

*In Radio, you have two tools... Sound and Silence.'*

*Ira Glass*

*'And I believe that good journalism, good television, can make our world a better place.'*

*Christiane Amanpour*

*'On TV the people can see it. On radio you've got to create it.'*

*Bob Wecker*



## ACADEMIC PLAN/INSTRUCTIONS

1. The Post Graduate Diploma in Radio and TV Journalism begins on August 1, 2018 and ends on May 31, 2019.
2. The Academic Session is divided into two terms:  
Term I : August- December 2018  
Term II : January - May 2019
3. The first term will broadly concentrate on providing students the conceptual inputs and on acquisition of the skills needed for Broadcast Journalism. The second term will be mostly devoted to honing of these skills and giving the students a practical exposure to various aspects of the functioning of media.
4. Evaluation will be done on the basis of what the students have learnt through the theory and the practical work done. Each term will have such evaluation and the credits will be aggregated. A student will be expected to gain a minimum of 40% marks in each paper (both theory and practical).
5. To help them relate the learning of concepts with practice, students will be attached to a media organization for internship in the month of May. Each student will be expected to submit a report to the Institute on his/her internship experience. Internship is mandatory, without which the diploma will not be awarded.
6. Each student will be expected to attend a minimum of 75% of the classes including the practical sessions.
7. Computer literacy is an essential part of the course. The Institute has a well-endowed computer room in which word processing, make-up, graphics and other computer skills may be learnt. Students are expected to be proficient in typing, a basic skill-set that comes handy when they later take up jobs in the media sector.
8. The Institute will organize a series of Special Lectures by experts in various areas of current affairs to update and improve the students' awareness and understanding of political, economic and cultural trends in society. Eminent media persons and academics drawn from various prestigious institutions will deliver them. No separate credits will be awarded on the basis of these lectures.
9. Students must submit their assignments in time. Non-compliance of deadline will be treated as indiscipline.
10. Students are expected to go through the Code of Conduct for students issued by the Institute and must follow it in letter and spirit.

## Course Objectives

- ✧ To provide the students an in-depth understanding of the concept, role and significance of communication in a democracy
- ✧ To acquaint them with the best traditions and practices of Journalism
- ✧ To train them in the art and craft of TV Journalism and equip them with skills and practices so that they are fully ready to take up journalistic and production jobs in TV News Channels
- ✧ To provide them an optimum understanding of Radio Journalism, Radio Programming and Operational Management of Commercial FM stations
- ✧ To expose them to the latest digital audio-video technologies, social media and new media tools

### **SEMESTER-1**

<b>S. N.</b>	<b>Paper</b>	<b>Total Marks</b>	<b>Theory</b>	<b>Practical/ Assignments</b>
1.	Communication: Concepts & Theories	100	75	25
2.	Media laws and Ethics	100	80	20
3.	Print Journalism	100	50	50
4.	Radio Journalism: Concept, Process & Production	100	50	50
5.	TV Journalism: Concept and Process	100	60	40
		<b>500</b>	<b>315</b>	<b>185</b>

### **SEMESTER-II**

6.	Television Production and Management	100	50	50
7.	Television News : Reporting, Editing and Bulletin Production	100	25	75
8.	Radio News: Reporting, Editing and Bulletin Production	100	50	50
9.	New Media Journalism	100	40	60
10.	Advertising, PR, CC, Media Management and Marketing	100	60	40
		<b>500</b>	<b>245</b>	<b>255</b>

## PAPER - I

### COMMUNICATION: CONCEPTS AND THEORIES

Total Marks:100 (Theory: 75, Assignment/Practical: 25)

#### Part - A

Marks - 10

##### Communication Concepts

- Dimensions of Communication : Intrapersonal, Interpersonal and Group Communication
- Importance of Verbal and Non-verbal Communication
- Functions and Elements of Mass Communication

##### Models of Communication: Classical, Intermediary, Interactive, Transactional

- Aristotle's definition of Rhetoric, Lasswell's Model, Berlo's SMCR Model
- Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model
- Newcomb's Model of Communication, George Gerbner's Model
- Schramm's Interactive Model, Ecological Model
- Dance's Helical Spiral model

##### Theories and Ideologies of Mass Communication:

- Media Effects : Hypodermic Needle, Two-Step/Multi-Step Flow Theory
- Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Cultivation Theory, Gate-keeping Function, Needs and Gratification, Agenda Setting (McComb and Shaw), Online Disinhibition, Network Society, Feminist Theory
- Powerful Effects of Media: Dominant Paradigm, Diffusion Of Innovations, Spiral of Silence
- Four Theories of Press and Developmental and Democratic Participation Theory
- Critical and Cultural Theories:Hegemony, Political Economy and Frankfurt School (Adorno, Horkheimer and Habermas, Stuart Hall and Fiske)
- Social Learning Theories and Social Change
- Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky)
- Indian Communication Theories : Concept and Process (Sahridaya and Sadharanikaran, Natya Shastra)
- International Communication Theories: Propaganda, New World Information and Communication Order, Post Cold War Models, Globalisation

