Master of Arts in Mass Media

Semester- I

Sr.No-	Subjects	Credits	Int	Ext	Total Marks
1.	Introduction to Mass Communication and Media Studies	4	50	50	100
2.	Journalism and Print media	4	50	50	100
3.	Integrated Marketing Communication	4	50	50	100
4.	Audio-Visual Production	4	50	50	100
5.	Introduction to Digital Marketing	4	50	50	100

Semester II

Sr.No-	Subjects	Credits	Int	Ext	Total Marks
1.	Mass Media Research	4	50	50	100
2.	Media Management	4	50	50	100
3.	Corporate Communication	4	50	50	100
4.	Film Studies	4	50	50	100
5.	Media Ethics	4	50	50	100

Paper Title: Mass Media Research

Semester: II

Subject Code:

Year of Implementation:2021-2022

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Mass Media Research	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1.The course is designed to inculcate the analytical abilities and research skills among the students.

2. The course intends to give hands on experience and learning in Business Research.

Learner Outcomes:

1. To provide an insight of research in the field of media and events before executing the operations.

2. To learn various new techniques to research so that hand on experience can be executed by the student in attempting a research paper.

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage

| 1.Introduction to Analytics of Research | 1.Introduction to Research 2. Research Design 3. Sampling methods and techniques | Meaning and objectives of research, Role of research in the media, Types of research– a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific &; Social e) Historical f) Exploratory g) Descriptive h) Causal. Concepts in Research: Variables, Qualitative and Quantitative Research. Stages in research process. Characteristics of Good Research. Hypothesis-Meaning, Nature, Research design– Meaning, Definition, Need and | 25 | 15 | 1 | 10 Presentation of Research Paper | 15 |

		Importance, Steps in research design, Essentials of a good research design, Sampling– a) meaning of sample and sampling, b) methods of sampling- i)Non Probability Sampling– Convenient, Judgment, Quota, Snow ball ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.					
2.Data collection and Processing	1. Data Managemen t and Execution- I 2. Data Managemen t and Execution- II	Types of data and sources- Primary and Secondary data sources Methods of collection of primary data : a) Observation- i)structured	25	15	1	15 Mock and Vivas	10

		and unstructured, ii) disguised and undisguised, iii) mechanical					
		observations (use of gadgets)					
		b) Experimental i)Field					
		ii) Laboratory					
		c) Interview – i) Personal Interview					
		ii) focused group,					
		iii) in- depth					
		interviews – Method.					
		a) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social					
		media, and Media listening.					
		b) Survey instrument– i) Questionnaire					
		designing. c) Types of questions– i) structured/ close ended and					

		ii)unstructured / open ended, iii) Dicotomous, iv) Multiple Choice Questions. d) Scaling techniques-i) Likert scale, ii) Semantic Differential scale.					
3.Application of Data Analysis and Interpretation	1.Data Processing and Analysis 2. Data Interpretation 3. Application of Research in Mass Media	Processing of data– i) Editing- field and office editing, ii) coding– meaning and essentials, iii) tabulation – note. Analysis of data- Meaning, Purpose, types. Interpretation of data- Essentials, importance and Significance of processing data. hypothesis– concept and problems	25	15	1	10 Presentation on topics and case studies	15
4. Advanced techniques	1.Introduction to	Report writing – i) Meaning, importance,	25	15	1	15	10

in Report Writing and Executing a Research Paper	Report writing 2. Executing a Research Paper	functions of reports, essential of a good report, content of report, steps in writing a report, types of reports, Footnotes and Bibliography. Ethics and research. Objectivity, Confidentiality and anonymity in Research. Plagiarism.					

References

Essential Reading

1. Neuman, W.L. (2011). Social Research Methods: Qualitative and Quantitative Approaches ,7th edition, International edition, Pearson.

2. Yin, R. K. (2009). Case Study Research: Design and Methods, 4th edition, Sage, Thousand Oaks, CA.

3. Business Research Methods. Zikmund, Babin, Carr, & Griffin, 9th editions, 2013. ISBN-10:1111826927 or ISBN-13: 9781111826925.

