<input type="checkbox"/> Pre-testing; different techniques <input type="checkbox"/> Post-testing: different techniques	04	02	
5	<b>Practicum</b>	<input type="checkbox"/> Production of an Ad Ad Design and Copywriting <input type="checkbox"/> Creation of Advertising Campaigns			20
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

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

### DISCUSSIONS

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

### KEY READINGS

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

## E-RESOURCES

- AFQS: <http://www.afaqs.com/>
- Advertising Age: <http://www.adageindia.in/>
- Brief History of Indian Media: <http://masscommnow.blogspot.in/2012/04/brief-history-of-indian-media.html>
- Concept of Public Relations:  
[http://catalogue.pearsoned.ca/assets/hip/us/hip\\_us\\_pearsonhighered/samplechapter/0205170005.pdf](http://catalogue.pearsoned.ca/assets/hip/us/hip_us_pearsonhighered/samplechapter/0205170005.pdf)
- Communication Theory: <http://communicationtheory.org>
- History and evolution of PR: [http://www.sagepub.com/sites/default/files/upm-binaries/41963\\_9781412921152.pdf](http://www.sagepub.com/sites/default/files/upm-binaries/41963_9781412921152.pdf) Indian Television:  
<http://www.indiantelevision.com/television>
- Mass Communication Theory: <https://masscommtheory.com/>
- Public Relations Consultants Association of India: <http://prcai.org/>
- TAM Media Research: <http://tamindia.com/>
- The Advertising Agencies Association of India (AAAI): <http://www.aaaindia.org/>
- The Indian Society of Advertisers: <http://www.isanet.org.in/>
- The Advertising Standards Council of India: <http://www.ascionline.org/>
- The Advertising Club: <http://www.theadvertisingclub.net/>

Semester: III  
**D 304: PUBLIC RELATIONS AND 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	<b>Introduction to Public Relations</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Concepts, Characteristics and Types</li> <li><input type="checkbox"/> Brief History of Public Relations</li> <li><input type="checkbox"/> Public Relations in India</li> <li><input type="checkbox"/> JM Grunig's Model of Symmetrical PR</li> <li><input type="checkbox"/> Understanding Various Concepts: Publicity, Propaganda Lobbying and Advertising</li> <li><input type="checkbox"/> Crisis Management.</li> <li><input type="checkbox"/> PR in different sectors</li> <li><input type="checkbox"/> PR personnel: Skills, Roles and Responsibilities</li> <li><input type="checkbox"/> Theories of PR</li> </ul>	06	02	08
2	<b>PR Practice and Process</b>	<p><b>The PR Process:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Defining the Problem</li> <li><input type="checkbox"/> Defining Publics/Stakeholders</li> <li><input type="checkbox"/> Strategy Design</li> <li><input type="checkbox"/> Media Selection</li> <li><input type="checkbox"/> Feedback and Evaluation</li> </ul> <p><b>Tools and methods of PR:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Press Conferences/Meets</li> <li><input type="checkbox"/> Press Releases</li> <li><input type="checkbox"/> Communiqué/Briefs</li> <li><input type="checkbox"/> Rejoinders Media Relations management</li> </ul>	07	02	10

		<input type="checkbox"/> PR Videos e-tools			
3	<b>Introduction to Corporate Communication</b>	<input type="checkbox"/> Concepts, Definition, Characteristics <input type="checkbox"/> Types: Organizational, Marketing and Management Communication <input type="checkbox"/> Components: Internal and External Communication	08	02	
4	<b>Functions &amp; Tools of Corporate Communication</b>	<input type="checkbox"/> Corporate Identity and Brand Building <input type="checkbox"/> Corporate Advertising <input type="checkbox"/> Corporate Governance <input type="checkbox"/> Corporate Social Responsibility <input type="checkbox"/> Challenges	06	02	
5	<b>Practicum</b>	<input type="checkbox"/> Case Studies <input type="checkbox"/> Press Releases, In-House Journals, Newsletters <input type="checkbox"/> PR Campaign			40
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