#### Part – B

Marks – 10

##### Communication and Media Research: Basic Concepts and Design

- Areas of Research and types of Research
- Research Problem : Questions and Hypotheses
- Theoretical Framework, Literature Review and Analysis
- Primary and Secondary Research data sources
- Research Design : Objectives, Study Area, Variables, Sampling

##### Research Methods

- Quantitative Method : Survey Research Methods: Structured/Semi-Structured Questionnaire, Case Studies, Content Analysis
- Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FDG
- Data Analysis : Data Coding, Categorizing and Interpretation
- Rating research : Public Meters, Diary, Telephone Survey, Opinion Poll, MAP, TAM, TRP, RAM and IRS
- Media research using Internet
- Referencing and Citation

**Part – C****Marks – 15****Language and Communication**

- Importance of Language in Mass Communication and Society
- Signs and Symbols
- Language use in different mass media
- Differences between TV, Radio, Print and Cyber language

**Part – D****Marks – 20****Development Communication**

- Concepts of Development: Theories, Perspectives and Debates
- Development Yardsticks/Indices: Sustainable Development, Human Development, Gender sensitive, Conflict- free, etc
- Rights-based approach to Media and Development: Right to Information, Right to Free Expression, diversity, multiplicity, participation, accountability, transparency
- Alternative Models of Development: Small is beautiful (Schumacher), Participatory-Conscientisation and Communitarian Model of Development
- Development and Communication (Rogers, Schramm, etc)
- Development organizations: UN Organisations, MDGs, Digital Divide, NGOs, Civil Society
- Role of Government in Development: Evolution of Planning process and new approaches, Rights-base Approach to Development: Education, Food, Employment and Health
- Community and Alternative media

**India's Development Paths and Dilemmas:****Marks – 10**

- Economic Development and Social Justice, Environmental Issues in the development era,
- Growth, Poverty, Education and Unemployment,
- Health (CASP)
- Livelihood Issues: Land, Agriculture, Food, Water, Biodiversity, Energy
- Gender Issues: Gender equality and social progress; Women, Employment and Economic Growth; Women and Land Rights; Women: Deprivation and Critical Issues; Women's Movements
- India's Social Development and Government Programmes: A Critical Overview

**Reporting skills for Development Stories****Marks – 10**

- Sources for Development Stories: Governmental and non-governmental sources; Field work; Research; Documentation; Interviews; Group Discussion and other conventional and non-conventional sources
- Tools and Techniques of Diverse Development Reporting and Writing
- Different types of Development stories: News, Features and Reports
- Dealing with data and statistics

**Assignment/Practical****Marks – 25**

- Research Projects : Developmental Story or Feature ( 2500 Words)

**Suggested Readings**

- ❑ Dennis, M.Q.(2012).Mass Communication Theory, 6th South Asian Edition, Sage.
- ❑ Baran, S. J. & Davis, D. K.(2012).Introduction to Mass Communication Theory: Foundations, Ferment and Future, 5th Indian Edition, Cengage Learning.
- ❑ Schramm, W.& Roberts, D. F.(1971). The process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
- ❑ Fiske, J.(1982). Introduction to Communication Studies, Routledge, London.
- ❑ Williams, K.(2003). Understanding Media Theory, Bloomsbury Academic.

- ❑ Vivian, J. (2011). The Media of Mass Communication, Prentice Hall.
- ❑ Littlejohn, S.W., Foss K. A. (2008). Theories of Human Communication, Lyn Uhl.
- ❑ Narula, U., Communication Models, Atlantic Publishers, 2006
- ❑ Wimmer, R.D. and Dominick, J.R. (2005). Mass Media Research, Wadsworth Publishing: London.
- ❑ Kothari, C. R. (1990). Research Methodology: Methods and Techniques, Vishwabharati Prakashan,.
- ❑ Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks, California.
- ❑ Jackson, S.L.(2011). Research Methods: A modular approach, Cengage Learning.
- ❑ Lester, P. M.( 2006). Visual Communication: image and messages, Thomson Wordsworth.
- ❑ Harris, C.R.& Lester,P.M.( 2002). Visual Journalism: A Guide for new media professionals, Allyn and Bacon.
- ❑ Adhikari N. Theory and Practice of communication-Bharata Muni, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya
- ❑ जनसंचार विश्कोश, प्रो. रमेश जैन, नेशनल पब्लिशिंग हाउस, नई दिल्ली, 2007 संचार माध्यम व सांस्कृतिक वर्चस्व, हरवर्डआई शिलर, ग्रंथ शिल्प.
- ❑ मीडिया, बाजार और लोकतंत्र, पंकज बिष्ट व पेनूभ सिंह, शिल्पयन प्रकाशन, दिल्ली, 2012 जनमाध्यमों का मायालोक, नॉम चोम्सकी, ग्रंथ शिल्प जनसंचार बदलते परिप्रेक्ष में, बलबीर कुन्दर, तक्षशिला
- ❑ जनसंचार का शास्त्र – लखेंद्र चोपड़ा, आधार प्रकाशन, पंचकुला (हरियाणा)
- ❑ मीडिया और समाज – लखेंद्र चोपड़ा, आधार प्रकाशन, पंचकुला (हरियाणा)
- ❑ टीवी और क्राइम रिपोर्टिंग, वर्तिका नंदा, राजकमल प्रकाशन

