

Curriculum of Masters of Communication and Journalism
Centre for Journalism and Mass Communication
Visva-Bharati
2018

(For five batches of masters' from 2018)

Name of the Course: Masters in Communication & Journalism

Bhavana: VidyaBhavana, Visva-Bharati

Centre: Centre for Journalism & Mass Communication

Duration: 2 years

Number of Semesters: 4

Total Marks: 2400 Marks

Marks Per Semester: 600 Marks

First Three semesters: 6 Papers Per Semester/ 100 marks each/ 4 credits each

Pass marks per paper of 100 marks: 40 marks (Composite Course structure)[Theory, internal assessment and practical together]

Last Semester: 4 papers (3 in major specialization & 1 in minor specialization) 150 marks each/6 credits each

Pass Marks per paper of 150marks: 60 marks (Composite Course Structure)[Theory and internal assessment together in Theory paper, Practical/internship report/dissertation assessment in other major specialisation papers, Term paper assessment in minor specialisation]

Course character: Taught & self-learnt.

Credit pattern: @weekly theory class 1 hour for course duration= 1 credit

@weekly tutorial 1 hour for course duration= 1 credit

@weekly practical 2 hours for course duration= 1 credit

@weekly guided field work 2 hours for course duration= 1 credit

The Nature of Credit Transfer: This credit system gives a student of CJMC a chance to undertake a specialization major and minor in fourth semester from either within CJMC or from Kalabhavana/ SilpaSadana/Department of Rural Studies/any other Bhavana/ any faculty if offered by the respective Bhavana/Department. This curriculum would also offer the possibility of credit transfer between Visva-Bharati and any masters' degree programme in India and abroad. That credit transfer would be for an entire semester, but not more than two semesters in a full 4-semester programme. For CJMC students, 1st semester and second semester won't be open for credit transfer from any other university as first two semesters aim at developing core competence in communication and journalism through Visva-Bharati experience.

Vision

The Centre for Journalism and Mass Communication (CJMC) was established by Visva-Bharati, a central university and an Institute of National Importance in India in April 29, 2000, with a PG Diploma Course in Journalism and Mass Communication. In 2017, Executive Council of the University has taken decision to upgrade CJMC as Department of Communication and Journalism after obtaining consent of the Visitor of the university.

This unit of Visva-Bharati is to fulfill the objectives of the university (section 5A of Visva-Bharati Act 1951) “to study the mind of man in its realization of different aspects of truth from diverse points of view;” and “to seek to realize in a common fellowship of study the meeting of the East and the West and thus ultimately to strengthen the fundamental condition of world peace through the establishment of free communication of ideas between the two hemispheres”. These objectives were among the objects for which Gurudev Rabindranath Tagore founded Visva-Bharati at Santiniketan in 1921.

Mission

In 2003-04, the landmark year of the Centre, a full-fledged two-year MA course was introduced, which was intended to keep up with the then present global trends in the art, social science and science of communication discipline in making. However, in keeping up with the changing times, the syllabus is now getting restructured to incorporate a lot of new aspects. The salient traits of the curriculum are:-

- Training for young minds in harnessing the trans-disciplinary phenomenon of communication
- A to and fro movement among field experience, practical and theoretical learning
- A to-and-fro movement between holistic and reductionist pedagogy to realize the interdependence and connectedness among various constituent vocations and avocations informed by communication and media field.
- Skill and integrated personality building exercises
- Developing a society responsive and industry improving inertia among learners.
- Preparing for working towards “establishment of free communication of ideas between the two hemispheres” as desired from Visva-Bharati by Her founder.

**1st Year
Semester I**

Code	Course Title	Contact Hours Per Week			Credit	
		Lecture	Tutorial	Consultation/Practical/Fieldwork	Full	
	Communication Theory and Practice	2	1	2	5	4
	Media Literacy & Mediagraphy	3	-	2	5	4
	Fundamentals of Journalism	2	-	4	6	4
	Media Organization Management	2	1	2	5	4
	Media Technology I (Print and Cyber)	1	1	4	6	4
	Personality Development	1	1	4	6	4
		11	4	18	33	24

Semester II

Code	Course Title	Contact Hours Per Week			Credit	
		Lecture	Tutorial	Consultation/Practical/Fieldwork	Full	
	Media Laws, Ethics & Evolution	3	1		4	4
	Communication Research I	3	1		4	4
	Print and Cyber Journalism I	3		2	5	4
	Audio Visual Production I	2		4	6	4
	Media Technology II(Audio-Visual Post Production & Research)	1		6	7	4
	Indian Culture & Heritage	3	1		4	4
		15	3	12	30	24

**2ndYear
Semester III**

Code	Course Title	Contact Hours Per Week				Credit
		Lecture	Tutorial	Consultation/Practical	Full	
	Print and Cyber Media II		1	6	7	4
	Audio Visual Production II	3		4	7	4
	Communication Research II		1	6	7	4
	Corporate Communication and Event Management	2		4	6	4
	Development Communication	2		4	6	4
	Advertising	2		4	6	4
		9	2	28	39	24

Semester IV

Code	Course Title	Contact Hours Per Week			Full	Credit
		Lecture	Tutorial	Consultation on Project/ Term Paper/ Dissertation		
	Specialization Major I Theory	2	2	2	6	6
	Specialization Major II (Theory/Practical)	2	2	2	6	6
	Specialization Major III	0	0	6	6	6
	Specialization Minor	0	0	6	6	6
		8/4	4/3	12/17	24	24

Semester Break-Up Overview

Semester I

Semester Objective

The first semester has been designed for critical exposure to the trans-disciplinary, universal and cultural-relativist reality of communication, its theorization, its various media and their techniques of persuading audience, various aspects of their utilization. The core objectives of the first semester are shaping the personality of the students for vocation and avocations in the field, and skill development for print and cyber journalism towards preparing them for the profession.

Paper I: Communication Theory and Practice (Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Paper II: Media Literacy & Mediagraphy (Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Paper III: Fundamentals of Journalism (Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Paper IV: Media Organization Management(Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Paper V: Media Technology I (**Print and Cyber**) (Practical 100)

Paper VI: Personality Development(Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Semester II

Semester Objective

The second semester introduces the students to the various theoretical and practical aspects necessary for them to be equipped for the requirement of the industry within the legal and cultural framework of the country.

Paper VII: Media: Laws, Ethics & Evolution(Credit 4, Int. Assessment 20 marks, End-sem written 80)

Paper VIII: Communication Research I(Credit 4, Int. Assessment 20 marks, End-sem written 80)

Paper IX: Print and Cyber Journalism I(Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Paper X: Audio Visual Production I(Credit 4, Int. Assessment 20 marks, End-sem written 80)

Paper XI:Media Technology II (**Audio-Visual Post Production & Research**) (Credit 4, Practical 100)

Paper XII: Indian Culture & Heritage(Credit 4, Int. Assessment 20 marks, End-sem written 80)

Semester III

Semester Objective

The third semester takes the students a step ahead in the direction of research and field work alongside honing their skills in online journalism, advertising and corporate communication. They will be introduced to advertising and CC tools. Thus, during second and third semester, they will be given enough exposure to various practices and theoretical areas so that by the end of third semester they are able to choose the specialization in area of their natural liking and core competence.

Paper XIII:Print and Cyber Media II(Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Paper XIV:Audio Visual Production II(Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Paper XV: Communication Research II(Credit 4, Practical 100)

Paper XVI:Corporate Communication and Event Management(Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Paper XVII: Development Communication(Credit 4, Int. Assessment 20 marks, End-sem written 80)

Paper XVIII: Advertising (Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

Semester IV

Semester Objective

A Masters' graduate needs to stand out from the crowd of skilled professionals in media and communication in his/her thoroughness in practice and perspective beyond practice. He/she should be able to plan communication strategy and media execution. A major specialization with three papers in theory, practical assignment and research in the fourth semester is aimed at achieving this objective of differentiating a better professional from the rest. Self-driven minor specialization aim at providing an opportunity to the students to work in another area of their liking. For theoretical study, first two months of the semester will be utilized whereas the 3rd and 4th month will be for specialisation relevant field/industry/organizational engagement and dissertation /term paper completion.

(3 Papers in one major specialization and 1 paper in minor specialization)

Set A: (3 Papers in major specializations x 150 marks from any of the following specializations)



- ✓ Communication Design
- ✓ Communication and Media Aesthetics
- ✓ Rural Communication
- ✓ Gender and Media
- ✓ Indian Communication Thought & Practice
- ✓ Advance Media Organization Management
- ✓ Film Appreciation
- ✓ Health Communication
- ✓ Science Communication
- ✓ Advanced Audio-Visual Production
- ✓ Advance Cyber Communication and Journalism

Major Paper I: Specialization Theory

(6 credit, End semester written 120+ internal assessment-30)

Major Paper II: Theory/Project in Major Specialization

(6 credit, End semester written 120+ internal assessment-30/End semester reporting and interview 150) Depending upon the paper requirement

Major Paper III: Dissertation/ Project (Live/industry) in Major Specialization

(End semester evaluation of dissertation by guide & one external expert for 150 marks)

- **Set B: Minor Paper:** Self-initiated (Organizational Engagement/ Field Project / Term Paper)(150 marks)

The minor paper chosen is to be related to the major, the reason being both the papers will together offer the necessary edge for job/further research/entrepreneurship to the pass-out.

