7. Course Outlines

SEMESTER VII
MAJMC-101: CONCEPTS OF MASS COMMUNICATION

Course Outcomes:

After completion of the course the learners will be able:
- To be knowledgeable about theories that explains a wide range of communication phenomena
- To enhance communication competence as a result of studying theories
- To distinguish similarities and differences among theories
- To understand the ways in which communication inquiry occurs
- To develop competencies in using theories to analyse actual events
- To appreciate the current conduct of communication research

Unit I

- Communication Theory: Scope and definitions.
- Schools of Communication - Types of Communication.
- Communication Theories: Indian, Eastern and Western philosophies.
- Human Communication / Interpersonal communication and Cross-cultural Communication.

Unit II

- Robert Craig's "Communication Theory as a Field"
- Raymond Williams: high and low cultures
- Stuart Hall: Representation, Identity / Encoding and Decoding
- Rhetoric and Persuasion
- Overview of models of communication: Shannon & Weaver, David Berlo, Osgood Schramm,
- Transmission, Ritual and Publicity models

Unit III

- Marxist understanding of Media
- Louis Althusser's Ideology and Antonio Gramsci's Hegemony
- Theodor Adorno and Max Horkheimer: Culture as Industry
- Political Economy of Media

- Social Constructionism / Technology determinism vs. social determinism Information/ Knowledge / Networked Societies

Unit IV

- Lasswell's Magic Bullet Theory
- Symbolic Interactionism / Selective perception, retention / Cognitive dissonance
- Cultivation Theory/Spiral of Silence Theory
- Agenda-setting /Framing/Priming Theories
- Two-step Flow Model
- Uses and gratifications Theory
- McLuhan: The Medium is the Message/Medium Theory
- Diffusion of Information

Unit V

- Meaning and definition of Communication Research
- Tools and Techniques of Communication research
- Meaning of Literature Review
- Data Analysis and Conclusion Writing

Suggested Readings:

i. Everett. R M. : A History of Communication Study, Free Press, 1997
ii. McQuail D: Mass Communication Theory: An introduction, Sage Publication2005
iii. Kumar K. J: Mass Communication in India, Jaico Publishing house1994 iv. Vivian J: The Media of Mass Communication Pearson Boston, New York.2012
v. Dominick J. R: The Dynamics of Mass Communication Mcgraw Hill 1999
vi. Stanley D & Baran J: Mass Communication Theory & Practice, Maffield Publishing
vii. Dey P. K: Perspectives in Mass Communication, Kalyani Publishers1997
viii. Bharti S: Mass Communication and Society, Avishkar Pub New Delhi2008
ix. Puri M :Outlines of Mass communication, Pragun Pub New Delhi2006
x. Gaur S: Mass Media and Communication, Book Enclave Kolkata

Web resources

i. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/library_and_information_s cience/knowle
ii. dge_society/05._theories_and_models_of_communication/et/4305_et_et.pdf.
iii. http://people.unica.it/ernestinagiudici/files/2014/03/CRAIG-COMMUNICATIONTHEORY-AS-AFIELD.pdf
iv. http://dmcodyssey.org/wp-content/uploads/2013/09/INTRODUCTION-TO-HUMANCOMMUNICATION.pdf

v. http://catalogue.pearsoned.co.uk/samplechapter/0205353908.pdf
vi. https://faculty.georgetown.edu/irvinem/theory/SH-Encoding-Decoding.pdf
vii. http://www.revistas.usp.br/matrizes/issue/view/9256

MAJMCVC – 102: GENESIS AND INTRODUCTION OF SOCIAL MEDIA

Course Outcomes:

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

➤ Design messages for social media.
➤ Learn the writing skills for social media.
➤ Learn practical aspects of social media.
➤ Experiment with non-written forms of social media. i.e.-images audio and video ➤ He students will able to use social media to build an audience for a blog.
➤ In-depth knowledge of legal and ethical issues involved in social media.

Unit-I

- Development of online journalism – web 1.0, web 2.0, web 3.0.
- Definition, Scope and Importance of Social media.
- Introduction of Social media Platforms: Facebook,Twitter, Instagram, Youtube, Pinterest, Linkedin etc.
- Social Media Platforms: Historical Overview ☐ Introduction to social media in India.
- Reach and Access of Social media.