### **Development Communication**

- ❑ Dreze, J.& Sen, A.(1995). India: Economic Development and Social Opportunity, Oxford University Press, Delhi.
- ❑ Jayal, N.G.& Pai, S.(2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi.
- ❑ Mahajan, G.(1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi.
- ❑ Stiglitz, J. E(2002). Globalization and its Discontents, W.W. Norton & Company, USA.
- ❑ Tankha, B. (Ed.) (1995). Communications and Democracy, Southbound, Cendit.
- ❑ Sainath, P.(1996). Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.
- ❑ Traber, M.(1986). The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology, Sage, London.
- ❑ Khan, A.M. (1997). Shaping Policy: Do NGOs Matter?: Lessons from India, PRIA, Delhi.
- ❑ Kaviraj, S. & Khilnani, S.(2002). Civil Society: History and Possibilities, Cambridge University Press, Delhi.

## PAPER - II

### MEDIA LAWS AND ETHICS

Total Marks: 100 (Theory:80, Assignment/Practical:20)

#### Part – A

Marks – 10

##### Indian Constitution & Media

- Freedom of Speech and Expression: Main features, Scope and Importance of Article 19
- Interpretation of Article 19: Defining the freedom of the Press and Media
- Supreme Court Judgements related to Article 19
- Right to Information Act 2005: Right to know
- Fundamental Rights and Duties

#### Part – B

Marks – 10

##### Media Laws

- Official Secrets Act
- Defamation
- Judiciary and Contempt of Court
- Legislature and its Privileges
- IPC and Cr. PC
- Censorship and its different forms
- Right to Privacy
- Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc.
- Indecent Representation of Women (Prohibition) Act 1986
- Copyright Act: Main features, issues
- Books and Newspapers Registration Act
- Working Journalists Act
- Press Council Act and Role of PCI

#### Part – C

Marks – 10

##### Broadcast Media

- Cable TV Network Regulation Act
- Cinematography Act
- Prasar Bharti Act
- Digitization and Conditional Access System (CAS)

#### Part – D

Marks – 10

##### Cyber laws

- The need for cyber laws: Regulation of Social Media and other web platforms
- Regulatory authorities and framework
- Information Technology Act
- Implementation issues

#### Part – E

Marks – 10

##### Media Ethics

- Principles of Ethics: Role and Importance
- Ethics of Journalism : Rationale and Evolution of Journalistic Ethics
- Journalistic ethics: Concept, Importance and Debates
- Journalists' Code of Conduct:: Some Models of Code of Conduct (PCI, RTDNA, SPJ, NBA etc.)
- Resolving Ethical Dilemmas: Different Methods and Steps
- Dealing sensitively with women issues and other marginalized communities
- Visual manipulation and ethics



**Part – F****Marks – 10****Major Debates and Issues related to Ethics**

- Debate on Newsroom Diversity and Media Laws
- Corrupt and Un-ethical practices : Fake News, Paid News, Media Net, Private Treaty, Advertorials
- Media Trial and Sting Operation
- Cartelisation of Media
- Commodification of Women
- Cross Media Ownership and Media Monopoly

**Part – G****Marks – 10****Media Regulation**

- Regulatory practices in developed democracies
- Debates and Controversies related to Media Regulation: Ownership, Distribution,
- Investment and Content Regulation
- Regulation of Broadcast, Press and Web: Challenges and Issues
- Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation
- News Ombudsman: Readers' Editor/Public Editor
- Press Council of India

**Part – H****Marks – 10****Media Organisations**

- Trade Union Rights in Media
- International bodies: IPI, UNESCO
- National Organisations TRAI, IBF, NBA, BEA, Editors' Guild, INS, IFWJ, IJA, NUJ, IUJ

**Assignment/Practical****Marks – 20**

- Writing Articles on assigned subjects
- Case studies

**Suggested Reading**

- Rao, M. C. (1974). The Press, National Book Trust.
- Rangaswami, P.(1989). History of Journalism, Sterling Publications.
- Natarajan, J. (2000). History of Indian Press, Publications Division.
- Basu, D.D.(2005). Press Laws, Prentice Hall.
- Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
- Duggal, P. (2002). Cyber law in India, Saakshar Law Publications.
- Kiran,R.N.(2000). Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues, Lbr Publications.
- Dua, M.R. (2000). Press As Leader of Society, IIMC.
- Srivastava, K.M. (2005). Media Ethics- Veda to Gandhi and Beyond, Ministry of Information and Broadcasting, Government of India.
- Jeffrey,Robin (2000) India's Newspaper Revolution, Oxford University Press, New Delhi.
- Menon, P. K. (2005). Headlines from the Heartland: Reinventing the Hindi Public Sphere, Sage Publication, New Delhi
- Media Laws & Ethics, Vertika Nanda, Publisher : Kanishka, 2018
- भारत का संविधान, महावीर सिंह, ईस्टर्न बुक कंपनी, लखनऊ, 1991
- पत्रकारिता के परिप्रेक्ष्य, जगदीश प्रसाद चतुर्वेदी, साहित्य संगम
- पत्रकारिता की लक्ष्मण रेखा, आलोक मेहता, सामयिक प्रकाशन, नई दिल्ली, 2008