Self-initiated Organizational Engagement/Field Project (Project Report/ Organizational Engagement Report/ Term Paper to be submitted for assessment and discussion by guide and one external expert for 150marks)

- ✓ Design process
- ✓ Community Radio
- ✓ Folk media
- ✓ Indigenous Communication
- ✓ Caste, Gender & Communication
- ✓ Asian Communication Thoughts
- ✓ Communication & Art
- ✓ Political Communication
- ✓ Religion & Communication

- ✓ Environment Communication
- ✓ Film making (documentary/short feature)
- ✓ Communication for sanitation & hygiene
- ✓ Social media
- ✓ Media Entrepreneurship
- ✓ Citizen Journalism
- ✓ Branding
- ✓ Communication for peace & Conflict resolving
- ✓ Advocacy
- ✓ Social Marketing
- ✓ Corporate Social Responsibility
- ✓ Mindful Communication
- ✓ Digital Marketing

Detailed Semester Break-Up

Semester I

Total - 24 Credits/600 Marks

Paper I: Communication Theory and Practice (4 Credits/ 100 Marks)

Pedagogy: Instruction in first 2 units will be experiential learning based along with theoretical exposition. Third unit will be taught theoretically through comparison and contrasting. Fourth unit would be demonstrated through practical exercises of any four among the six areas.

Total: 100

Continuous Assessment: 50 (25 Written Test+ 25 Practical Exercise)

End-Semester Written: 50

Unit I: Overview

Phenomenon & function of Communication: Natural and technology mediated, traits & types

Mass Self-Communication and Machine-communication in digital age

Human communication: understanding changing contexts (society, culture, power structure, economy and technology),

Evolution of communication ages

Communication studies: Science, arts and social science aspects; question of discipline

UnitII: Brain & Mind in Communication

Human communication structure: The Brain, Body proper, sense organs and neural network

Mind, the process: Making neural patterns and Mental Images -- Consciousness (wakefulness, attention and connection to self), Response to internal & external stimuli, constructing reality in reaction to actual events.

Framing of the Mind: Perception, Emotion, feeling, reasoning and Cognition (Information processing to relate content & format of message to memory)

Communicative action: Motor-sensory coordination, metaphor (connecting brain circuitry and language), signs, narratives, activating mirror neurons for behavior change

Media in work: Notion of Bias-Agenda setting, Priming & framing, counter-framing & indexing

Unit III: Perspectives

Overview of Indian perspective: Sadharanikaran, Rasa,Dhvani,Apoha and Sphota

Overview of other Asia-centric perspective: Chinese, Japanese, Korean and West Asian

Overview of European perspective: Rhetorics, Frankfurt School

Overview of US perspective: Information Theory, Technological Determinism, Uses & Gratification, Systems

Digital Age perspectives: network, information, interface, archive and simulation

Unit IV: Practicing Communication

Applying tool for understanding common orientation of people

Observing Communicative behavior: Within, one-to-one, family, group and crowd

Self-Development as Communicator: Self-reflection and situational response analysis

Micro lab, Who Am I and Interpersonal perception games for contextual expressiveness

Message structuring exercise as human media and for utilizing technology aided group communication

Mobile Communication experience lab

Recommended Readings:

- Mass Communication Theory by Denis McQuail (Sage).
- Communication Theory: Eastern and Western Perspective by D. Lawrence Kincaid (Academic Press)
- Communication Theory: The Asian Perspective by Wimal Dissanayake (AMIC)
- Mass Communication Today by Subir Ghosh (Sishu-Sahitya Samsad)
- Communication Power by Manuel Castells (Oxford University Press)
- Media & Communication Practices & Issues by M. Chatterjee & B. L. Choudhury (SB Enterprise)

Paper II: Media Literacy & Mediagraphy(4 Credits/ 100 Marks)

Pedagogy: Classroom interaction on media content and package creation dynamics, media ontology and evolution of media. Debate on media presentation and representation of current issues to understand mind and motive of media creation.

Total: 100 Marks

**Continuous Assessment:50 Marks on Units III and IV (Media Literacy Test- 25and Media Content and Treatment Evaluation -25)
End Semester Written Test 50 (Unit I &Unit II)**

Unit I: Task, trait and ontology of Media

Traits of media: Constant and in transition;
Expanding task of media in making Information age;
Medium, message and language;
Redefining Media;

Unit II: Media Evolution

Human media:From personal to folk, art, classical and community
Simple technique to complex technology till 1900: Print, telegraphy, photography and film;
Electronic Media evolution 20th Century;
Evolution of Digital Media: Changing Mediascape; Media Convergence

Unit III:Content and packaging in media

Political economy question; Socio-cultural context of media owners and professionals;
Technological limitations; Consumer-centric approach; Issues thrown by possibility of Machine-Communication

Unit IV:Media presentation and representation

Issues in current media; Identifying variance in presentation and representation; Framing;
Identifying bias and slant

Recommended Readings:

- Media Literacy by W. James Potter (SAGE Publications, Inc.)
- Introduction to Mass Communication: Media Literacy and Culture: Stanley Baran (McGraw-Hill)
- Media Literacy: Keys to Interpreting Media Messages: Art Silverblatt, Donald C. Miller, Julie Smith, Nikole Brown (Praeger)
- Convergence Culture: Where Old and New Media Collide by Henry Jenkins (New York University Press)

Paper III: Fundamentals of Journalism(4 Credits/ 100 Marks)

Pedagogy: Classroom interaction based on media content and product dynamics in mass media, followed by practical journalism practices in mother of all media (print) in two issues of Visva-Bharati Chronicle.

Total: 100 Marks

Continuous Assessment: 25 Marks

End Semester Theory: 25 Marks

End Semester Practical Assessment: 50 Marks

Unit I: Journalism Concepts

Process in Journalism: Research and Assignment, Sourcing and documentation, Story Construction, Editing, designing with visual elements

Perspective in Journalism: Social Construction of Reality, Market-Driven journalism, Social Media Push, governance and journalism

Journalism practice variation among print, radio and television

Journalism career

Unit II:

Translation for Journalism

Units III & IV:

Visva-Bharati Chronicle -2 issues

Recommended Readings:

- The Journalists Handbook by M.V. Kamath (Vikas Publishing House)
- News Reporting and Editing by K.M. Srivastava (Sterling Publishers)
- The Media Student's Handbook by G. Branston and R. Stafford (Routledge)
- Understanding Journalism by Lynette Sheridan Burns (Sage Publications)
- Newspaper Journalism: A Practical Introduction by Susan Pape & Susan Featherstone (Sage Publications)

Paper IV: Media Organization Management (4 Credits/ 100 Marks)

Pedagogy: First two units will be taught through class colloquium in teacher-guided, student-presented topics. Case studies will inform the reality of the industry too. Third and fourth units will be taught in combination of policy review, case study informed by theoretical input. Practical exercise will be in production, general management and marketing engagement for Visva-Bharati Chronicle.

Total: 100

Continuous Assessment: 50 (25 Written Test + 25 Practical Exercise)

End Semester Theory: 50 Marks

Unit I: Overview of Media Industry

Media organization: core tasks, product & services (concept, traits, stand-alone & trans-media product), vision, mission and goal

Constituents of media Industry, boundary spanning organizations, unique traits of media business, contribution of media business to national income, Competition, industrial organization model, legal status of different segments of industry, industry bodies & government relation

Media organization ownership: types of ownership, issues in investment (including FDI-OCB-NRI-FII), and MO share trading in open market

Trend of convergence in media organizations, implications for media products, HR and management

Unit II: Overview of Management

Concept of management, management principles for media organizations, Types of management, Policy formulation, planning and control, Organizational design for delegation, decentralization, authority sphere, motivation, control and co-ordination.

Hierarchy, functions and organisational structure of different departments: general management, finance, editorial/programme, circulation/distribution, advertising, branding, HR, production, IT and reference sections

Unit III: Managing core tasks

Editorial/programme management across media types :Communication package/editorial mix/ Programme Mix, Planning and execution of programme production – production terms, control practices and procedures, scheduling, transmitting/updating, record keeping, quality control and cost effective techniques, Editorial – Response system.

Marketing management across media types: distribution/transmission/hosting/circulation, pricing for time/space/time-space/product/archival services, brand promotion, advertisement procurement & placement (strategy, contract and agency relations), PR with external public, Exploiting social media platform & digital marketing techniques

Unit IV: Media Economics

Basics in Concept & types of capital, Revenue model, MO profit equation & break-even

Accounting System, Budgeting and finance, budget control, costing.
Commercial policy, Communication & financial audit, Tax, labour laws, conformity to financial closures.

Recommended Readings:

- The Indian Media Business by Vanita Kohli-Khandekar (Response Books)
- Media Organization Management by B. Loha Choudhury (Unique Books International)
- Electronic Media Management by Peter Pringle, Michael F Starr (Focal Press)
- The Media Economy by Alan B. Albarran (Routledge)
- Understanding Media Economics by Gillian Doyle (Sage Publications)
- Handbook of Media Management and Economics by Alan B. Albarran (Lawrence Erlbaum Associates)

Paper V: Media Technology I (Print and Cyber) - (4 Credits/ 100 Marks)

Pedagogy:The paper is a foundation for students in journalism focussing on the practice of the print and cyber media. Emphasising on reporting and editing, the course relies heavily on practical and hands-on-training. This will be done in workshop mode. As a part of the course,production of one weekly group newspaper on given audience focus and one web portal will be taken up.

