



Summer Training Reports will be evaluated for its content and presentation by external Examiner. The end term evaluation will be based on attendance as well as confidential feedback report from the training department.

Semester IX

MAJMC – 301: RADIO JOURNALISM AND PRODUCTION

Course Outcomes:

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

- Understand the characteristics of radio as a medium.
- Learn the skills of reporting for radio.
- Develop the writing ability for various radio program formats.
- Learn the techniques of preparing, presenting and producing a radio program.
- Understand new platforms of radio broadcasting.

Unit I

- Understanding the medium: Invention and development
- Strengths and weaknesses of the Medium
- Qualities required for radio - general awareness, presence of mind; clarity, diction, pronunciation, etc.

Unit II

- Radio news reporting: skills of a radio news reporter.
- Radio news bulletins and their structures.
- Developing sources, gathering news, giving voice-cast, phonos, anchoring and news reading skills.
- Editing radio news - editing news for different bulletins, using voicedispatches and other elements in a bulletin, sequencing, updating etc.

Unit III

- Writing for radio.
- Characteristics of radio writing style.
- News based programs.
- Entertainment programs: features, music, drama, quiz; interactive programs : people's forum, voice mail, phone in programs.



Unit IV

- Radio interview: interview for news gathering, Vox-pop, structured interview programs: personality, informative, issue based.
- Skills of an interviewer: personality, language, knowledge, curiosity, communication skills.
- Research for interview.
- Internet Radio, Community Radio, Podcast.

Unit V

- Program planning and production process; role of listeners response, audience research and feedback in program planning,
- Field point chart, Scheduling of program
- Equipments of radio production: studio set-up, transmission and related technical persons
- Equipment: microphones: importance, types; sound recording machines; sound mixers.

Suggested Readings:

- i. Erta D Fossard, 2005. Writing And Producing Radio Dramas, New Delhi, Sage Publication.
- ii. Chalderji P.C.1991. Broadcasting In India, New Delhi Sage Publication.
- iii. Chandrashekar B.S. 1999. Changing Preferences The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
- iv. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.Of India.
- v. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO.
- vi. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.
- vii. Neelamalar M. 2018, Radio Programme Production, PHI Learning Pvt. Ltd.



MAJMC – 302: ADVERTISING PRINCIPALS & PUBLIC RELATIONS

Course Outcomes:

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

- Introduce the students to the Meaning, concept, and Role of Advertising.
- To make understand the students about advertising and freedom of Expression Social Advertising.
- To impart the basic understanding of Public Relations
- To identify and analyze various Techniques of Public Relations and Publicity.
- To provide in-depth knowledge about the functioning of Public Relations in Government and Private Sector.

Unit I

- Defining and Objectives of Advertising : Meaning and Concept of advertising.
- Historical perspective of advertising in India.
- Role of Advertising: Social, Cultural, Economic.
- Advertising and Freedom of Expression Social Advertising.
- Development of advertising agency system.

Unit II

- Advertising Media : Print, Radio, TV and Internet, Outdoor Media,.
- Copy writing : Different process, Copy language.
- Advertising campaign, planning & managing.
- Role of Research in Advertising.
- Copy testing, Graphic designing, Art and Layout.

Unit III

- Nature and Scope of Public Relations.
- Present status and future of PR in India.
- Principles of PR and PR Campaign,
- Publicity, Propaganda, Lobbying & Public Opinion.
- Tools and Techniques of PR. Writing for Public Relations. Organizing Press Event.

UNIT IV

- Evolution and History of Corporate Communication.
- Principles of Corporate Communication.



- Corporate Communication: Planning, management and execution. □ Features of Corporate Communication in India.
- Importance of Research in the field of Corporate Communication.
- Corporate Communication in Multi-National Companies. □ Feedback, Group Communication, Corporate Culture.

UNIT V

- Sensitivity to Cultural Issues.
- Marketing Research for the PR Practitioner.
- Outline of Crises Communication.
- Crises Planning, Preparations and Prevention.
- Audience-specific strategic message development.
- Crisis Communication in Public Organisations: Case Studies.

Suggested Readings:

- John O'Shaughnessy, Nicholas J. O'Shaughnessy. Persuasion in Advertising. Psychology Press, 2004.
- Larry Percy, Richard Rosenbaum-Elliott. Strategic Advertising Management. Oxford University Press. 2009.
- Philip Kotler . Marketing management. Prentice Hall of India, 2000
- Rosser Reeves. Reality in advertising. Knopf. 1961.
- S.A. Chunawalla; K.C. Sethia. Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.
- Sarojit Datta. Advertising Today In the Indian. Profile Publishers. 1994
- William F. Arens. Contemporary Advertising. Tata mcgraw-Hill Education, 2004.
- Abelon daniel: Communication in the corporate environment (NJ, Prentice hall, 1986)
- Al ries and laura ries: The Fall of Advertising and the Rise of PR (NY, Harper Collins, 2002)
- Argenli paul: The power of corporate communication (NY mcgraw Hill, 2002)
- Bland micheal: Effective Media Relations: How to Get Results
- Bland, michael: Effective Media Relations: How to get results,(3 edition) (New Delhi: Kogan Page India, 2008)
- Blackeman, robyn: Integrated marketing communication: Creative strategy from idea to implementation (New Delhi: Pinnacle, 2010)
- BROWN BARBARA DIGGS: The PR Style Guide (Thomson Wadsworth 2000)
- BROWN, ROB: Public relations and the social web (New Delhi: Kogan Page India, 2010)
- carroll craig e: Corporate Reputation and the New Media (US: Taylor and Francis, 2011)
- Christensen, lars thoger: Corporate Communications: Convention, complexity, and critique (New Delhi: Sage Publications, 2010)