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

#### **DISCUSSIONS:**

- 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. Jefkins, 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](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](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/fgl96053/bronnchap5.pdf>
- Corporate communication: <http://www.slideshare.net/vinayaka57/corporatecommunications-14585921>



Semester - IV  
**D 404: INTERNSHIP AND RODUCTION/DISSERTATION**  
**Total Credit: 04**

**Marks Distribution**

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

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

**Internship Guidelines**

- Internship will be considered as alternative to Internal Evaluation.
- Minimum 21 days of internship must be availed during the semester break after 3rd Semester.
- A report and a copy of Internship Certificate must be submitted to the department for award of marks.

**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
<b>Total</b>		<b>60</b>

## Guidelines for Production

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

## Evaluation of Production

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

## KEY READINGS

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



## II. GENERIC ELECTIVES (GE)

Semester – II

### G 201: 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	<b>New Media Writing</b>	<input type="checkbox"/> Concepts <input type="checkbox"/> Understanding Digital Audience <input type="checkbox"/> Linear Writing Vs Interactive Writing <input type="checkbox"/> Strategies (Cinematic writing)	<b>08</b>	<b>04</b>	
2	<b>Practicum – I</b>	<input type="checkbox"/> Theme based blogs <input type="checkbox"/> Content creation and SEO	02		20
3	<b>Practicum – II</b>	<input type="checkbox"/> Writing and editing for e-publication	02		20
4	<b>Practicum – III</b>	<input type="checkbox"/> Instructional design and technical writings	03		16
5	<b>Practicum– IV</b>	<input type="checkbox"/> Maintaining professional social media profile/page	02		16
6	<b>Practicum – V</b>	<input type="checkbox"/> Content Curation			14
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

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

#### 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
- Caroll, Brian. (2010). *Writing for Digital Media* (1<sup>st</sup> Ed). New York: Routledge
- Dewdney, A. & ride, P. (2006). *The New Media Handbook* (1<sup>st</sup> 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* (11<sup>th</sup> 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 Balckwell
- 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 – II  
**G 202: ADVERTISING AND PRODUCTION**  
**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	<b>Introduction to Advertising</b>	<input type="checkbox"/> Concepts of Marketing <input type="checkbox"/> Advertising communication <input type="checkbox"/> Advertising Management <input type="checkbox"/> Objectives, Importance <input type="checkbox"/> Types <input type="checkbox"/> Organizational Structure <input type="checkbox"/> Functions of Ad Agencies <input type="checkbox"/> Barriers of Advertising	13	03	
2	<b>Models and Theories</b>	<input type="checkbox"/> Hierarchy Effects Models of Communication in Advertising (AIDA/DAGMAR) <input type="checkbox"/> Persuasion Theory <input type="checkbox"/> Attribution Theory <input type="checkbox"/> Agenda-Setting Theory <input type="checkbox"/> Social Marketing	10	03	06
3	<b>Advertising and Marketing Strategies</b>	<input type="checkbox"/> Market positioning - Strategies and tactics <input type="checkbox"/> Client Servicing <input type="checkbox"/> Branding – meaning, need and ways of Branding <input type="checkbox"/> USP And Selling Points <input type="checkbox"/> Copywriting <input type="checkbox"/> Ideation and Visualisation <input type="checkbox"/> Consumer Behaviour	10	03	06

		<input type="checkbox"/> Audience Segmentation and De-massification			
4	<b>Advertising: Monitoring and Evaluation</b>	<input type="checkbox"/> Pre-testing; different techniques <input type="checkbox"/> Post-testing: different techniques	04	02	
5	<b>Practicum</b>	<input type="checkbox"/> Production of an Ad Ad Design and Copywriting <input type="checkbox"/> Creation of Advertising Campaigns			20
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