Viva – 50 (Based on Two Practical Projects)
Continual Assessment – 50 (Practical Assessment of Weekly Projects)

Unit I

QuarkXpress : The basic functionality of font, alignment, spacing, and color, but it also provides its users with professional typesetting options such as kerning, curving text along a line, and ligatures, Box Positioning, Coloring (CMYK & RGB), use of all the tools.

Adobe Page Maker: Design and layout of newspapers/magazines etc.

Unit II

HTML: Introduction,Basic, Tags, Examples;

Adobe Dreamweaver: Introduction, Using Tools, syntax highlighting, code completion, Integrated Development Environment;

Adobe Indesign: Desk Top Publishing, Ad Copy Designing, Publishing Tools, Newspaper Design, Magazine Design, Web Design;

Adobe Photoshop: Use of all Tools, Photography Edit.

Unit III & IV – Practical Projects

1. Make a Newspaper Tabloid
2. Design a Magazine
3. Web design of news portal.

Recommended Readings:

- Adobe Photoshop Elements 10 Classroom in a Book by Adobe Press (2011)
- Adobe Dreamweaver CS6 Digital Classroom by Jeremy Osborn (John Wiley & Sons)
- Adobe InDesign CS6 Classroom in a Book by Adobe Press (2012)
- HTML and CSS: Design and Build Websites by Jon Duckett (John Wiley & Sons)

Paper VI: Personality Development(4 Credits/ 100 Marks)

Pedagogy:As students at PG level are already grown up, the thrust would be to impress upon them desired qualities of any communication professional for success in career and long-term relationships. Personality traits such as perseverance, earnestness, diligence, patience, responsibility, fellow feeling, co-operation and social-consciousness will be improved in diagnostic workshops, follow-up observations and group activities. Lectures will be minimal and create ambition for proper personality required in communication and media industry.

Total:100

**Continual Assessment – 50 (Assessment on Personality Parameters and Psychological Test)
End Semester Written Test-50 Marks (Units I &II)**

Unit I: Understanding Personality

Personality traits
Assessing own personality development
Formation of a Philosophy of life
Experiments on personality

UnitII: Constructing a media & communication personality

An exercise to study deeper into life and making of one's own choicest media personality and finding own requirements for nearing/surpassing him/her

UnitIII: Attractiveness quotient building

Self-exercise based conscious effort for personality augmentation/improvement on own strength to be assessed through continuous observation
Assertiveness; Relationship success; Gestures and postures; Hand Movements; Smiles; Walking Style; Voice Modulation

Unit IV: Group Worth

Improving group-worthiness and community-utility through planned activities
Group discussion strategies
Negotiation strategies

Recommended Readings:

- Social and Personality Development by David R. Shaffer (Wadsworth Publishing)
- Business Communication by AshaKaul (Prentice Hall)
- The Case of the Bonsai Manager: The Lessons for Managers on Intuition by R Gopalakrishnan
- What The CEO Really Wants From You by R Gopalakrishnan (Collins Business)
- You Can Win by Shiva Khera

Semester II

Total - 24 Credits/600 Marks

Paper VII: Media: Laws, Ethics & Evolution (4 Credits/ 100 Marks)

Pedagogy: This paper captures the evolution and development of the media in India. It is also focused on the development of the legal and ethical perspective of students with respect to the media environment, and on the development and evolution of electronic media and films in India. The study will be done through case study (Ethics and law portions) besides lecture.

Written:50
Continuous Assessment:50(Written and Practical Assessment)

Unit I: Media History

Pre-printing press age

Printing press and early publications in India

Journalism between 1780-1947:An Overview

Overview of Newspaper development between 1947- 2017: Indian languages and English

Overview of electronic media development: Radio (from 1920-2017), TV (1950-2017),Film (1910s-2017)

Overview of Web media development: From Dotcoms to social media (1995-2017)

Unit II: Media Ethics

Why Media Ethics- truth-accuracy-balance-decency-human rights; Etic & Emic;

Freedom of the press and the Constitution-need for a free press in a democracy;

Issues of privacy and security in data journalism

Right to Information: ethical aspects

Press Commissions and ethical journalism; The Press Council Act

Self-regulation vs. Govt. Regulation of media conduct

Unit III: Media Law

Laws for the press: PRB,Working Journalists Act etc.

Laws and regulations for Broadcasting: AIR Code, FM Policy, Community Radio Policy etc.

Laws and regulations for Television: Cable Television Act and Rules etc.

Film and Recorded Music Regulations: Cinematographic Act, censor, Copy right, performance right etc.; Laws for new media and Telecommunication: TRAI etc.

Unit IV:Legislative and JudicialRequirements

The State: Sedition-incitement to violence - IPC 121 read with 511 inflammatory writing (IPC 353); Citizens: Defamation (IPC 499, 500) civil and criminal defamation-libel, slander;

Contempt of Court;

Legislature: Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation);

Covering and reporting court proceedings (Article 361A)

Common court terminology - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, sub judice;

Indian Constitution; Juvenile Justice Act, Domestic Violence Act, NDPS Act,

Current legal issues being debated in the media;

Recommended Readings:

- A History of Communications: Media and Society from the Evolution of Speech to the Internet by Marshall T. Poe, (Cambridge University Press)
- History of Indian Journalism by J. Natarajan (Publications Division, GoI)
- Romance of Indian Journalism Jitendranath Basu (Calcutta University)
- Laws of the Press by D.D. Basu (Prentice Hall)
- Introduction to the Constitution of India by D.D. Basu (Prentice Hall)
- Broadcasting in India by P.C. Chatterjee (Sage Publications)
- Freedom of Press: Politico Legal Aspects of Press Legislation of India by Sita Bhatia (Rawat Publications)
- Media Ethics: Cases and Moral Reasoning by Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy Kreshel, Robert H. Woods (Allyn & Bacon)

Pedagogy:The course is designed to train the students in the evolving field of media and communication research.

Total: 100
Continuous Assessment: 50 (25 Written Test+ 25 Practical Exercise)
End Semester Written: 50

Unit I: Introducing Research

Meaning and Concept, Methods of Acquiring knowledge; Question of researchability; Types of Research: Basic-Applied-Descriptive-Analytical-Clinical-CaseStudy-Historical Standard of Research: Reliability, Validity, replicability, closure, objectivity, ethical dimensions; Inductive, Deductive, Empiricism, Qualitative, Quantitative; Overview of Communication research in India

Unit II: Research Design & Approaches

Perspective in research; Research Design-Types and Needs-Structure-Component; Experimental and Classic Research Design, Solomon Four Group- Post Test only ControlGroup; Quasi Experimental Design-One Shot Case Study-Longitudinal Research-Panel-Trend Study; Audience Ethnography-Talk, Text, Action, Participant Observation, Focus Group; Survey Research-Questionnaire Construction

Unit III: Reception Research

Media Meaning through Talk-Conversational Analysis; Discourse Analysis, CDA; Viewing and Interpreting Image, Advertising, Message, Content Analysis; Methodological Pluralism, Triangulation; Internet Research-Reliability of Data, Processing Internet Data, Data Mining

Unit IV: Data Processing and Application

Coding and Tabulation, Analysis and Interpretation, Levels of Measurement; Hypothesis Testing, Frequency Distribution, Standard Deviation, Normal Curve; Quantitative Data Analysis-Univariate and Bivariate; Writing a Research Proposal and research paper

Recommended Readings:

- Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger Berger (Sage Publications)
- Mass Media Research by Roger D. Wimmer and Joseph R. Dominick (Wadsworth, Cengage Learning)
- Social Research Methods by Alan Bryman (Oxford University Press)

Paper IX: Print and Cyber Journalism I(4 Credits/ 100 Marks)

Pedagogy: This paper aims at students' understanding of close connect between print and cyber journalism in areas of sourcing, documentation, research while variance in story presentation, editing and formatting. This will be done utilising common content in 'compare, contrast and create' mode teaching-learning supported by theoretical understanding of why media and platform differences need to be addressed.

Total Marks:100
Continual Assessment: 50 (25 Practical,25 Theoretical)
End-Semester Written Exam 50

Unit I: Common Sourcing for story

News and story concepts: news value, feature worthiness, topicality
Indications of a story possibility: from social media clues, trends, sudden changes, etc.
Befriending Sources without getting influenced: official and Non-official
Archival material for research: contextuality and fact richness
Sharing Info with other Journos: Dos and Dents

Unit II: Writing difference for print and cyber

Language proficiency measures
Translation skills
Understanding write-up genres
Differences of reading habits for print and cyber
Deadline and style differences
Pressure for likes and sharing: Cyber Challenges

Unit III: Writing reports for Visva-Bharati Chronicle (print)

UnitIV: Inter-language story translations and cyber reporting

Recommended Readings:

- Writing and Reporting News: A Coaching Method (Sixth Edition) by Carole Rich(Wadsworth, Cengage Learning)
- Online Newsgathering Research and Reporting for Journalism by Stephen Quinn and Stephen Lamble(Focal Press)
- Journalism Online by Mike Ward(Focal Press)

Paper X: Audio Visual Production I(4 Credits/ 100 Marks)

Pedagogy: This paper is focused on the concept of Electronic Production and Broadcasting.

Total 100
Continuous Assessment: 50 (Written – 25, Practical – 25)
End Semester Written: 50

Unit I

Radio as a medium of mass communication in today's context; Characteristics and Limitations of radio; Formation of PrasarBharati; Privatisation and expansion of FM Radio channels; Development of Educational & Community Radio.