## PAPER - III

### PRINT JOURNALISM

Total Marks: 100 (Theory: 50, Assignment/Practical: 50)

#### Part – A

Marks – 10

##### Introduction to Journalism

- Concept of Journalism
- Journalism and Society
- Journalism and Democracy
- Journalism and Accountability
- Types of Journalism
- Journalism : a Mission
- Journalism and Activism
- Future of Journalism

##### Journalism and Critical Thinking

- Logic, Evidence and Rationality
- Observation and Questioning
- Arguments and Analysis
- Dealing with Data
- Role of Research

#### Part – B

Marks – 10

##### History and Development of Print media

- Evolution of Press in India: Pre-independence period
- Growth of Newspapers in India after 1947: Main Trends
- First and Second Press Commission: Main findings
- Censorship during Emergency (1975-77): Why it matters and its lessons
- Expansion of Regional Newspapers after 1977: Main Trends
- Evolution and Operations of News Agencies
- Future of Newspaper Industry in India
- Managing Newspaper Industry
- Fake News, Paid News and Misinformation

##### Introducing India

#### Part – C

Marks – 10

##### Defining News

- Elements of News
- Changing Concepts of News: Factors & Issues

##### Writing News

- Styles of News writing: Inverted Pyramid style, feature style, sand clock style, Nut Graph
- Structure of News: Five W's (Who what, when, why, where) and one H (How)
- Writing Intro/Lead, Body
- Different types of Intro/Lead
- Organizing the News Story: Angle, Attribution, Quote, Background & Context
- Accuracy, Objectivity, Fairness and Balance
- Writing Headlines

### **Types of Journalistic Writing**

- Features: Idea, Process, Writing Style and Packaging
- Opinion Writing: Editorial, Article, Commentary
- In-depth Analysis and Research based Reports
- Writing for News Magazines

### **Part – D**

**Marks – 10**

#### **Reporting**

- Types of Reporting
- Role and Importance of Sources
- Interpretative Reporting and Descriptive Reporting, Investigative Reporting
- Cultivating, Verifying and Dealing with Sources of News
- Qualities of a good Reporter
- Dealing with Risks in Reporting
- Ethical aspects of Sourcing news & Reporting
- Reporting : Parliament, Politics, Crime, Sports, Business, Science, Environment and Disasters

#### **Editing**

- Management of News flow: News flow on the desk from different sources
- Copy Editing: Ensuring News value and other criteria
- Objectives of copy editing: Checking facts, language, style, clarity & simplicity
- Graphics and Cartoons
- Relevant Photos and Captions and Graphics
- Editing symbols, Newsroom terminology

#### **Structure of a News Room**

- Newsroom structures of Newspapers, Magazines and News Agencies
- Different editorial positions in newsroom and their roles and responsibilities
- Managing and allocating Editorial Resources, Team work
- Editorial Co-ordination: Managing Different Desks, dealing with different pressure

### **Part – E**

**Marks – 10**

#### **Photo Journalism**

- Concepts
- Photo Editing
- Captions
- Learning Still Photography

#### **Language and Translation**

- Journalese : Grammar and Nuances
- Translation for Print Media

#### **Assignment/Practical:**

**Marks – 50**

- Production of Lab Journals (Both in English and Hindi)
- News Writing
- Feature writing
- Non News Writing
- Pictures and Graphics
- Photo Journalism Practical