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

### DISCUSSIONS

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

### KEY READINGS

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

## E-RESOURCES

- AFQS: <http://www.afaqs.com/>
- Advertising Age: <http://www.adageindia.in/>
- Brief History of Indian Media: <http://masscommnow.blogspot.in/2012/04/brief-history-of-indian-media.html>
- Concept of Public Relations:  
[http://catalogue.pearsoned.ca/assets/hip/us/hip\\_us\\_pearsonhighered/samplechapter/0205170005.pdf](http://catalogue.pearsoned.ca/assets/hip/us/hip_us_pearsonhighered/samplechapter/0205170005.pdf)
- Communication Theory: <http://communicationtheory.org>
- History and evolution of PR: [http://www.sagepub.com/sites/default/files/upm-binaries/41963\\_9781412921152.pdf](http://www.sagepub.com/sites/default/files/upm-binaries/41963_9781412921152.pdf) Indian Television:  
<http://www.indiantelevision.com/television>
- Mass Communication Theory: <https://masscommtheory.com/>
- Public Relations Consultants Association of India: <http://prcai.org/>
- TAM Media Research: <http://tamindia.com/>
- The Advertising Agencies Association of India (AAAI): <http://www.aaaindia.org/>
- The Indian Society of Advertisers: <http://www.isanet.org.in/>
- The Advertising Standards Council of India: <http://www.ascionline.org/>  
The Advertising Club: <http://www.theadvertisingclub.net/>

Semester: III  
**G 301: PHOTO JOURNALISM**  
**Total Credit: 04**

**COURSE OBJECTIVES**

The course is designed to:

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

**LEARNING OUTCOMES**

After completion of the course students will be able to:

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

**COURSE CONTENTS**

Units	Topic	Contents	L	T	P
1	<b>Photography in Historical Perspective</b>	<input type="checkbox"/> Basics of Photo Journalism <input type="checkbox"/> Photo Journalism in Indian and Global perspective <input type="checkbox"/> Photo Agencies <input type="checkbox"/> Embedded Photo Journalism	06	02	04
2	<b>Technical Know-How</b>	<input type="checkbox"/> Tools & Techniques <input type="checkbox"/> Technological impact on photo journalism	06	02	04
3	<b>Forms of Photojournalism</b>	<input type="checkbox"/> Single photo and Multiple photos <input type="checkbox"/> Photo features <input type="checkbox"/> Photo sequence <input type="checkbox"/> Photo Series <input type="checkbox"/> Photo stories <input type="checkbox"/> Multimedia photo presentation	06	02	12
4	<b>Photo Editing</b>	<input type="checkbox"/> Selection of photograph <input type="checkbox"/> Cropping & Editing <input type="checkbox"/> Caption Writing	06	02	12
5	<b>Event Photography</b>	<input type="checkbox"/> Sports Photography <input type="checkbox"/> Indoor and Outdoor Events Photography <input type="checkbox"/> Tools, Techniques, Rules and Regulations	06	02	08
6	<b>Role and responsibilities of</b>	<input type="checkbox"/> Qualities of a good photojournalist <input type="checkbox"/> Challenges faced by	04		

	<b>photo journalists</b>	photojournalists <input type="checkbox"/> Ethical Issues in photojournalism <input type="checkbox"/> NPPA Code of Ethics			
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

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

### DISCUSSIONS

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

### KEY READINGS

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

### E-RESOURCES

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

Semester: III  
**G 302: 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
<b>1</b>	<b>Introduction to Broadcasting</b>	<input type="checkbox"/> History ,origin, evolution and growth of Radio/TV Broadcasting <input type="checkbox"/> Principles and practices of Broadcasting <input type="checkbox"/> Broadcasting as an Industry <input type="checkbox"/> Characteristics of Radio and TV Broadcasting <input type="checkbox"/> Broadcasting policies and regulatory authorities <input type="checkbox"/> Types of Broadcasting: Public Service, Commercial and Community	<b>10</b>	<b>04</b>	
<b>2</b>	<b>Radio production &amp; Broadcasting</b>	<input type="checkbox"/> Organizational structure <input type="checkbox"/> AM and FM broadcasting <input type="checkbox"/> Phases of Radio Production <input type="checkbox"/> Radio programme formats <input type="checkbox"/> Internet Radio <input type="checkbox"/> Podcast	<b>08</b>	<b>04</b>	
<b>3</b>	<b>Tools for Radio Production</b>	<input type="checkbox"/> Physics of Sound <input type="checkbox"/> Microphones <input type="checkbox"/> Speakers <input type="checkbox"/> Recorders <input type="checkbox"/> Cables and Connectors <input type="checkbox"/> Mixers and Consoles <input type="checkbox"/> Software	<b>08</b>		