Sound: Audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects; Types of microphones; Use of audio mixers for recording & editing of sound; Audio post production;

Unit II

Radio Formats; Writing for the Ear; Knowing your audience; Developing your style ; Writing for different formats and messages ; Dramatising messages

Unit III

Practical Exercises: Recording and editing exercises; Writing exercises; Interviews-simulated and actuality; Research and scripting of radio documentary/feature/drama;

Unit IV

Practical Exercises: Presentation of various types of programmes; Production of radio discussions/talk shows; Production of public service messages (max 30 seconds); Production of radio documentary/feature; Preparation of community based fictional/non-fictional shows (for community radio stations).

Recommended Readings –

- Essential Radio Journalism by Paul Chantler & Peter Stewart (A & C Black Publishers Limited)
- Freelancing for Television and Radio Media Skills by Leslie Mitchell (Routledge)
- Presenting on TV and Radio: An Insider's Guide by Janet Trewin (Focal Press)
- The Radio Producer's Handbook by R. Kaempfer & S. John (Allworth Press)
- The Radio Station: Broadcast, Satellite and Internet by M.C.M. Keith (Focal Press)
- Radio Production by R. McLeish (Focal Press)

Paper XI: Media Technology II (Audio-Visual Post Production & Research)

(4 Credits/ 100 Marks)

Pedagogy:The paper is a foundation for students in journalism focussing on the practice of the audio visual production technology and data analysis. The course relies heavily on practical and hands-on-training. As a part of the course, the students will produce 1 min audio-visual programs at regular intervals as well as analyse data sets.

**Viva – 50 (Based on Two Whole Practical Projects)
Continual Assessment – 50 (Practical Assessment of Weekly Projects)**

Unit I

Adobe Premiere (Latest Software): Video Adding, Colour Balance, Slow Motion, Time Lapse, Other Effects, Transitions, Specialized Effects, Exporting; **Adobe Audition; Adobe Flash Final Cut Pro:** Video Editing Basics, Transition, Rendering, Exporting

Unit II

SPSS (Quantitative Analysis): Data Entry, Correlation, Correlation and Regression, Factor Analysis, Confirmatory Factor Analysis. SEM.

NVIVO (Qualitative Analysis): Data Entry, Data Analysis, and Interpretation.

Unit III & IV: Projects

1. Making 1 min audio-visualfiction or non-fiction feature/program
2. Making 5 min audio fiction or non-fiction feature/program.
3. Analysing a Quantitative data set for aresearch project
4. Analysing a Qualitative data set for aresearch project

Recommended Readings:

- Adobe Premiere Pro Power Tips: Secrets, Shortcuts, and Techniques by Larry Jordan (Routledge)
- Final Cut Pro X: Making the Transition by Larry Jordan (Peachpit Press)
- Qualitative Data Analysis with NVivo by Patricia Bazeley& Kristi Jackson (Sage Publications)

Paper XII: Indian Culture & Heritage(4 Credits/ 100 Marks)

Pedagogy: This paper is a theory one aimed at a broader understanding of Indian Culture and heritage from own perspective developed by Tagore, Ananda Coomarswamy and others. This is done through exposing students to the overview of broad areas and urging them to feel how Visva-Bharati, through its events and curriculum in art, aesthetics, music etc. are creating an experience of the culture and heritage. This is done in participatory and observational approach.

Total 100
Continuous Assessment: 50 (Written – 25, Practical – 25)
End Semester Written: 50

Unit I: Holistic or Composite Culture?

The Foundation of Indian culture
Elements of Indian Culture
Cultural resources, new inclusions and national integration after independence
The Problematique: A cultural nation or a political nation building

Unit II: Philosophical underpinnings

What makes us Indian?
Philosophical Schools: Unity and diversity
Contemporary Question of Identity: Tagorean discourse in context
The Problematique: Glorious heritage and reductionist present

Unit III: Tagorean Thoughts and practice

Indian approach to art and culture education
Indian educational approach: Santiniketan and Sriniketan
Indian classical dances and music
Science education

Unit IV: Communication and Cultural resources

Festivals in Tagore's abode: continuity and purpose
Chain of events and message continuation: Tagorean Communication
Folk and Community media development
Contributing to the Globe: ambition of Visva-Bharati

Recommended Readings:

- Composite Culture of India and National Integration by Rasheeduddin Khan (IAS, Simla)
- Rabindra Parichay (Visva-Bharati)
- The Cultural Heritage of India (Volumes I-IX) (Ramakrishna Mission Institute of Culture)

Semester III

Total - 24 Credits/600 Marks

Paper XIII: Print and Cyber Journalism II(4 Credits/ 100 Marks)

Pedagogy: This paper aims at students' understanding of variance between print and cyber journalism in areas of story editing, layout and formatting. This will be done utilising common content in 'compare, contrast and create' mode teaching-learning supported by theoretical understanding of why media and platform differences need to be addressed.

Total Marks: 100
Continual Assessment: 50 (25 Practical, 25 Theoretical)
End-Semester Written Exam 50

Unit I: Editing

Editing as natural process: executive and creative functions
Conforming to Communication package or editorial formula of the product
Style Book
Headlines: forms, Functions, dos and don'ts
Headline schedule
Utilising visual and dynamism factors in print and cyber

Unit II: Design and layout

Layout elements; Layout principles; Exploiting optical axis; Design for aesthetic look

Unit III:

Editing and designing Visva-Bharati Chronicle

Unit IV:

Editing and designing webportal

Recommended Readings –

- Online Journalism: A Basic Text by Tapas Ray (Foundation Books)
- Writing and Reporting News: A Coaching Method (Sixth Edition) by Carole Rich (Wadsworth, Cengage Learning)
- Online Newsgathering Research and Reporting for Journalism by Stephen Quinn and Stephen Lamb (Focal Press)
- Journalism Online by Mike Ward (Focal Press)

Paper XIV: Audio Visual Production II

Pedagogy: This paper introduces the practical training and concept development necessary for media professionals. Last two units are practical based.

Written: 35

Practical: 35

Continuous Assessment: 30

Unit I

Understanding the medium - Nature and Language of TV; Television Genre; Formats, Styles and treatments; Aesthetic Factor of video editing; Types of video editing- Non-Linear editing, Cut to cut, assemble & insert, on line, off line editing; Designing, Evaluation and field testing of programme.

Unit II

Camera: Introduction to video camera; Parts of video camera and their functions; Camera movement equipment; Lenses – functions and types; Types of shots, camera angles and camera movements; Aperture control and depth of field

Lights: Lights and its properties; Different types of lights; Other tools used in lighting – diffusers, reflectors, cutters & gels; Basic lighting techniques; Accessories used in lighting.

Scripting: Process of Script Writing-Ideation-Research-Brainstorming-Drafting News & Documentary Scripts

Unit III

Practical Exercises/Assignments: Fiction programme preparation;

Unit IV

Practical Exercises/Assignments: Non Fiction programme preparation; Producing news packages every week.

Recommended Readings:

- Video Production by V. Belavadi (Oxford University Press)
- Broadcast News Writing, Reporting and Production by Ted White Frank Barnas (Focal Press)
- Broadcast News: Radio Journalism and an Introduction to Television by Mitchell Stephens, (Rinehart & Winston)
- Introduction to Video Production: Studio, Field and Beyond by R. Compesi and J. Gomez (Routledge)
- Shoot Edit Share: Video Production for Mass Media, Marketing, Advertising, and Public Relation by K. Johnson, and J. Radosh (Focal Press)
- Producing for TV and New Media by C. Kellison (Focal Press)
- Digital Video Production Cook Book by C. Kenworthy (O'Reilly)

Paper XV: Communication Research II (4 Credits/ 100 Marks)

Written: 30
Practical: 50
Continuous Assessment: 20

Pedagogy: This paper introduces the students to the practical aspects of conducting research and encourages them to take up their preferred research topic and submit a dissertation on the same.

Unit I: Communication Research Domains

Investor Research: Control Studies, Content Studies; Medium Research: Media Studies; Audience Research: Audience Studies, Effect Studies; Communication per se

Unit II: Basics of Research and Dissertation Writing

Choosing a research topic; Titling the dissertation; Arrangement of contents; The body of the dissertation; Figures, tables and charts; Footnotes; Endnotes; Quotations; Abbreviations; The conclusion; The index; The appendix; Ethical Considerations in Research

Unit III: Basics of Documentation in Research

Need for acknowledgment; Citation & Reference Styles, Reference vs. Bibliography

Unit IV: Practical Exercise/Assignment

Dissertation Submission preferably within 10,000 words

Recommended Readings:

- Writing a Successful Thesis or Dissertation: Tips and Strategies for Students in the Social and Behavioral Sciences by Fred C. Lunenburg, Beverly J. Irby (Corwin Press)
- The Dissertation Journey: A Practical and Comprehensive Guide to Planning, Writing, and Defending Your Dissertation by Carol M. Roberts (Corwin Press)
- Writing Your Dissertation: How to plan, prepare and present successful work by Derek Swetnam (How To Books Ltd)
- Pocket Guide to APA Style by Robert Perrin (Wadsworth Publishing)

Paper XVI: Corporate Communication and Event Management (4 Credits/ 100 Marks)

Scope: The paper aims to build clear knowledge of Public Relations and its praxis through the practical orientations to meet the scopes of the field

Written: 50

Practical: 30

Continuous Assessment: 20

Unit I: Public Relations

Definition, Role, Functions, Origin; PR Tools-Brochures, Direct Mail Campaigns, Media Kits, Media Lists, Media Tours, Newsletters, News Releases, Opinion-Editorials, Public Service Advertisements and Announcements, Speeches, Web Pages, Public Communications Toolbox; Publics in PR; Different Sectors of PR; PR Research; PR Ethics; Understanding Target Audience.