4. Research Methodology; Kothari: Wiley Eastern Ltd.

5. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP.

6. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Fred

Programme: Master of Arts in Mass Media

Medium: English

Paper: II

Paper Title: Media Management

Semester: II

Subject Code

Year of Implementation:2021-2022

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Media Management	4 per week	4		2hrs	50	50	100

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Course Objectives:

1. To provide students with the understanding of management

2. To introduce students to the Government Media Organization

3. To learn about various News agencies and their functions

Learner Outcomes:

1. To provide an insight of government policy and media management

2. An understanding of News agencies in different countries

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
1. Principles of management	To understand the concept of management	Concepts, nature, scope, significance, functions and principles of management,	25	15	1	10 Presentation various	15

		historical evolution of management thoughts. Planningconcepts, components and steps involved in planning process, advantages and limitations of planning. Organizing – principles and process of organizing, organization structures, line - staff relations, delegation and decentralization, Staffing . Directing — principles of directing, motivation, theories of motivation Coordination — nature , need , types and methods of coordination. Control —concept and process of control, principles of controlling, types of controls					topics learne d
2 Media Managemen t	To understand the concept of managemen t	Definition & Concept, Principles & Significance of Media Management, origin & growth of media management Media as an	20	15	1	05 Projec t on the history of media manag ement	15

		industry & profession Types of media management					
3. Government policy and media	To understand the government policy and structure of media	Government Media Organization: Publication Division, Photo Division, PIB, Film Division & CBFC Doordarshan : organizational structure Three tier service system of DD (National, Regional and Local) Role of DD in national development (SITE project and Educational TV) Educational Media: Gyan Darshan, EduSAT, DD news and news based programs. Origin and development of Radio in India Development of public broadcasting in India Prasar Bharti: All India Radio: structure and functions Radio:	30	15	1	20 Visit to doordarshan and Report Writing	10
4. Introduction to major News Agencies	Understand the functions of news agencies	News agency: PTI & UNI Introduction to major News Agencies Types of news agencies Functions of news agencies Reuters,	25	15	1	15 PPT on any news agencies	10

		AFP, AP, PTI, UNI, ANI, Hindustan samachar.					

References:

1. Media Management: Strategy, Business Models and Case Studies Bernd W. Wirtz
2. Springer Nature, 11-Sept-2020 - Business & Economics
3. Handbook of Media Management Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth Taylor & Francis, 15-Jul-2005
4. Media Management: A Casebook Approach Ann Hollifield, Jan LeBlanc Wicks, George Sylvie, Wilson Lowrey
5. Routledge, 11-Aug-2015
6. Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 1997
7. Hospitality marketing & mgt- J.M. Mrthews Ist ed.-2006-Avishkar Publisher
8. Erick (1998);Lawrence Erlbaum associates.
9. Media Research Methods: Gunter, Brrie; (2000); Sage.
10. Mass Media Research: Wimmer And Dominick.
11. Milestones In Mass Communication: Research De Fleur.

Programme: Master of Arts   in Mass Media

Medium: English

Paper: III

Paper Title: Corporate Communication

Semester: II

Subject Code:

Year of Implementation:2021-2022

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Corporate Communication	4 per week	4		2 hrs	50	50	100

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Course Objectives:

1. To provide the students with basic understanding of the concepts of corporate communication and public relations.

2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.

Learner Outcomes:

1. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.

2. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools in a practical way amongst students.