## Suggested Reading

### Print Journalism

- ❑ Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
- ❑ Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
- ❑ History of Indian Journalism, J. Natrajan, The Publication Division, New Delhi, 1955
- ❑ Business & Financial Journalism, E.C. Thomas, IIMC, 2018
- ❑ The Rise and Growth of Hindi Journalism, Ram Ratan Bhatnagar, Vishwavidyalaya Prakashan, Varanasi, 2003
- ❑ Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998
- ❑ The History of Urdu Press, MA Khan, Classical Publishing House, New Delhi, 1995
- ❑ So You Want To Be Journalist?, Bruce Grundy, Cambridge University Press, Cambridge, 2007
- ❑ India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000
- ❑ India's Communication Revolution: From Bullock cart to Cyber Marts by a Singhal, and E M Rogers Reaching Audiences: A Guide to Media Writing, Katherine C. Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
- ❑ News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
- ❑ Practical Newspaper Reporting by David Spark and Geoffrey Harris
- ❑ Writing and Reporting News: A Coaching Method by Carole Rich
- ❑ News Writing by George Hough (Kanishka Publishers)
- ❑ The Unwritten Rules of Copy Editing, Dominic Gettins
- ❑ Reporting for Journalists, Chris Frost, Routledge, London, 2001
- ❑ News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007  
PTI Style Book
- ❑ Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
- ❑ Feature Writing for Journalists, Sharon Wheeler, Routledge, New York, 2009
- ❑ समाचार और संवाददाता, जोगलेकर, वी वी प्रकाशन
- ❑ समाचार अवधारणा और लेखन प्रक्रिया, सुभाष धूलिया व आनंद प्रधान, भारतीय जनसंचार संस्थान, नई दिल्ली, 2004
- ❑ फीचर लेखन: स्वरूप एवं शिल्प, डा. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003
- ❑ भेंट वार्ता और प्रेस कॉन्फ्रेंस, प्रो. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003
- ❑ मीडिया लेखन के सिद्धांत, नवीन चंद्र पंत तक्षशिला प्रकाशन, नई दिल्ली, 2005
- ❑ सूचना प्रौद्योगिकी और समाचार पत्र, रवींद्र शुक्ला, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005
- ❑ व्यावहारिक पत्रकारिता, अर्जुन शर्मा, तक्षशिला प्रकाशन, नई दिल्ली, 2004
- ❑ प्रिंट मीडिया: सिद्धांत एवं व्यवहार, रुपचंद गौतम, श्री नटराज प्रकाशन
- ❑ समाचार संकलन और लेखन, नंदकिशोर त्रिखा, हिन्दी समिति
- ❑ समाचार सम्पादन, प्रेमनाथ चतुर्वेदी, एकैडमिक बुक्स
- ❑ अनुवाद प्रक्रिया और स्वरूप, डा. कैलाशचंद भाटिया, तक्षशिला प्रकाशन

### Photo Journalism

- ❑ 100 Days in Photographs: Pivotal Events that Changed the World, Nick Yapp, National Geographic
- ❑ Art and Print Production, NN Sarkar, Oxford University Press, New Delhi, 2009
- ❑ Visual Communication and Photojournalism, PK Chandra, Swastik Publishers, New Delhi, 2007
- ❑ Photojournalism and Today's News: Creating Visual reality, Loup Langton, Wiley-Blackwell, Sussex, 2009

- फोटो पत्रकारिता, नवल जायसवाल, सम्यक प्रकाशन
- फोटो पत्रकारिता, मीनाक्षी पुनिया, यूनिवर्सिटी पब्लिकेशन
- फोटो पत्रकारिता—एक विश्लेणात्मक अध्ययन, अभिषेक सक्सेना, साद पब्लिकेशन
- फोटो पत्रकारिता के मूलतत्व, शशीप्रभा शर्मा, कनिष्क पब्लिकेशर्स

## PAPER - IV

### RADIO JOURNALISM: CONCEPT, PROCESS AND PRODUCTION

Total Marks: 100 (Theory: 50, Assignment/Practical: 50)

#### Part – A

Marks – 10

##### Understanding Radio

- Radio as a medium of Mass communication
- Strengths and Shortcomings
- History of Radio in India

#### Part – B

Marks – 20

##### Tiers of Radio

##### Public service Broadcasting

- Characteristics
- Structure and Management
- Programming and Presentation
- Evaluation

##### Commercial/Entertainment Radio

- Understanding the Industry
- Structure and Management
- Programming and Presentation
- RJ's : Personality and Role
- Music Clock
- Evaluation

##### Community Radio

- History of CRS in India
- CR vs Public Service Broadcaster and Commercial Radio
- Structure and Management
- Programming and Presentation
- CRS as Tool of Development
- Evaluation

##### Ham Radio

##### Web Radio/Online Radio

#### Part – C

Marks – 10

##### Radio Programming

- Ideation, Planning and Production
- Radio Formats
- Radio Drama
- Radio Feature
- Radio Commentary
- Audio Editing and Sound Effects

#### Part – D

Marks – 10

##### Broadcast Equipment

- Overview of Radio Broadcasting Set-up

- Radio Studios
- LW SW MW AM FM
- Studio Transmission Linkages- STL
- Regulatory Framework
- Over view of Studio System
- Production Equipment
- Broadcasting Console
- Audio Console
- Recording
- Microphone- Types and Usage
- Playback Equipment- Analogue and Digital
- Digital Production Studio
- Digital Audio Workstation and its advantages
- Automation of Digital Studio

## **Part – E**

### **Broadcast Policy and Guidelines**

#### **Assignment/Practical**

**Marks – 50**

- Writing for Radio
- Writing Radio Announcements/Talks/Drama/Features
- Radio Program Production
- Audio Editing and Sound Effects
- Presenting Radio Programs (Requisites of Announcing, Moderating and Anchoring various programs)