Unit II: Corporate Communication

Definition, Historical roots, Scopes; Annual Reports; Audio News Releases; Communication Audits; Video News Releases and Electronic Press Kits, Media Relations; Branding; Logo; Consumer Communication; External PR; Differences between Marketing Communication and Corporate Communication; Organization Profiles; Campaign; Analysis of Market Trend; Balance Sheet; PRO and his role; CSR Applying PR in practice, Product PR, Business PR, Financial PR, Political PR, Internal PR; Planning & Evaluation- Example of a PR Plan

Unit III: Event Management

Methods and purpose, tools for it; Public Affairs; Lobbying; Crisis Management; Agency Services

Unit IV: Practical Projects

- ❖ Students will have to produce short PR commercials as per the instructions of the course instructor. Such productions will constitute materials for external evaluation and students will have to appear for viva. **(15)**
- ❖ They will also produce event based projects incorporating different stages of management planning and execution of which viva will be done. **(15)**

Recommended Readings:

- Essentials of Corporate Communication by Cees B. M. van Riel & Charles J. Fombrun (Routledge)
- The 18 Immutable Laws of Corporate Reputation: Creating, Protecting, and Restoring your Most Valuable Asset by R. J. Alsop (Free Press)
- Corporate Communication by P. Argenti (McGraw Hill Education)
- Reputation Rules: Strategies for Building Your Company's Most Valuable Asset by D. Diermeier (McGraw Hill Education)
- Public Relations in India: New Tasks and Responsibilities by J. V. Vilanilam (Sage Publications)
- The Practice of Public Relations by Fraser P. Seitel (Pearson)

Paper XVII: Development Communication(4 Credits/ 100 Marks)

Pedagogy:The paper sheds light on different communication strategies adopted so far worldwide, and the theoretical and ideological factors responsible for the application of such strategies as an indispensable component in different developmental programmes

Unit 1: Universe of Rural Area

Concept, Characteristic features, Rural-Urban dichotomy, Rural demography, Ethnic Pluralism; Definition, Nature and Structure of the Village, Social/cultural organization of the communities in Indian context.

Unit 2: Rural Media and Communication Process

Different types, Function and Process: Sanskritization, Secularization and Westernization, Role of Media in Social / Cultural change.

Unit 3: Development and Rural Area

Development: concept, issues, indicators, dynamics; Theories of development: Tagore, Gandhi and Marx; Development communication: approaches, models, initiatives, international perspectives.

Unit 4: Development Communication in India

Problems and issues: Ecological variation, Mixed economy, Political Pluralism, Social stratification, Minorities, Ethnic crisis, Cross-border terrorism.

Government Measures: Constitutional provisions, Five-year Plans, different schemes & projects, participation of Local Govt.: Panchayats.

Role of Communication Agents: NGOs, SHGs, Religious Institutions

Recommended Readings:

- Development Communication: Theory and Practice by Uma Narula (Har-Anand)
- Communication and Development:A Study of Two Indian Villages by Y. V. LaksmanaRao, (University of Minnesota)
- Media, Communication and Development: Three Approaches by LinjeManyozo (Sage Publications)
- Development Communication Sourcebook: Broadening the Boundaries of Communication by Paolo Mefalopulos(The World Bank)
- Communication for Development and Social Change by Jan Servaes (Ed.) (Sage Publications Inc.)

Paper XVIII: Advertising (4 Credits/ 100 Marks)

Pedagogy: This paper introduces the concept of Advertising with a focus on development of creative abilities.

Written: 50

Practical: 25

Continuous Assessment: 25 (Practical assignments as well as PowerPoint presentations)

Unit I

Advertising: Definition, Role, Functions; Advertising as communication tool; Advertising as a social process- consumer welfare, standard of living and cultural values; Classification of advertising on the basis of Target Audience, Market Segmentation, Medium, Purpose; Advertising vs. Marketing; Market segmentation process; Integrated Marketing Communication; Models of Advertising Communication; Semiotic theory; Image: a selling proposition; Role of colours, photographs, computer graphics; Concept & stages of Branding, brand management, brand image; Segmentation, brand positioning, brand equity;

Unit II

Account planning –Elements of Marketing plan; Plan advertising campaign (the planning cycle) and types; USP; Budgeting process; Media Planning and research: Media agencies- definition, need and importance; Media plan: objectives, Methods of measuring effectiveness of advertising programme – different types of pre-testing, concurrent testing and post testing. Advertising Research: Consumer, Market & Product; Concept of creativity; Idea generation; The creative brief; Types of copy, how to prepare ad copy; Copy and script writing: Print, Electronic, Cyber, Outdoor; Appeals in Advertising; Ad Agency Structure & Functions: Concept of advertising agencies; Client –agency relationship;

Unit III & IV: Practical Projects

Students will have to produce combination of Advertisements (across different media platforms) as per the instructions of the course Instructor. Such productions will constitute materials for external evaluation and students will have to appear for viva.

Recommended Readings:

- Advertising Basics by J. Vilanilam (Sage Publications)
- Visual Persuasion: The Role of Images in Advertising by Paul Messaris (Sage Publications)
- Advertising Cultures: Gender, Commerce, Creativity by Sean Nixon (Sage Publications)
- Ogilvy on Advertising by David Ogilvy (Crown Publishers)
- Advertising Procedure by Russel, J. Thomas (Prentice Hall)
- Brand Positioning: Strategies for Competitive Advantage by Subroto Sengupta (McGraw-Hill Education)

Semester IV

Major Paper I: Specialization Theory

(End semester written 100+ internal assessment-50)

Major Paper II: Theory/ Project in Major Specialization

(End semester reporting and interview/Theory exam-100 + internal assessment-50)

Major Paper III: Dissertation/ Project (Live/industry) in Major Specialization

(End semester evaluation of dissertation by guide & one external expert for 150 marks)

Minor Paper: Self-initiated (Organizational Engagement/ Field Project/ Term Paper) (150 marks)

(A) Communication Design

Paper I - Theory – 150

Written: 100

Continuous Assessment: 50

Pedagogy: The study of the creative design process is integral to effective communication. The paper on communication design seeks to introduce the students to graphic techniques of visual communication expression and presentations and the aesthetics and design principles of communication.

Unit I: Introduction

Communication and design; Visual communication design versus graphic design; Creativity and communication; Visual communication design tools: signs, symbols, diagrams, maps, tables, charts, pie charts etc.

Unit II: Design Principles and Functions

Visual communication design principles: perception, signification, meaning, interpretation, contexts; Functions of graphic design: information, persuasion, decoration, metalinguistic and phatic functions; Creativity and problem-solving

Unit III: Typographic Design

Evolution, principles, functions, specimens (Serif/Sans Serif); Macrotypography and Microtypography; Typesetting Factors: Space and Spacing, Alignments and Paragraphs, Hierarchy, Aesthetic Tailoring; Impact of new media on the art of typography

Unit IV: New Media Communication Design Praxis

Principles of web designing; Principles of social media profile making; The science of emojis: History, evolution, contemporary usage and relevance

Recommended Readings:

- Communication Design: Principles, Methods and Practice by Jorge Frascara (Allworth Press)
- Graphic Design as Communication by Malcolm Barnard (Routledge)
- Typographic Design: Form and Communication by Rob Carter, Philip B. Meggs, Ben Day, Sandra Maxa, Mark Sanders (Wiley)
- Design Elements, Typography Fundamentals: A Graphic Style Manual for Understanding How Typography Affects Design by Kristin Cullen (Rockport Publishers)
- Visual Communication: Understanding Maps, Charts, Diagrams, and Schematics by Ned Racine (LearningExpress, LLC)
- Web Site Design Is Communication Design by Thea Van Der Geest (John Benjamins Publishing Company)
- The Semiotics of Emoji: The Rise of Visual Language in the Age of the Internet by Marcel Danesi (Bloomsbury)

Written: 100
Continuous Assessment: 50

Pedagogy: This paper will introduce the students to the fundamentals of communication design from the Indian perspective.

Unit I: Introduction

Visual communication (painting, sculpture) in ancient India: Bhimbetka rock art, Ajanta and Ellora paintings and sculptures; Visual communication (painting, sculpture) in medieval India: Tanjore paintings; Folk and tribal art forms in modern India: Madhubani paintings, Patachitra, Rangoli

Unit II: The Saḍangā Canons

Six aspects of visual depiction in Yasodhara's commentary on Vatsyayana's Kamasutra: Rūpabheda, Pramāṇa, Bhāva, Lāvaṇyayojana, Sādrśya, Varnikā-bhaṅga

Unit III: Illustration-Making (Citrakarma)

Eight aspects given in Bhoja's Samarāṅgaṇasūtradhāra: vartikā, bhūmibandhanam, lekhyam/lekhā, rekhākarmāṇi, varṇakarma, vartanā-krama, lekhakaraṇam, dyutikarma

Unit IV: Application

Contemporary relevance and application of the principles of *saḍangā* and *citrakarma* in communication design in sync with modern advances in graphics making technology

Recommended Readings:

- Saḍangā or The Six Limbs of Painting by Abanindranath Tagore (The Visva-Bharati Quarterly, Vol. VIII, Parts I & II, May-October, 1942)
- On the Sadanga Canons of Painting By Prithvi Kumar Agrawala (PrithiviPrakashan)
- The Theory of Citrasutras in Indian Painting: A Critical Re-Evaluation of their Uses and Interpretations by Isabella Nardi (Routledge)

(I) Communication and Media Aesthetics

Paper I - Theory – 150

Written: 100
Continuous Assessment: 50

Pedagogy: The knowledge of communication and media aesthetics is critical to effective communication and media application in sync with the individual and socio-cultural needs and expectations. The paper on communication and media aesthetics seeks to introduce the students to aesthetic aspects associated with the expression of communication and media content in the desirable manner in the public realm.