MAJMC – 303(A): INTERNATIONAL COMMUNICATION

Course Outcomes:

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

- Analyze and evaluate the role of international communication in a global society.
- Critically analyze the wider global perspectives of media.
- Demonstrate an ability to apply communication as a solution to global issues.
- Identify issues and trends emerging in the context of international communication.
- Evaluate the process of international communication within the framework of social, cultural, economic, religious and political philosophies.

Unit I

- Basic concept of international communication.
- Political, economic and cultural dimensions of international communication.
- Communication and information as a tool of equality and exploitation. □ Theories of International Communication.

Unit II

- Communication as human right & International news flow.
- UNO's Universal Declaration of Human Right and communication.
- UNESCO's Mass Media declaration.
- Imbalance in international News Flow.
- Controversy on the free flow vs. balance flow.

Unit III

- UNESCO's role in global communication: UNESCO's efforts in removal of imbalance in news flow.
- New International Information and Economic Order-Demand for NWICO.
- MacBride Commission and its report and impact.
- Origin and role of International Media Organizations – BBC, CNN, Voice of America, Al Jazeera, Reuters, API, UPI, AFP.



Unit IV

- Current issues in international communication.
- Democratization of information flow in the digital age.
- Effects of globalization on media systems.
- Global Village-concept and Reality.

Unit V

- Media imperialism.
- Cultural imperialism.
- Transnational media ownership.
- Information society.
- Reporters without Borders.

Suggested Readings:

- i. Macbride, Sean, : 'Many Voices, One World', UNESCO, PARIS, 1980.
- ii. Kumar Keval J & Biernatzki We: 'International News Flows: Communication Research Trends'. 2006.
- iii. Rogers Everett: Communication Technology The News Media in Society, Collier-Macmillan. London, 1988.
- iv. Singhal, Arvind & Rogers, Everett: India's Information Revolution, Sage, New Delhi, 1989.
- v. Varis Tapio(ed) : Peace and Communication, San Jose/ Costa Rica, 1986. vi. Mohammadi Ali(ed): International Communication Globalisation, 2003. vii. McNair: Political Communication 2005. viii. Moulana, Hamid: International information flow, 2005.
- ix. Nimmo & Sanders: Handbook of Political Communication, 2001.



MAJMC – 303 (B): DATA JOURNALISM

Course Outcomes:

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

- Develop the ability and understanding of data journalism among students.
- Make students skillful for data collection.
- Inculcate skills for app different techniques of data collection.
- Develop the ability among students to apply rationalization and storytelling skills for data Journalism.
- Make them learn emerging trends of Computer Assisted Reporting and data journalism.

Unit I

- Definition and basics of data journalism.
- Types of data and key tools
- Data team and ways to get a story concept
- Genealogies and origin of data journalism
- Issues with data

Unit II

- Government as a major source of Data Collection.
- Primary and Secondary Sources of Data Collection.
- Collection of Data from Non-Government Organization.
- Assembling and Reassembling Data.
- Data Gathering.

Unit III

- Accounting for method of Data Journalism: Spreadsheet, script and programming notebook.
- Scraping and Cleaning data.
- Data Visualization & searchable database.
- Storytelling with data and Data-Drive Gold-standards. □ Data mapping and charts.

Unit IV

- Data analysis and transformations.
- Data tabulation.
- Testing data.



- Processing data: Classification, segregation and identification.
- Data Presentation.

Unit V

- CAR and Data Journalism.
- Ethical and legal issues of Data Collection.
- Different genre of Web Journalism.
- Co-relation of Market and Data Journalism.
- Trends and future of Data Journalism.

Suggested Readings

Books:

- i. The Data Journalism hand book(2012) Edited by Jonathan gray, lillanabounegru and Lucy chanbrs O reillyProduction services.
- ii. Data Journalism: Mapping the Future,Editor: John Mair and Richard Lance Keeble.
- iii. Buryst. Edmonds: Abramis Academic Publishing iv. Brant Houston Data for Journalists,Rutledge Publisher

E-Resources:
Search Engine Optimisation – A Guide From Polish Journalists -
<https://en.ejo.ch/digitalnews/search-engine-optimisation-guide-polish-journalists>

MAJMC – 304(A): NONVIOLENT COMMUNICATION

Course Outcomes:

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

- Understand and examine various types of conflict.
- Manage the situation of Conflicts.
- Improve their personalities.
- develop a more peaceful culture, develop inner peace

Unit I

- Importance of communication.
- Unhealthy communication and its impact.
- Healthy communication and its impact.
- Dysfunctional Communication system in contemporary world.