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Corporate Communication	To provide the students with basic understanding of the concepts	Meaning, Need and Scope of Corporate Communication towards Indian Media Scenario. Corporate	25	15	1	10 Presentation various topics learned.	10

	of corporate communication and public relations	Identity: Meaning and Features, Corporate Image*:* Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation & Management*:* Meaning, Advantages of Good Corporate Reputation					
2.Understanding Public Relations	To provide the students with basic understanding of the concepts of public relations	Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations. advantages and disadvantages of Public Relations	20	15	1	10 Writing Press release.	15

		Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.					
3.Function of Corporate Communication		Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations, Media analysis and evaluation. Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing an Effective Employee Communications	30	15	1	15 Mock Press conferen ce.	15

		Program, Role of Management in Employee Communications Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc.					
4. Latest Trends, Tools and Technology Role of social media in Corporate Communication	To understand the different practices associated with corporate communication with the latest trends and social media tools.	Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication. Website, Online press release, Article	25	15	1	15 Presentation on various topics learned	10

		marketing, Online newsletters, Blogs. Role of social media as Influential marketing, Identifying brand threats**,** influence journalist's stories, Viral marketing, and interacting, storytelling					

References:

Essential Reading

1. Corporate Communication: A Guide to Theory and Practice Joep Cornelissen SAGE, 20 March 2014 – Business & Economics.
2. The Power of Corporate Communication: Crafting the Voice and Image of Your Business Paul A Argentic, Janis Forman McGraw Hill Professional, 28-Jun-2002 - Business & Economics
3. Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management Cees B.M. Van Riel, Charles J. Forburn Routledge 07-Aug-2007 - Business &Economics
4. A Handbook of Corporate Communication and Public Relations Sandra Oliver Routledge, 22-Apr-2004 - Business & Economics
5. Internal Communications: A Manual for Practitioners Liam Fitz Patrick, Klavs Valskov Kogan Page Publishers, 03-Aug-2014 - Business & Economics

Programme: Master of Arts   in Mass Media

Medium: English

Paper: IV

Paper Title: Film studies

Subject Code:

Year of Implementation:2021-2022

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Film studies	4 per week	4		2 hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. To sensitise the students towards Films as a medium of Mass Communication.
2. To introduce students with concepts in understanding films.
3. To help students to appreciate the similarities and differences between various film cultures & makers
4. To acquaint students with the understanding of art of story-telling and film making
5. To understand the structure of film industry in order to further their careers in their respective fields

Learner Outcomes:

1. After the Completion of this Course the Learner will be able to: Understand the Process of film making. (Understanding)
2. Encompass the knowledge from various format to the most effective.
3. Critically analyze the films of today. (Analyze)
4. Employ knowledge to be better mass communicators utilizing film as medium. (Apply)
5. Evaluate present scenario added for field knowledge (Evaluate)
6. Apply the knowledge gained and make meaningful films. (Create).

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
1.Journey of films	Learn the History of Films	Journey of Films Early Films (Birth) Silent Era Talkie Films Aesthetic Progression till 2000	30	10	1	15 Presentation various topics learned.	15
Major film makers & their styles across India	Evaluate Film styles & themes	Major film makers & their styles across India. (Minimum 4 Film makers who have contributed in more than 25 films) e.g., Raj Kapoor, V. Shantaram, Govind Nihalani, K. Balachander, K. Vishwanath. Genres in Cinema – Action, Rom-com, Melodrama, Musical, Horror, Thriller etc.	25	15	1	15 Live projects on Advertising and Journalism through Online platform.	10
Celluloid to digital film making	Know the practical aspects of film making from scratch to release	Celluloid to Digital Film Making & Release Contemporary Era Aspects of Film Grammar, Technology and Art Pre- Production: ROI – Financial Planning, Writing, Cast & Crew Actual Production – Shooting stage. (Direction - Framing, Cinematography, Art Direction etc.)	20	20	1	10	10

		Post Production (Editing, Dubbing, VFX, Re-recording, Mixing till Censors Business of Films Distribution, Marketing, Branding to Release (Theatrical, Satellite, Home Video, Internet & OTT)					
4.Film Trade bodies	Understand Film Culture	Important Film Trade Bodies, Associations, Awards, Festivals. FWICE, IFTDA, SGI, WICA, CBFC, NFDC, DFF, FILMS DIVISION, NFA, IFFI etc.	25	15	1	10 Mock E-Press conference / E-Press Release or E-Journalism.	15