Unit I: Overview of Aesthetics

Defining “Art” and “Aesthetics”; Aspects of Aesthetics: Subject, Object, Communication, Experience, Beauty and Art: Indian and Western Perspectives; Imagination, Conceptualization and Interpretation; Imitation and Representation: Ancient Indian and Greek View

Unit II: Communication and Applied Media Aesthetics

Communication and Aesthetics; Art and applied Media Aesthetics; Audio and Visual Aesthetics; Essential Elements of Applied Media Aesthetics: Light, Colour, Two-Dimensional Space, Three-Dimensional Space, Time, Motion and Sound

Unit III: Sound Aesthetics

The Science of Vocal Aesthetics: Pitch, Timbre, Rhythm, Tempo etc.; Importance of Audio Aesthetics; Aspects of Vocal Aesthetics: Recording, Processing, Mixing, Noise Reduction; Aspects of Verbal Communication Aesthetics: Form, Content and Expression

Unit IV: Visual Aesthetics

Aesthetics of visual representations (Photography, Paintings, Graphics etc.): Form, Content and Expression; Aesthetics of calligraphy and typography: Font, Size, Colour, Alignment etc.

Recommended Readings:

- Introducing Aesthetics by David E. Fenner (Praeger)
- Sight, Sound, Motion: Applied Media Aesthetics by Herbert Zettl (Wadsworth Cengage Learning)
- Shaping Sound in the Studio and Beyond: Audio Aesthetics and Technology by Gary Gottlieb (Thomson Course Technology)
- Experience and Nature by John Dewey (Oxford Book Company)
- Aesthetics and Painting (Continuum Aesthetics) by Jason Gaiger (Continuum)
- Picture Theory: Essays on Verbal and Visual Representation by W. J. T. Mitchell

Paper II–Theory – 150

Written: 100

Continuous Assessment: 50

Pedagogy: This paper will introduce the students to the fundamentals of communication and media aesthetics from the Indian perspective.

Unit I: Overview of Indian Aesthetics

History and Brief Overview of Indian Aesthetics; Seven Fundamental Elements of Indian Aesthetics: Characteristic (Lakṣaṇa), Embellishment (Alaṅkāra), Quality (Guṇa), Defect (Doṣa), Style (Riti), Suggestion (Dhvani), Aesthetic Configuration (Rasa)

Unit II: The Aesthetics of Verbal Communication in Bharata Muni's Natyasastra

The Thirty-Six Fundamental Characteristic Marks/ Indicators (Lakṣaṇa); The Four Figures of Speech (Alaṅkāra); The Ten Faults/ Defects (Doṣa); The Ten Merits/ Qualities (Guṇa); Seven Characteristics of a Message Fit for Presentation (Yogyatā)

Unit III: The Aesthetics of Paralinguistics in Bharata Muni's Natyasastra

Utility of the Three Voice-Registers in the Human Body: Chest/ Breast, Throat and Head in Communication Aesthetics vis-à-vis Degrees of Timbre and Application; Eight Types of 'Resonance'; Six Categories of Sound/ Voice Based on their Intensity/ Degree of Loudness; Three-Degree Scale for Tempo; The Five Pitch Levels; The Four Pitch Accents; Intonation Based on Intended Effect and Speed of Addressing; Five Faults of Voice etc.

Unit IV: Rabindranath Tagore on Art and Aesthetics

Principal Object of Art: The Expression of Personality; Art as the Response of Man's Creative Soul to the Call of the Real; The Six Fundamental Principles/Concepts of Aesthetics: Beauty, Truth, Goodness, Joy, Expression and Art; Inter-relation of the Six Principles;

Recommended Readings:

- Comparative Aesthetics: Volume I (Indian Aesthetics) by Kanti Chandra Pandey (Chowkhamba Sanskrit Series Office)
- The Natya Shastra (English Translation) Volume I (Chapters I-XXVII) by Manomohan Ghosh (The Asiatic Society)
- The Nātya Shastra Ascribed to Bharata Muni (English Translation) Volume II (Chapters XXVIII-XXXVI) by Manomohan Ghosh (The Asiatic Society)
- Rabindranath Tagore on Art & Aesthetics: A Selection of Lectures, Essays and Letters by Prithwish Neogy/Inter-National Cultural Centre (Orient Longmans)
- Studies in Comparative Aesthetics by Pravasjivan Chaudhury (Visva-Bharati)

(C) Rural Communication

Paper I-Theory – 150

Written: 120
Continuous Assessment: 30

Pedagogy: Communicating for development in the rural settings continues to be a challenge for the communication and development professionals in the modern age. Therefore, the paper on rural communication seeks to guide the students on meeting the practical challenges of successful rural communication.

Unit I: Introduction

Rural Community and Infrastructure, Urban-Rural Communication and Development Dichotomy, Role of Communication in Rural Development; Communication Spectrum of Rural Settings: Interpersonal Communication, Group Communication, Mass Media and New Media Penetration, Informal Communication Channels

Unit II: Approaches and Perspectives

Approaches to Rural Communication: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal/ Participatory Rural Communication Appraisal (PRA/PRCA); Perspectives: The Gandhian Perspective of Rural Development, Tagore's Views on Rural Reconstruction, PauloFreire's Views on Participatory Development

Unit III: Communication Research for Rural Communication

Participatory Action Research (PAR), Ethnographic Action Research (EAR), Key Informant Interview (KII), Focus Group Discussion(FGD), Most Significant Change (MSC) etc.

Unit IV: Case Study

Significant Rural Communication Experiences from India and the World

Recommended Readings:

- Communication for Rural Development Sourcebook by Mario Acunzo, MarziaPafumi, Cleofe Torres and Maria Stella Tirol (FAO)
- Framework on Effective Rural Communication for Development by R. D. Castello& P.M. Braun (FAO)
- Development Communication Sourcebook: Broadening the Boundaries of Communication by Paolo Mefalopulos (The World Bank)
- e-Governance for Development: A Focus on Rural India by ShirinMadon (Palgrave Macmillan)
- Rabindranath Tagore on Rural Reconstruction by SudhirSen (Visva-Bharati)

Paper II-Practical-150

Practical Assignments: 5 x 30=150

Module 1: Project on Rural Reporting/Communication through Print Media

- Content analysis of rural news, articles, features etc. in dailies/periodicals

Module 2: Project on Rural Reporting/Communication through Radio

- Preparation of spoken work program on rural issues

Module 3: Project on Audio-Visual Rural Reporting/Communication

- Scripting and compiling program/preparing short film any rural issue

Module 4: Project on Rural Reporting/Communication through Folk Media

- Identification of folk forms suitable to rural communication and preparation of suitable content

Module 5: Project on Rural Organizations/ Communication Professionals

- Submission of a project report after visiting a rural institution/interviewing a rural communication professional

Recommended Readings:

- Reporting on Rural Issues: A Media Guide by Rosalind Yarde, Loretta de Luca, Vittorio Longhi, Léa Breton, Paola Victoria (International Labour Organization)
- Rural Reporting in India by K. Ramachandra Murthy (Prajasaki Book House)
- Management of Rural Reporting Network in India: A Study with Special Reference to Four Selected Newspapers (A Thesis Submitted to Sri Krishnadevaraya University Anantapur for the award of the degree of Doctor of Philosophy in Management) by K. Ramachandra Murthy
- Radio Broadcasting Serves Rural Development (Reports and Papers on Mass Communication: No. 48) by B. P. Bhatt, P. V. Krishnamoorthy, R. Marathey & M. Bourgeois (UNESCO)
- The Role of Film in Development (Reports and Papers on Mass Communication: No. 64) by Peter Hopkinson (UNESCO)

(D) Gender and Media

Paper I - Theory – 150

Written: 100

Continuous Assessment: 50

Pedagogy: The paper seeks to introduce the students to the evolutionary praxis of gender and media relations in the public sphere.

Unit I: Understanding Patriarchy

Public and Private Patriarchy; Social Construction of Femininity and Masculinity

Unit II: Sex and Gender

Approaches to conceptualising gender; Gender as constrained choice; Gender roles; Gender identity; Gender relations; Gender as performance (embodied gender)

Unit III: Gender and Empowerment

Measuring Empowerment; Factors Influencing Economic Empowerment of Women

Unit IV: Feminist Theory and Media

Media and Gender Studies: The Beginning; Feminist intervention in communication theory; Feminist Theory Perspectives and development;

Recommended Readings:

- Gendered Lives: Communication, Gender, and Culture by Julia T. Wood (Wadsworth Publishing)
- Sociology of Gender: The Challenge of Feminist Sociological Knowledge by SharmilaRege (Ed.) (Sage Publications)
- Towards a Theory of Patriarchy in The Polity Reader in Gender Studies by Sylvia Walby (Polity Press)
- The Gender and Media Reader by Mary Celeste Kearney (Ed.) (Routledge)

Paper II–Theory – 150

Written: 100

Continuous Assessment: 50

Pedagogy: This paper will delve into the area of media representation of gender identity and the role and impact of media in promoting gender stereotypes.