Unit II

- Rudimentary understanding of nonviolence
- Definition and explanation of nonviolent communication
- Important features of Nonviolent Communication □ Elements of Nonviolent Communication



Unit III

- Indian tradition of nonviolent communication
- The Gandhian Model of nonviolent communication
- Introduction to other perspectives: Martin Luther King, Marshall Rosenberg, Thich Nhat Hanh, Daisaku Ikeda and others

Unit IV

- Conflict resolution
- Anger Management
- Countering hate speech
- Avoidance of stress

Unit V

- Nonviolent Communication in specific settings Families, Educational Institutions, Teambuilding, Volunteering and Social Work
- Nonviolence as news value
- Emergence of mindful journalism

Suggested Readings

- i. Baruah, Sanjib. (2007). Durable Disorder: Understand the Politics of Northeast India. Oxford University Press
- ii. Hazarika, Sanjay. (2000). Strangers of the Mist: Tales of War and Peace From India's Northeast.
- iii. Penguin Barash, P. David & Webel, P. C. (2014). Peace and Conflict Studies (Third Edition). London: SAGE Ben-Shaul, Nitzan (2006). iv. A Violent World: TV News Images of Middle Eastern Terror and War (Critical Media Studies: Institutions, Politics, and Culture).
- v. Rowman & Littlefield Publishers.
- vi. Bratic, Vladimir & Schirch, Lisa (2007). Why and When to use the media for conflict prevention and peace building. The Netherlands: European Centre for Conflict Prevention. Coleman, D. Marcus (2014). The Handbook of Conflict Resolution. Jossey-Bass.
- vii. Ferguson, Nial (2009). The War of the World: History's Age of Hatred. Penguin UK.
- viii. Lynch, Jake & Galtung, Johan (2010). Reporting Conflict: New Directions in Peace Journalism (New Approaches to Peace and Conflict). University of Queensland.



MAJMC – 304(B): MEDIA MANAGEMENT

Course Outcomes:

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

- Develop an understanding and in the field of media management.
- Understand media organisations.
- Learn the functions and working environment of Media Organisations.

Unit I

- Management an overview.
- Principles & scope of management.
- Management theories.
- Management functions and professional need for training.

Unit II

- Principles of Media Management Significance.
- Media Industry and Profession.
- Ownership Patterns of Mass-Media in India.
- Foreign Equity in Indian Media.
- Economics of Print and Electronic Media.

Unit III

- Organizational structure.
- Functions of different departments.
- Human Resource and Production.
- DAVP, INS, ILNA, PCI, BAARC, ASCI, ABC, RNI and other organization related to Mass Media.
- Economics of print and electronic media.

Unit IV

- ILNA and language newspapers.
- Legal and financial aspects of media management.
- Budgeting and finance.
- Evolving a strategy and plan of action.
- Budget control, costing, tax, labour laws, Media Laws.



Unit V

- Planning and execution of programme production .
- Administration and programme management in media.
- Employee / employer and customer relations services.
- marketing strategies.
- brand promotion (space/time, circulation).
- Survey techniques.
- Human research development for media.

Suggested Readings:

- i. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Handbook of Media Management and Economics, L. Erlbaum Associates, 2006.
- ii. Lucy Küng, Strategic Management in the Media : Theory to Practice, Jönköping International Business School, 2008.
- iii. Report of the Enquiry Committee on Small Newspaper (1965). iv. Goulden, John: Newspaper Management, London Heinemann 1967.
- v. Ruckerr, F.W. & Williams, H.L. Newspaper Organisation & Management : Iowa State College Press, 1955.
- vi. John McAuley (FIPD.), John McAuley, Joanne Duberley, Phil Johnson : Organization Theory: Challenges and Perspective, 1997.



MAJMC – 305: Research Project-III

Course Outcomes:

After completion of the course the learners shall be:

- Understand different methods and tools that are used in communication research
- Plan and develop a research project;
- Develop the ability to clearly communicate, both orally and in writing, the findings of original communication research to a lay audience.

Directions:

For Research Project-III, student has to prepare a synopsis and a power point presentation under the guidance of supervisor on the prevailing current issues and have to submit the hard copy of synopsis and PPT in the following areas of mass communication:

- Print
- Journalism,
- Public relations,
- Advertising,
- Development communication or visual communication.

To write a research paper on any communication topics.

Research Reports will be evaluated for its content and presentation by external Examiner. The end term evaluation will be based on attendance as well as confidential feedback report from the departmental supervisor.