### **Suggested Reading**

#### **Radio Journalism:**

- Style Book AIR
- Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
- Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
- Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
- Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
- Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
- Modern Radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010
- The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
- Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
- Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
- Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.
- Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik, Sage, New Delhi, 2007
- Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
- Natural Bent – Lionel Fielden
- आकाशवाणी एवं दूरदर्शन: उद्भव तथा विकास, डा. ओम प्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली, 2002
- अजूबे आकाशवाणी के, महावीर जी सिंघल, पत्रकार परिवार
- रेडियो प्रसारण की नई तकनीक – डा. किशोर कुमार सिन्हा, प्रकाशन संस्थान, दरियागंज, दिल्ली
- रेडियो नाटक की कला, डा. सिद्धार्थ कुमार, राजकमल प्रकाशन, दिल्ली
- रेडियो वार्ताशिल्प, डा. सिद्धार्थ कुमार

## PAPER - V

### TV JOURNALISM: CONCEPT AND PROCESS

Total Marks: 100 (Theory: 60, Assignment/Practical: 40)

#### Part – A

Marks – 10

##### Visual Communication

- Visual Communication: Concepts and Processes
- Principles and tools of visual communication
- Visual literacy and visual perception
- Use of visuals across media
- Visual manipulation

#### Part – B

Marks – 10

##### Understanding TV and TV Industry

- Television Broadcasting
- Characteristics
- History of TV in India: SITE experiment, growth and expansion of Terrestrial network, introduction of Colour TV, advent of Cable and Satellite TV and DTH services
- TV on Mobile

##### TV Industry

- Indian TV Industry: features, trends and issues
- Public service TV broadcasting: Role, Evolution, Growth and Expansion, Challenges and future
- Commercial TV broadcasting: News and Non-News sectors
- News Television industry: features, trends and challenges
- Economics of TV broadcasting: Ownership Patterns, Business Model and its impact on content
- National and International TV news agencies

##### Organizational Structure of TV news channels

- Modern TV newsroom: Input/output and Assignment Desks
- TV news production desk
- Visual sources: servers, graphics, archives, MSR and OB

#### Part – C

Marks – 10

##### TV Programming

##### Writing to visuals

- The writing process- thinking audio and video
- Planning and structuring the copy for various audio visual inputs
- Editing bytes, procuring & editing visuals
- Graphics
- Writing Anchor Leads
- Writing for astons, subtitles, scrawls
- Value addition instruments

#### Part – D

Marks – 10

- Video Editing
- Graphics and VFX



**Part – E****Marks – 10****TV Short Films (Fiction/Non-Fiction)**

- Writing and Production

**Part – F****Marks – 10****Cinema**

- Cinema and Society
- Silent Era and Sound Film: Important Features
- World cinema : History and Development
- Documentary Film: History and Development
- Hindi Cinema/ Regional Cinema/ Parallel Cinema/Art Cinema/ New Wave Cinema/ Popular Cinema, Multiplex Cinema
- Film appreciation & criticism: Tools and Techniques, Language and Grammar of Cinema
- Genres & Formats, Censorship vs Certification, Film Bodies
- International Film Festivals and Awards
- Film Review

**Assignment/Practical****Marks – 40**

- Production of Short Films, Documentary Films

**Suggested Reading****Television Journalism**

- An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
- Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008

**Film and Documentary**

- How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007
- Bollywood: A Guide to Popular Hindi Cinema, Tejaswini Ganti, Routledge, New York, 2005
- An Introduction to Film Studies, Ed. Jill Nelmes, Routledge, London, 1996
- Documentary Storytelling, Sheila Curran Bernard, Focal Press, Oxford, 2011
- Encyclopaedia of Indian Cinema, Ashish Rajadhyaksha and Paul Willemen, British Film Institute, London, 2000.
- Liberty and Licence in the Indian Cinema, Aruna Vasudev, Vikas, New Delhi, 1978
- टेलीविजन, संस्कृति और राजनीति, जगदीश्वर चतुर्वेदी, अनामिका पब्लिशर्स, नई दिल्ली, 2004
- सिनेमा और संस्कृति, राही मासूम रजा, वाणी प्रकाशन, नई दिल्ली, 2003
- हिंदी सिनेमा का सुनहरा सफर, बंद्री प्रसाद जोशी, सिनेवाणी प्रकाशन, बम्बई, 1998
- फिल्म पत्रकारिता, विनोद तिवारी, वाणी प्रकाशन, नई दिल्ली, 2007
- हॉलीवुड बॉलीवुड, अनवर जमाल व सैबल चटर्जी, वाणी प्रकाशन, नई दिल्ली, 2006
- हिंदी सिनेमा का समाजशास्त्र, जवरीमल्ल पारख, ग्रंथ.
- फिल्में कैसे बनती हैं, ख्वाजा अहमद अब्बास, नैशनल बुक ट्रस्ट
- हिंदी सिनेमा का इतिहास, मनमोहन चड्ढा, सचिन प्रकाशन
- फिल्म और फिल्मकार, डॉ. सी भास्कर राव, कनिष्क पब्लिशर्स

## PAPER - VI

### TELEVISION PRODUCTION AND MANAGEMENT

Total Marks: 100 (Theory: 50, Assignment/Practical: 50)

#### TV Camera

- Different types of cameras-CCD, CMOS-ENG/EFP variety and Studio Cameras
- Audio and Video Switchers
- Video Transmission and Production Servers
- Graphics Systems
- Video Editing