Unit I: Gender Stereotypes

Cultural Stereotypes; Gendered Media - its influence in society; Gender portrayal in films and in mass media

Unit II: Gendered media

Contemporary Social Issues- Masculinity and Sexuality and Media - Gendered Verbal & Nonverbal Communication

Unit III: The Third Gender

Issues in representation; challenges and perspectives

Unit IV: Media Monitoring on Gender Issues

Discussion on Media Monitoring - Project on Coverage of Gender Representation in Media (Print/Audio-Visual/New Media/Social Media/Film); Gender perspectives in Print, Visual and New Media

Recommended Readings:

- The Gender Communication Connection by Teri Kwal Gamble and Michael W. Gamble (Routledge)
- Media, Gender, and Popular Culture in India: Tracking Change and Continuity by Sanjukta Dasgupta, Dipankar Sinha and Sudeshna Chakravarti (SAGE Publications India Pvt Ltd)
- Media, Gender and Identity: An Introduction by David Gauntlett (Routledge)
- Heroes, Heroines, and Everything in Between: Challenging Gender and Sexuality Stereotypes in Children's Entertainment Media by Carrie Lynn D. Reinhard; Christopher J. Olson (Eds.) (Lexington Books)

(E) Indian Communication Thought & Practice

Paper I - Theory – 150

Written: 120
Continuous Assessment: 30

Pedagogy: This course aims to introduce the students to the indigenous concepts of communication theory and practice from the Indian sub-continent.

Unit I: Ancient Indian Communication Thought

Definition and scope; Key concepts in Ancient Indian Communication Thought; Key thinkers of Ancient Indian Communication Thought

Unit II: Medieval Indian Communication Thought

Definition and scope; Key concepts in Medieval Indian Communication Thought; Key thinkers of Medieval Indian Communication Thought

Unit III: Modern Indian Communication Thought

Definition and scope; Key concepts in Modern Indian Communication Thought; Key thinkers of Modern Indian Communication Thought

Unit IV: Communication in the Indian Philosophical and Aesthetic Traditions

Understanding the Hindu view of communication (Nyāya, Vaiśeṣika, Sāṃkhya, Yoga, Mīmāṃsā and Vedānta); Understanding the Buddhist view of communication; Understanding the Jaina view of communication; Further exploration of Indian perspectives of communication from ancient Indian texts, viz., Nāṭyaśāstra, Vākyapadīya

Recommended Readings:

- Culture and Communication in Ancient India and China by Robert T. Oliver (Syracuse University Press)
- In Quest of Alternative Views on Theories of Communication: Excavating Thoughts of Sufism by M. Bolouri (Lambert Academic Publishing)
- Social Communication in Religious Traditions of Asia by Eilers, F. J. (Ed.). (Logos Publications)
- The Gesture Language of the Hindu Dance by Hughes, R. M. (Pseud. La Meri) (Columbia University Press)
- The Word and the World: India's Contribution to the Study of Language by B. K. Matilal (Oxford University Press)
- Intercultural Communication: The Indian Context by R. N. Rao & A. Thombre (Sage Publications India Pvt Ltd.)

Paper II – Theory – 150

Written: 120
Continuous Assessment: 30

Unit I: Contemporary Concepts from Ancient Indian Communication Thought

Rasas and advertising appeals; Sadharanikaran and science communication; Contemporary relevance of Bharata Muni's AICA communication strategy in impersonal communications

Unit II: Field Work Studies Utilizing Indian Communication Thought

Assam University Rural Communication Project (AURCP); Behaviour Change Communication (BCC) Strategy for (National Rural Health Mission) NRHM in Uttar Pradesh; SaloniSwasthKishoriYojna (SSKY) Adolescent Health Program

Unit III: Models from Indian Communication Thought

The Gandhian Model of Non-Violent Communication; TheSadharanikaran Model of Communication (SMC); The Bhatta-Mimamsa Model of Communication (BMC)
Conflict resolution and peace-making through Indian communication thought

Unit IV: Mindful Communication Insights from Indian Communication Thought

Communication Ethics and Mindfulness: The Buddhist and Other Perspectives; New-Age Mindful Communication Order.

Recommended Readings:

- Clothing for Liberation: A Communication Analysis of Gandhi'sSwadeshi Revolution by P. Gonsalves (Sage Publications India Pvt Ltd.)
- Folk Arts and Social Communication by D. D. Mukhopadhyay (Publications Division, Ministry of Information & Broadcasting, GoI)
- Mindful Journalism and News Ethics in the Digital Era: A Buddhist Approach by S. A. Gunaratne, M. Pearson, & S. Senarath, (Eds.). (Routledge)
- The Rhetoric of Non-Violence: A Critical Analysis of Selected Speeches by M. K. Gandhi by S. Yamabhai (The Ohio State University)
- Theory and Practice of Communication: Bharata Muni (Indian Tradition of Communication- Vol. 1) by N. M. Adhikary (MakhanlalChaturvedi National University of Journalism and Communication)
- Who Needs Folklore? The Relevance of Oral Traditions to South Asian Studies by A. K. Ramanujan (The Center for South Asian Studies, University of Hawaii)

(F) Advance Media Organization Management

Paper I - Theory – 150

Written: 100

Continuous Assessment: 50

Pedagogy: This paper will introduce the students to the practical aspects of media organization management to prepare them for the industry challenges in sync with the ground reality.

Unit I: Introduction

Media organisation structure and strategy: owner-employee relations; The POSDCORB strategy: planning, organizing, staffing, directing, co-ordinating, reporting and budgeting; Five core media organization management aspects: production management, human resource/ personnel management, financial management, engineering management, public relations management

Unit II: Production Management

Print media content production management, radio programme production management, television programme production management, folk media content production management, new media content production management

Unit III: Human Resource/ Personnel and Financial Management

Staff recruitment management: selection, hiring, grooming and retention, Financial management: sales management, advertising management, event management etc.

Unit IV: Engineering and Public Relations Management

Engineering management: print media operations management, radio station management, television studio management, folk media logistics management, new media platform management; Public relations management: employee relations management, consumer/target audience relations management etc.

Recommended Readings:

- Managing Media Work by Mark Deuze(Sage Publications Ltd)
- Strategic Management in the Media: Theory to Practice by Lucy Küng (Sage Publications Ltd)

Paper II-Practical-150

Practical Assignments: 5 x 30=150

Module 1: Assignment on media organisation(Print Media)

- Practical assignment on any one of the five core media organization management aspects with respect to the print media

Module 2: Assignment on media organisation(Radio)

- Practical assignment on any one of the five core media organization management aspects with respect to the radio media

Module 3: Assignment on media organisation(Television)

- Practical assignment on any one of the five core media organization management aspects with respect to the television media

Module 4: Assignment on media organisation (Folk Media)

- Practical assignment on any one of the five core media organization management aspects with respect to the folk media

Module 5: Assignment on media organisation (New Media)

- Practical assignment on any one of the five core media organization management aspects with respect to the new media

(G)Film Appreciation

Pedagogy: This is a survey course designed to introduce you to the broad range of theoretical, formal, and historiographical issues specific to cinema.

Paper I - Theory – 150
Written: 120
Continuous Assessment: 30

Unit I:

History of Film Making

Unit II:

Evolution Of Film Styles; Film Styles of silent movies – Styles of Tamil Films, South Indian Films – Indian Films – Foreign Films – Art Films – Commercial Films, Animation Films;

Unit III:

Film Experience and Major Issues - Power, poverty and conflicts; New Wave; Science Fiction

Unit IV:

Cinephilia and the Future of Film

Recommended Readings:

- Ideology and the image: social representation in the cinema and other media by Bill Nichols (Indiana University Press)
- Film and Literature: An Introduction and Reader by Timothy Corrigan (Prentice Hall)
- Traditions in World Cinema by Linda Badley, R. Barton Palmer & Steven Jay (Eds.) (Edinburgh University Press)

Paper II - Theory – 150
Written: 120
Continuous Assessment: 30

Unit I:

Ideological Movements-Existentialism; Neo-Realism; Nihilism; Surrealism; German Expressionism, Kino Pravda, Montage, Marxism; Cinematic Realism; Formalism; Structuralism; Auteur Theory; Third Cinema;

Unit II:

Other Film Movements – Cinema Novo; New queer cinema; Poetic realism; Free cinema;

Unit III:

Filmic elements of a film to be considered - mise-en-scène, montage etc.

Unit IV:

Screening based practical

Film Review & Analysis - The students will have to view the films relevant to Film Appreciation and write their reviews and analysis of each film.

Recommended Readings:

- Inside the Gaze: The Fiction Film and Its Spectator by Francesco Casetti (trans. by Nell Andrew) (Indiana University Press)
- Theories of Cinema, 1945- 1995 by Francesco Casetti; (trans. by Francesca Chiostrì and Elizabeth GardBartolini) (University of Texas Press)
- The Film Spectator: From Mind to Sign by Warren Buckland (ed.) (Amsterdam University Press)
- The Indian Film Theory: Flames of Sholay, Notes and Beyond by G. Roberge (Sampark)

(H)Health Communication

Paper I - Theory – 150

Written: 100

Continuous Assessment: 50

Pedagogy: This paper will be taught in a combination of health institution involvement, health campaign participation and strategy analysis.