Unit-II

- Communicative Scope of Social media
- Approach to writing style in Social Networking World.
- Social Media and different Writing Styles.
- Using Multimedia Components-Text, Graphics, Audio on Social Platforms.
- For effective communication, using advanced features of the most popular social networks.
- Reporting Techniques on social media.

Unit-III

- Profiling on social media: Facebook, Twitter, Instagram, Youtube, Pinterest, Linkedin etc.
- What a Good Profile Looks like on social media.
- Tips, Tools, and best practices for Social Networking sites.

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- Social Media, the first global communication medium for individuals.
- Use of social media for social awareness.
- Social media as a source of mainstream media.

Unit-IV

- Sources of Revenue Generation through social media.
- Style of publicity contents presentation on social media.
- Social Media Marketing Strategies.
- Tips and style to create a Company Page on Social Media.
- how to become an Influence on YouTube.

Unit-V

- Cyber Laws, Introduction & Necessity.
- IT Act, Laws against Cyber Crime in India.
- Identifying of Fake contents on social media.
- Involvement of the Youth, Cyber Bullying on social media.
- Hacking: Ethical & Unethical Situations on social media.

Suggested Readings:
i. K. Thakur – Internet Journalism Dept of Journalism Pune University Pune 2009. ii. Gangopadhyay S edt: Digital Media- Emerging Issues, Suhrid Kolkata 2014.
iii. Ganesh TK: Digital Media –Building the Global Audience GNOSIS New Delhi 2006.
iv. Rawat DKS: Digital Media and Communication Technology Swastik New Delhi2007.
v. Nayar P:An introduction to new media and cyber cultures Wiley Blackwell UK 2010.
vi. Craig, Richard.: Online journalism: reporting, writing and editing for new media. Social Media Marketing Workbook: How to Use Social Media for Business (2020 Updated Edition) by Jason McDonald.
vii. The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI by Carlos Gil. viii. See You On The Internet: Building Your Small Business With Digital Marketing by Avery Swartz. ix. Digital Trust: Social Media Strategies to Increase Trust and Engage Customers by Barry Connelly.

MAJMC – 103: COMPUTERS IN COMMUNICATION

Course Outcomes:

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

➢ Have an in-depth knowledge of digital computer technology and its hardware and software aspects.

➢ Have an in-depth knowledge of different principles of design.

➢ Students may inculcate a sense and interest in use of computers in media related jobs at various stages.

➢ Students may have a good theoretical and practical knowledge of computer use in print, electronic and web media production.

Unit-I

- Definition, Origin & History.
- Classification and type of computers.
- Computer hardware and software.
- Different storage devices
- Introduction to input & output devices.
- Introduction to memory – Primary & Secondary.
- Memories, types of memories.

Unit-II

- Introduction to designing and photo editing software: Coral draw & Photoshop.
- Introduction to text formatting software: MS word, Adobe PageMaker, Quark express and InDesign.

- Use of DTP in Print Media applications.
- Principles of Design; Elements of Design.
- Importance of Monochrome, Alignment, Geometric shapes and Forms.

Unit-III

- Graphics: Definition & Types
- Persistence of vision application
- Conceiving logo design, Corporate Identity
- Design and Layout (Newspapers, Posters, Magazines) ❑ Relevance of fonts and sizes.
- Concept of RGB & CMYK.

Unit-IV

- Application of computer in various fields related to media: Print electronic and film etc.
- Using search engines effectively as a journalist.
Deep searching using Google or other Meta search engines.

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Verifying Social Media News sources.
Verifying User Generated Content.

Unit-V

- Introduction to Internet, definition, various activities.
- Different type of formats: JPEG, MPEG, AVI, GIF, MP3, BITMAP, TIFF.
- Power Point – Introduction, presentation, graphics, creating presentation and slide shows.
- Internet protocols FTP, HTTP, TCP, IP.
- Social Media as a news source.