#### TV Studio

- Studio floor plan and signal chain
- Three-point lighting technique. Cool and warm lights. DMX control
- Production control Room-CCU, VM, SEG, CG & teleprompter
- Headphones, fold back and earphones (EP)
- Field lighting, HMI and understanding colour temperature
- Single Camera/Multi Camera Production

#### Studio production

- Floor plans, pre-production planning
- Dry runs & walk through
- Time line & production schedules
- Working out schedules
- Cues and commands
- PCR production

#### Field production

- Basic shots, camera angles
- Ideas, visualizations & production scripts
- Pre production and post production activities
- Grammar of visuals

#### Mega productions and events

- Multi camera coverage and multidimensional feeds
- Coverage (Live/Recorded) spanning several continents using satellites, Skype, mobile phones, etc
- Planning several anchors and production co-ordination

#### TV Production Team

- Line producers, field producers and their role
- The production process
- Gate Keeping, The Run Down, Leads, Bunching, Kickers, Rhythm and Flow
- Commercials and promo breaks
- Headlines
- Panel Discussions and Talk Shows

#### Archiving

- Preservation planning, Access system
- Media Ingesting, Data Management

- Archival Storage – Tape based, Hard Disk based
- Archival formats – Offline, Near Line and Online
- Metadata and Cataloguing, Metadata Creation, Digital Rights Management (DRM)

### **Assignment/Practical**

- Camera operation and shoot
- Video Editing
- Laying of Sound Track
- Special Effects
- Studio Lighting
- Field Coverage/Production
- Studio Production
- News Production
- Documentary Production

### **Suggested Reading**

#### **Television Production**

- Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
- Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007
- Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002
- Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdam, 2002.
- How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007
- The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007
- Broadcast Management in India: Major Guidelines and Policy Frameworks, Angela Wadia, Kanishka Publishers, New Delhi, 2007 (Page 172-400)
- Indian Television and Video Programmes: Trends and Policies, Mridula Menon, Kanishka Publishers, New Delhi, 2007
- भारतीय इलेक्ट्रॉनिक मीडिया, देवव्रत सिंह, प्रभात प्रकाशन दिल्ली, 2005
- टेलीविजन की भाषा, हरीशचंद्र बर्णवाल, राधाकृष्ण प्रकाशन, दिल्ली, 2014
- टीवी एंकरिंग—चौनलों के चेहरे, श्याम कश्यप, मुकेश कुमार, राजकमल प्रकाशन, दिल्ली, 2015
- आधुनिक मीडिया प्रबंधन, डा. भगवान देव पांडेय व मिथिलेश कुमार पांडेय, तक्षशिला प्रकाशन नई दिल्ली, 2009

## PAPER - VII

### TELEVISION NEWS: REPORTING, EDITING AND BULLETIN PRODUCTION

Total Marks: 100 (Theory: 25, Assignments/Practical: 75)

#### TV News

- Thinking Audio and Video
- Planning and Structuring the copy
- Writing Anchor Leads
- Re-writing Agency Copy
- Language and Translation

#### News Reporting

- News Beats
- Reporting from Parliament
- City Reporting
- Political Reporting
- Business Reporting
- Sports Reporting
- Conflict/Disasters Reporting
- Crime, Legal Reporting

#### Editing (Text), Editing (Video), Packaging, MOJO, CJ, OB, Do's and Don'ts for a TV Reporter

#### TV News Bulletin

- Compilation of news bulletins

#### Presentation

- PTC/Walk Through
- Reading News Bulletins
- Anchoring Program/News : Diction, Modulation and Appearance
- Panel Discussion in the studio/field

#### TV Interview

- In the Studio/Walk the Talk

#### Talk Shows

- In the Studio/Field

#### Assignment/Practical:

- TV News Reporting
- Video Editing
- Packaging
- MOJO
- CJ
- News Anchoring
- Interview
- Talk Show

## Suggested Reading

### Television Journalism

- ❑ Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- ❑ Television Journalism By Ivor Yorke, Routledge.
- ❑ The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
- ❑ An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- ❑ Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
- ❑ Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
- ❑ Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006
- ❑ Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
- ❑ Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- ❑ Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- ❑ India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008
- ❑ ब्रेकिंग न्यूज, पुण्य प्रसून बाजपेई, वाणी प्रकाशन 2007
- ❑ टेलीविजन, संस्कृति और राजनीति, जगदीश्वर चतुर्वेदी, अनामिका पब्लिशर्स, नई दिल्ली, 2004
- ❑ स्मार्ट रिपोर्टर, ब्रजमोहन, शैलेश, वाणी प्रकाशन, दिल्ली 2012
- ❑ चुनाव, राजनीति और रिपोर्टिंग, ब्रजेश राजपूत, शिवना प्रकाशन, सिहोर, 2013
- ❑ टेलीविजन और क्राइम रिपोर्टिंग, वर्तिका नंदा, राजकमल प्रकाशन, दिल्ली 2010
- ❑ साक्षात्कार, मनोज कुमार, मध्य प्रदेश हिंदी अकादमी प्रकाशन, 1995
- ❑ विदेश रिपोर्टिंग—सिद्धान्त और व्यवहार, रामशरण जोशी, राधाकृष्ण प्रकाशन, 2005