Unit I: Introduction

Overview of Health Communication: Concept, history, contemporary relevance, ethics, challenges, barriers; Characteristics of effective health communication: accuracy, clarity, consistency, credibility, relevance, correct tone/appeal

Unit II: Health Communication Strategizing

Communication strategizing in normal situations: media campaign for health promotion and ill-health prevention; Communication strategizing in crisis situations: WHO Outbreak Communication Guidelines: principles and planning steps

Unit III: Health Journalism/Reporting

Identifying the right media outlets and delivering messages effectively; Health beat reporting; Reporting for health awareness and promotion; reporting for policy-making, reporting for persuasion; reporting for crisis management

Unit IV: Case Study

Significant Health Communication Experiences from India and the World

Recommended Readings:

- The Routledge Handbook of Health Communication by Teresa L. Thompson, Alicia Dorsey, Katherine Miller, Roxanne Parrott (Routledge)
- Effective Media Communication during Public Health Emergencies. A WHO Field Guide by V.T. Covello, R.N. Hyer (World Health Organization)
- Essentials of Public Health Communication by Claudia Parvanta, David E. Nelson, Sarah A. Parvanta, Richard N. Harner (Jones & Bartlett Learning)
- Health Communication by Richard K. Thomas (Springer)
- Public Health Communication: Evidence for Behavior Change (Lea's Communication Series) by Robert Hornik (Lawrence Erlbaum Associates, Publishers)
- WHO Outbreak Communication Planning Guide (World Health Organization)
- An Empirical Test of the Sadharanikaran Theory of Communication to Defecation Hygiene Behaviour: An Evaluation of a Child-To-Community Intervention in Maharashtra, India (Doctoral Dissertation, PhD Thesis) by N. Kapadia-Kundu (Johns Hopkins School of Hygiene and Public Health)

Paper II-Practical-150

Practical Assignments: 5 x 30=150

Module 1: Project on Health Reporting/Communication through Print Media

- Content analysis of health news, articles, features etc. in dailies/periodicals

Module 2: Project on Health Reporting/Communication through Radio

- Preparation of spoken work program on health issues

Module 3: Project on Audio-Visual Health Reporting/Communication

- Scripting and compiling program/preparing short film any health issue

Module 4: Project on Health Reporting/Communication through Folk Media

- Identification of folk forms suitable to health communication and preparation of suitable content

Module 5: Project on Health Organizations/Communication Professionals

- Submission of a project report after visiting a health institution/ interviewing a health communication professional

(I) Science Communication

Paper I-Theory – 150

Written: 120

Continuous Assessment: 30

Pedagogy: Communicating science to the common masses has always been a challenge for communication practitioners and science specialists alike. Considering the pressing need for effective science communication in the public domain, the paper on science communication aims to impart the basics of science communication to the students that may be applied by them in practical communication situations.

Unit I: Introduction

Science Communication: What, Why and How; History of Science Communication; Science Journalism and its Contemporary Relevance; Science Communication in and for Sustainable Development

Unit II: Science Communication Models

Models of Science Communication: Dissemination/ Deficit Model, Contextual Model, Lay-Expertise Model, Dialogue Model, Public Participation/Engagement Model

Unit III: Science Communication Skills

Fundamental Science Communication Skills, Storytelling as an Effective Means of Science Communication; Necessary Interpersonal Communication Skills; Necessary Mass Media Skills; Necessary New Media Skills; Necessary Folk Media Skills

Unit IV: Case Study

Significant Science Communication Experiences from India and the World

Recommended Readings:

- Communicating Science to the Public: Opportunities and Challenges for the Asia-Pacific Region by Leo Tan Wee Hin, R. Subramaniam (eds.) (Springer)
- Communicating Science: A Scientist's Survival Kit by Giovanni Carrada (European Commission)

Paper II-Practical-150

Practical Assignments: 5 x 30=150

Module 1: Project on Science Reporting/Communication through Print Media

- Content analysis of science news, articles, features etc. in dailies/periodicals

Module 2: Project on Science Reporting/Communication through Radio

- Preparation of spoken work program on science issues

Module 3: Project on Audio-Visual Science Reporting/Communication

- Scripting and compiling science program/preparing short film any science issue

Module 4: Project on Science Reporting/Communication through Folk Media

- Identification of folk forms suitable to science communication and preparation of suitable content

Module 5: Project on Science Organizations/Scientists

- Submission of a project report after visiting a science institution/interviewing a scientist

(J) Advanced Audio-Visual Production

Pedagogy: This is a major specialization paper focusing on the language and usage of audio visual formats. It is divided into one full theory paper and one full practical paper.

Paper I: Theory – 150
Written: 100
Continuous Assessment: 50

Unit I

The role and purpose of audio visual communication; Evolution of audio visual communication; Space & Time; Technology of Depth; Concept of Shot, Scene and Sequence; Montage;

Unit II

Audio Visual Formats – Feature Films; Animation Films; Different types of documentary and short films; programming and scheduling; planning and broadcasting; Audio formats

Unit III

Screen Theory;
Script, Special Effects, Editing, Sound Design, Music, Direction, and Audience Care.
Modes of listening; Sound theory;

Unit IV

Visualization: Composition –Aesthetics in visual composition; Subject - camera relationship;

Recommended Readings:

- Image Journeys: Audio-Visual Media and Cultural Change in India by C. Brosius& M. Butcher (Sage Publications)
- Theorizing the moving image by Noël Carroll (Cambridge University Press)
- A Fly in the Curry: Independent Documentary Film in India by K. P. Jayasankar& A. Monteiro (Sage Publications India)
- Single Camera Video Production by Robert B. Musberger, & Michael R. Ogden (Focal Press)
- Video Production Handbook by J. Owens (Focal Press)
- Our Films, Their Films by Satyajit Ray (Orient Black Swan)

Paper II: Practical

Full Marks - 150
Practical Project and Viva: 100
Continuous Assessment: 50

Unit I

Practical Project - Making Radio PSA/Jingle/Other short formats

Unit II

Practical Project - Making podcast series/radio drama (Fiction/Non-Fiction)

Unit III

Practical Project - Making TV/Web Series (Fiction/Non-Fiction)

Unit IV

Practical Project - Making short film (Fiction/Non-Fiction) for Electronic Media/Web Media

Recommended Readings:

- How to Read a Film by J. Monaco (Oxford University Press)
- The Five C's of Cinematography: Motion Picture Filming Techniques by Joseph V. Mascelli (Silman-James Press)
- Handbook of Television Production by H. Zettl (Wadsworth)
- Digital Compositing for Film and Video by Steve Wright (Focal Press)

(K) Advance Cyber Communication and Journalism
Paper I - Theory – 150
Written: 100
Continuous Assessment: 50

Pedagogy: With the advent of new media, cyber communication and journalism has become the buzzword in the world of professional communication practices. This paper will introduce the students to the fundamental concepts of cyber communication and journalism and their application in the new media professional communication environment.

Unit I: Introduction to Key Concepts

Cyberspace, Information Superhighway, Media Convergence, Blogging, Podcasting, Live Streaming, Microblogging, Web Designing, Web Advertising, Web Content Marketing, Online Interviewing, Open Source Reporting, Distributed Reporting, Search Engine Optimization, Crowdsourcing etc.

Unit II:

Cyberjournalism: Advantages and Disadvantages, Basics of Cyber Reporting and Editing: Print, Audio, Audio-Visual; Characteristics of Cyber Journalism: Interactivity, Ubiquity, Hypertextuality, Multimedia etc.; Citizen Journalism and Audience-Generated Content

Unit III: Cyber Content Management

Web Writing: Best Practices; Web Aesthetics: Images, Graphics, Multimedia Content; Web Publishing: Design Concerns and Software Applications; Web Content Visibility and Credibility Issues and Concerns

Unit IV: Cyber Journalism Laws and Ethics

Article 19(1)(a): Freedom of Speech and Expression; Article 19(2): Reasonable Restrictions upon Freedom of Speech and Expression; Right to Information vs. Right to Privacy; Copyright Act and Plagiarism Concerns; Online Communication Ethics and Mindful Communication

Recommended Readings:

- Journalism Online by Mike Ward (Focal Press)
- Online Newsgathering: Research and Reporting for Journalism by Stephen Quinn, Stephen Lambie (Focal Press)
- Online News Journalism and the Internet by Stuart Allan (Open University)
- Participatory Journalism: Guarding Open Gates at Online Newspapers by Jane B. Singer, David Domingo, Ari Heinonen, Alfred Hermida, Steve Paulussen, Thorsten Quandt, Zvi Reich, Marina Vujnovic (Wiley-Blackwell)
- The Handbook of Global Online Journalism by Eugenia Siapera, Andreas Veglis (Wiley-Blackwell)
- Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder (New Riders)
- Laws of the Press by D.D. Basu (Prentice Hall)

Paper II-Practical-150

Practical Assignments: 5 x 30=150

- **Module 1: Practicalassignment on webpage content creation and publishing**
- **Module 2: Practicalassignment on website designing**
- **Module 3: Practicalassignment on web advertising**
- **Module 4: Practicalassignment on blogging (theme-based)**
- **Module 5: Term paper on cyber journalism laws and ethics**