Suggested Readings:

i.   Quark Express for Beginners: BPB Publication
ii.   Adobe Photoshop: Prentice hall India
iii. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian Publication Delhi
    iv.   Mastering DTP: Simone Mitchett: Macmillan Master Series London.
v.   Information Technology-The Breaking Wave:Dennis P. Curtin, Kim Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi vi.
    Introduction to Information Technology: Chetna Srivastava
vii. Computer Itihas Aur karyavidhi, Gopinath Srivastava
viii. Computer ka kamal, Sunita Sharma, Bharti Bhasha Prakashan, Delhi

MAJMC -104: MEDIA PRODUCT- I

Course Outcomes:

After completion of the course the learners will be able to:
➢ Assist the students in understanding practical usage of computers in media.
➢ Gain practice in the usage of different software required for media.
➢ Familiarize them with the process of page designing.

Course Content:

- Write in detail note on Computer Applications.
- Explain the step by step process of Searching and downloading of information.
- Explain the step by step process of creating an e-mail address.
- Explain the process of sending and forwarding e-mail to multiple recipients.
- Designing Front Page of Newspaper in A3 Size (Quark Express).
- Designing Front Page of Magazine (Corel Draw /Quark Express).
  Design Posters on Social Awareness, 5 Items (Corel Draw).
  Work with MS Word & PowerPoint.
  MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment.

MAJMC– 105: COMMUNICATION SKILLS

Course Outcomes:

After completion of the course the learners will be able:
➢ To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.
➢ To know the elements of effective communication.
➢ To illustrate the fundamentals of Mass Communication and its various forms.
➢ To understand various Communication Models and significance of Models in understanding communication process.
➢ To identify the target audience and segmentation of audience for the purpose of understanding communication process.

Unit I

- Communication: Definition and importance.
- Elements and Process of Communication. ◻ Communication Models.

Unit II

- Levels of Communication.
- Functions of communication.
- Intercultural communication.
- Types of communication: Verbal and Non-verbal.
- Various forms of verbal and non-verbal communication.

Unit III

- Art of public speaking.
- Techniques of interpersonal relationships.
- Art of writing: business and Personal letters.
- Art of journalistic writing: News, articles, features, science writing, editorial writing.
- Interview technique.
- Group dynamics – Leadership styles.

Unit IV

Importance of good communication in one's life.
Improving your communication skills.
Elements of technical writing.
◻ Preparing CVs.

Unit V

- Writing for media: newspaper – magazine – radio - T.V - New media
- Various assignments
- Group Discussions
- Personality Games

Suggested Readings:

i. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988 ii. Communication models for the study of Mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981 iii. Communication for Development in the Third World – Srinivas R Melkote, Sage Publications, New Delhi, 1991 iv. Theories of Mass Communication – Uma Narula

v. Folk Media for Development – N Usha Rani

vi. Mc Quali's Mass Communication Theory – Denis Mc Quail, Sage Publications

vii. Speech Communication – William D Brooks

viii. Personality Development: Every Manager's Desk, Reference Series Vol. I, Vol. II & Vol.

MAJMC – 106: Research Project-I

Course Outcomes:

After completion of the course the learners will be able to:
➢ Develop an understanding of communication research and its background.
➢ Gain knowledge on methodological concepts of media and communication research.
➢ Develop analytical and evaluative understanding of media research.
➢ Gain skills of applying tools, techniques and methods of media research for conducting research in the media industry.
➢ Solve various problems and gather empirical data about the issues related to media and society.

Course Objectives:

- A case study will be conducted on non-violent issues under the guidance of departmental supervisor.
- Selection of research topics- Social Media Issues viz. Facebook, twitter, Instagram, snapchat etc., Current Television Issues, & National & International Issues.
- After the course of study student will prepare and submit a research report of about 20-25 pages.

Suggested Readings:

i. Berger J. 2000 Media and Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches, California Sage Publication.

ii. California Harper and Rachal Marcus. 2003. Research for Development, New Delhi Visitor Publication.

iii. Roger D. Wimmer and Joseph R. Dominick. 2000. Mass Media Research: An Introduction, Singapore Wadsworth Publishing.

iv. Rummuel R.L, 1970. Applied Factor Analysis, North western University Press, Evanston Il Sarlow, C. 1994. Basic Research Methods, New Delhi, Mc Graw-Hill

v. Ralph O, Natiger And D David M, White, 1999. Introduction to Mass Communication Research, Louisiana, Louisiana State University Press.