<b>4</b>	<b>Television Production</b>	<input type="checkbox"/> Organizational structure <input type="checkbox"/> Phases of Production <input type="checkbox"/> Departments of Production <input type="checkbox"/> Different formats of television programmes <input type="checkbox"/> Idea Development, Research, Recce, Synopsis & Treatment for Production <input type="checkbox"/> Anchoring and Interview Techniques <input type="checkbox"/> Voice over/Bytes	<b>08</b>	<b>02</b>	
<b>5</b>	<b>Practicum</b>	<input type="checkbox"/> Single Camera/ Multi-Camera <input type="checkbox"/> ENG/EFP/Outdoor Broadcast <input type="checkbox"/> News Production			<b>40</b>
<b>TOTAL CONTACT HOURS</b>			<b>64</b>		

**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
- Zettl, 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](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](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>

## C. ABILITY ENHANCEMENT COURSES (AEC)

Semester – I

### A 101: 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	<input type="checkbox"/> Types of writing: Writing to Inform <input type="checkbox"/> Writing to Describe, Writing to Persuade <input type="checkbox"/> ABCD of Media Writing: Accuracy Brevity: Clarity: Discernment <input type="checkbox"/> An overview of Listening, Speaking Reading for Writing	02		08
2	Vocabulary	<input type="checkbox"/> Active and passive vocabulary <input type="checkbox"/> Short & plain words <input type="checkbox"/> Use of appropriate words/terms <input type="checkbox"/> Ways of expanding one's active vocabulary <input type="checkbox"/> Levels of vocabulary usage: formal & informal, spoken & written.	02		04
3	Spelling and Sentence	<input type="checkbox"/> Common errors, UK and US spellings <input type="checkbox"/> Definition, Subject & Predicate, <input type="checkbox"/> Functions of words used in a sentence <input type="checkbox"/> Verb in sentence <input type="checkbox"/> Unity, Lucidity <input type="checkbox"/> Connectors <input type="checkbox"/> Sentences: Active & Passive, Simple Complex, Compound <input type="checkbox"/> Statements (Positive/Negative) <input type="checkbox"/> Imperative, Interrogative, Exclamatory	02		04

<b>4</b>	<b>Paragraph &amp; Punctuation</b>	<input type="checkbox"/> Organizing & developing a paragraph <input type="checkbox"/> Topic sentence, Argument- Counter argument, Explanation & illustration Reiteration, Variation of length, Unity <input type="checkbox"/> Purpose, Focus, Various devices - Deviation, Topicalization <input type="checkbox"/> Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets <input type="checkbox"/> Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis.	<b>02</b>		<b>08</b>
<b>5</b>	<b>Critical Reading, Spoken language, Listening Skills &amp; Translation</b>	<input type="checkbox"/> Kinds of reading : Skim, Scan, Intensive Extensive, and Reading for referencing) <input type="checkbox"/> Analyzing the choice of vocabulary <input type="checkbox"/> Sentence & Paragraph structure <input type="checkbox"/> Stylistic features <input type="checkbox"/> Pronunciation, intonation, inflection, stress <input type="checkbox"/> Listening to various programmes and presentation <input type="checkbox"/> Basics of translation	<b>02</b>		<b>08</b>
<b>6</b>	<b>Practicum</b>	<input type="checkbox"/> Write essays and features stories <input type="checkbox"/> Business Letter or email/ Press Release <input type="checkbox"/> Editorial/Analytical/Interpretative writing <input type="checkbox"/> Letters-to-the-editor <input type="checkbox"/> Translation <input type="checkbox"/> Write ad copies			<b>16</b>
<b>TOTAL CONTACT HOURS</b>				<b>32</b>	