References:

Essential Reading

1. Glimpses of Cinema Hardcover – Import, 15 December 2011 by May Adadol Ingawanji (Editor), Benjamin McKay (Editor)
2. Great Movies 100 Years of Cinema Hardcover – 1 January 2015 by Parragon Books.
3. Communication in Film II Paperback – Import, 15 October 1997 by Russell F. Proctor II (Author)
4. The Moving Image: A Complete Introduction to Film Paperback – Import, 8 August 2018 by Nicole Richter (Author)
5. Directors' Diaries: The Road to Their First Film Paperback – 28 May 2015 by Rakesh Bakshi (Author)

Suggested Methods of Internal Assessment

Written Assignments- Write reviews of film seen by them as per syllabus. (To inculcate understanding of cinema, research and writing skills needed for film review and story- telling).

Project- Making documentary or short film with the use of minimal resources. (To understand whether they have understood the depth of film and its technique & technology. The art of visual story-telling)

Programme: Master of Arts   in Mass Media

Medium: English

Paper: V

Paper Title: Media Ethics

Semester: II

Subject Code:

Year of Implementation:2021-2022

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Media Ethics	4 per week	4		2 hrs	50	50	100

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Course Objectives:

1. To inculcate the learners with the basic insights of ethics in the field of Advertising.

2. To inculcate the learners with the basic insights of ethics in the field of Journalism.

Learner Outcomes:

1. The learners will understand and observe the importance of ethics in media.

2. Make ethical decisions regarding media, whether as providers or consumers, professionals or non-professionals, or as mere users of social media

3. Understand the ethical obligations that media providers have towards society

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Ethical issues in Indian media	Understand the concept of ethics	Concept, Characteristics, Importance and ethics Ethical Issues in Indian Media: Code of Ethics, Media	20	10	1	10 Presentation various topics learned. .	10

		Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)					
Ethics in advertising	Understand the code of conduct in advertising	Ethics in Advertising: Major and Minor ethical issues in Indian Advertising, Religious minorities, Racial minorities, Ethnic group, Cultural minorities, Senior citizens, Children, Women, LBGT, Advertising of controversial products, Surrogate and subliminal advertising, Political advertising, Manipulation of advertising research. Bodies helping to maintain a code of ethical conduct in media- ASCI, AAAI, BCCC, IBF, Center board for films, Press council. .	25	15	1	10 Case study	15
Ethics in journalism	Understand the code of conduct in advertising	Ethics of Journalism: Ethical responsibility of journalist-Code of conduct for journalist, conflict of interest, misrepresentation, shock value.	30	20	1	15 Case study	15 .

		Fake News- Post -truth and challenges of fighting fake news, Techniques of fact verification, Discussion of importance of ethics in the era of TRP fuelled tabloid journalism- Conflict of interest , paid news, trial by media, fakery and fabrication of news, yellow journalism					
Broadcasting & cyber laws	To Learn various laws related to broadcasting and Cyber Crime	Broadcasting Law: Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship Cyber Law: IT Act of 2000; Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation,	25	15	1	15 Group discussion Broadcasting &cyber law.	10

References:

Essential Reading

1. Media Ethics: A Guide for Professional Conduct Fred Brown, Cindy Kelley, Tony Peterson Society of Professional Journalists, 25-May-2020

2. Global Media Ethics: Problems and Perspectives Stephen J. A. Ward John Wiley & Sons, 04-Mar-2013

3. The New Ethics of Journalism: Principles for the 21st Century Kelly McBride, Tom Rosenstiel CQ Press, 17-Jul-2013

Suggested Readings

1. Ethics and the Media: An Introduction Stephen J. A. Ward Cambridge University Press, 05-Nov-2020 - Philosophy

2. Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism Tom Bivins Routledge, 08-Sept-2017

3. The Role of Ethics in Advertising and the Effects of Social Media Paperback – Import,

17July 2014 by Majed Almutairi (Author)