**Note:** End Sem Exam: 30 Marks (Theory), 30 Marks (Practicum); In Sem: 40 Marks (20 Marks 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  
**A 102: 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	<b>Basics of Computer</b>	Hardware Software Operating System <input type="checkbox"/> Office Automation Tools	02		
2	<b>Basics of Graphic Design</b>	<input type="checkbox"/> Understanding Graphics and Design <input type="checkbox"/> Text and images <input type="checkbox"/> Visual Impact	03		
3	<b>Design For Print</b>	<input type="checkbox"/> Typography <input type="checkbox"/> News Print Layout <input type="checkbox"/> Magazine Layout <input type="checkbox"/> Publicity Design	03		
4	<b>Design For Electronic and New Media</b>	<input type="checkbox"/> Graphics for Motion Images <input type="checkbox"/> Using Graphics for Online Marketing	04		20
5	<b>Practicum</b>	<input type="checkbox"/> Newspaper & Magazine <input type="checkbox"/> Television Programming Graphics <input type="checkbox"/> Web Layout and Advertisements			20
<b>TOTAL CONTACT HOURS</b>			<b>32</b>		

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

**DISCUSSIONS**

- Tools, techniques and principles of graphic designing.

- Use of software for graphic design.
- Use of printing & publishing technology used in contemporary media industry.

### **KEY READINGS**

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

Semester: I  
**A 103: ASSAMESE JOURNALISM**  
**Total Credit: 02**

**COURSE OBJECTIVES**

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

**LEARNING OUTCOMES**

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

**COURSE CONTENTS**

Units	Topic	Contents	L	T	P
1	<b>History of Assamese Journalism</b>	<input type="checkbox"/> 19th Century <input type="checkbox"/> Pre-Independence Period <input type="checkbox"/> Post Independence Period	02	02	
2	<b>Recent Trend of Assamese Journalism</b>	<input type="checkbox"/> Print Media <input type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> New Media	04	02	02
3	<b>Writing for Media</b>	<b>Print Media</b> <input type="checkbox"/> News/ News Features <input type="checkbox"/> Articles <input type="checkbox"/> Opinion Interview <b>Electronic Media</b> <ul style="list-style-type: none"> <li>• Television/Radio</li> <li>• News</li> <li>• Documentary</li> </ul>	04	02	02
5	<b>Interview</b>	<input type="checkbox"/> Print, Audio and Audio-Visual	02	02	10
6	<b>Practicum</b>	<input type="checkbox"/> Based on Unit II, III & IV			10
<b>TOTAL CONTACT HOURS</b>			<b>32</b>		

**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). AsamarBatarikakat – AlochanirItihas: A History of Newspapers and Literary Magazines of Assam (1846-2014). Guwahati: Assam Publishing Company.
- Bhagavati, M. Radhika. (2005). SambadSambadpatraAruSambadikata. Guwahati: Assam Publication Board.
- Bordoloi, Pratap. (2012). ItihashorPatotAsomar Sangbad AruSangbadikota. Guwahati: Publication Board of Assam.
- Dutta, Ankuran. GanamadhyamAruSampracharSanbadikata. Assam Publication Board.
- Sarma, P.G. (2007). 150 Years of Journalism in Assam. Guwahati: Media Trust
- Neog, Maheswar. NikaAsamiyaBhasa.
- Saikia, Chandra Prasad. AsamiyaBatarikakator 150 basariyaitihash

Semester: III  
**A 301: 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	<b>Basics of News Reading,</b>	<input type="checkbox"/> Duties and responsibilities a news reader <input type="checkbox"/> Understanding news scripts and news Agenda <input type="checkbox"/> 7Ps in News Presentation: Posture, Projection, Pace, Pitch, Pause, Pronunciation and Personality	05	02	04
2	<b>Anchoring &amp; Presentation</b>	<input type="checkbox"/> The basics of Voice: pitch/tone/intonation/inflection, Modulation <input type="checkbox"/> Voice Over: Rhythm of speech, Breathing, Resonance, <input type="checkbox"/> Studio autocue reading <input type="checkbox"/> Recording the voice	06	02	04
3	<b>Voice Over, Narration and Commentary</b>	<input type="checkbox"/> TV commercials <input type="checkbox"/> Talk Shows and Reality Shows <input type="checkbox"/> News Reading <input type="checkbox"/> News Anchoring <input type="checkbox"/> Corporate videos <input type="checkbox"/> Documentaries	06	02	02
4	<b>Voice Over: Radio</b>	<input type="checkbox"/> Radio commercials <input type="checkbox"/> Announcements <input type="checkbox"/> Talk Shows	03	02	02
5	<b>Practicum</b>	<input type="checkbox"/> News Reading <input type="checkbox"/> News Achoring <input type="checkbox"/> Talk Show <input type="checkbox"/> Interviews	03	02	06
<b>TOTAL CONTACT HOURS</b>			<b>32</b>		

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

**KEY READINGS:**

- Karla Jain, Richa. (2012). The ABC of News Anchoring. Pearson Education India.
- Pebley O'neal Katherine and O'shaughnessy, Stephanie. (2005). Public Speaking. Pruffrock
- 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  
**A 302: 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	<input type="checkbox"/> Basics of writing <input type="checkbox"/> Types of writing <input type="checkbox"/> Principles of writing <input type="checkbox"/> Elements of Writing: Form, Content <input type="checkbox"/> Audience, Style & Structure	03		06
2	Creative Writing	<input type="checkbox"/> Meaning of creative writing <input type="checkbox"/> Creative process and abilities for writing <input type="checkbox"/> Challenges in Creative Writing	03		06
3	Process of Writing	<input type="checkbox"/> Sketching the plot, characterization, conflict, climax, resolution <input type="checkbox"/> Action Description <input type="checkbox"/> Point of View <input type="checkbox"/> Dialogue <input type="checkbox"/> Setting atmosphere			06
4	Practical Aspects	<input type="checkbox"/> Journalistic writings <input type="checkbox"/> Reviews: Book, Film and Gadget <input type="checkbox"/> Content Writing, <input type="checkbox"/> Blogging	05	02	20
<b>TOTAL CONTACT HOURS</b>			<b>32</b>		

**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* (7<sup>th</sup> Ed). Oxford: How to Books

### **E-RESOURCES**

- Writers Treasure: <http://www.writers-treasure.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 - III  
**A 303: 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	<b>Basics of Screenwriting</b>	<input type="checkbox"/> Art of Cinematic Storytelling <input type="checkbox"/> Dos and Don'ts of Screenplay <input type="checkbox"/> Understanding Filmic Time <input type="checkbox"/> Understanding Shot, Scene, Sequence <input type="checkbox"/> Difference Between Screenplay and Teleplay (AV Script/ Double Column Script) <input type="checkbox"/> Storyboarding	04		
2	<b>Elements of Screenwriting</b>	<input type="checkbox"/> Action <input type="checkbox"/> Character <input type="checkbox"/> Setting <input type="checkbox"/> Theme <input type="checkbox"/> Structure	04		
3	<b>Model of Screenwriting</b>	<input type="checkbox"/> Syd Field's Model	04		
4	<b>Screenplay writing Software</b>	<input type="checkbox"/> Celtx <input type="checkbox"/> Final Draft	01	01	16
5	<b>Practicum</b>	<input type="checkbox"/> Writing a Screenplay <input type="checkbox"/> Adapting a novel into a Screenplay <input type="checkbox"/> Rewriting Screenplay from a film to Text			20
<b>TOTAL CONTACT HOURS</b>			<b>32</b>		

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