## PAPER - VIII

### RADIO NEWS: REPORTING, EDITING & BULLETIN PRODUCTION

Total Marks: 100 (Theory: 50, Assignment/Practical: 50)

#### Radio News

- Writing Radio News
- Language and Grammar of Radio News
- Gathering Radio News
- Radio Correspondent
- Reporting : Parliament, Politics, Economy, Sports, Science, Health, Disaster, Art and Culture
- Writing News Dispatches
- Language and Translation

#### Editing (Text)

- Editing Agency Copy
- Editing Press release

#### Editing (Audio)

- Editing Audio In-puts : Bytes, News Dispatches and Sound Effects

#### News Bulletin

- Compilation of Radio News Bulletins
- Hourly Bulletins
- Prime Time Bulletins
- Headline Bulletins

#### Talks and Current Affairs

- Current Affairs
- Radio Talks
- Radio Panel Discussion
- Radio News Bridge/Special Live Shows
- Phone-in Programs

#### Radio Interview

#### Presenting News

- News Reading/News Anchoring

#### Assignment/Practical

- Writing Radio News/Talks
- Compiling Radio Bulletins
- Interviews
- Special Live Shows
- Moderating ,News Reading and News Anchoring

#### Suggested Reading

#### Radio Journalism

- ❑ Style Book AIR
- ❑ Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
- ❑ Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985

- ❑ Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
- ❑ Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
- ❑ Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
- ❑ Modern radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010
- ❑ The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
- ❑ Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
- ❑ Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
- ❑ Political Economy of Communication in India, Pradip Ninan Thomas: The Good, the bad and the ugly, Sage, Delhi, 2010
- ❑ Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.
- ❑ Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik, Sage, New Delhi, 2007
- ❑ Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
- ❑ आकाशवाणी एवं दूरदर्शन: उदभव तथा विकास, डा. ओम प्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली, 2002
- ❑ प्रसार भारती 2007, ऑल इंडिया रेडियो, पब्लिकेशन डिवीजन, दिल्ली
- ❑ गोल, 1983, ये आकाशवाणी है, भारत में रेडियो प्रसारण का इतिहास, पब्लिकेशन डिवीजन, दिल्ली
- ❑ भारत में प्रसारण, पीसी चैटर्जी, सेज प्रकाशन, दिल्ली, 1987
- ❑ कम्युनिटी रेडियो, मनोज कुमार, आलेख प्रकाशन, दिल्ली, 2015

## PAPER - IX

### NEW MEDIA JOURNALISM

Total Marks: 100 (Theory: 40, Assignment/Practical: 60)

#### Introduction to New Media

##### Nature of the web

- Vast amount of information generated each day
- Revolutionary change in communication
- The unparalleled benefits of the net and Social media.
- Freedom of expression V/s Privacy
- The “Dark Net”
- Largest ungoverned space on earth

##### Understanding the technology

- Components of computers; Input devices, Processing devices, Output devices, concept of hardware & software (applications & system software) Computer memory, Storage devices.
- Application software: Word processing, Spreadsheet, Image Editing.
- Introduction to the Internet, World Wide Web (WWW), Search Engines.
- Overview of the New Media Industry
- Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity.
- Web Content Management System, Wordpress/ Joomla
- Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.)
- Overview of open source culture and software, Open Source Licenses (Creative Commons)
- Security issues in using digital technology (Malware, Phishing, Identity Theft)

##### New Media Journalism

- Concepts and evolution of Internet as a medium
- News on the web: newspapers, magazines, radio and TV newscasts on the web
- Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom
- Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data, Open source data collection and analysis.
- Challenges and opportunities for a newsman: gatekeepers to news guides;
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing.
- Digital Tools to spot Fake News and Misinformation.

##### Social Media and Citizen Journalism

- Social networking; Introduction to social profile management products: Facebook, LinkedIn.
- Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing
- Social publishing: Flickr, Instagram, Youtube, Sound cloud
- Citizen Journalism: Concept, Case studies.
- Blogging: a brief history of blogs, blogs as narratives, bloggers as journalists and ‘opinionists’.
- Responsible Social Media Behaviour.

##### Writing for New Media

- Digital story-telling formats
- Content writing, editing, reporting and its management



- Structure of a web report
- Content for different delivery vehicles
- Multi-media and interactivity
- Writing with hyperlinks
- Content management & content management systems
- Storyboarding and planning
- Planning and designing of WebPages, Blogs, e-newspaper, e-magazine

### **Mobile Journalism**

- Introduction to Mobile Journalism
- Digital Story Telling
- Creating Stories using Mobile Phones

### **Assignment/Practical**

- Creating and designing content for online platforms ( Story Maps, Timelines, Info-graphics)
- Blogs
- Developing Web Sites on issues of Social Importance.

### **Suggested Readings**

- Marshall,P. D.(2004). New Media Cultures, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.
- Mirabito, M ., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press.
- Schmidt , E. & Cohen, J. (2013). The New Digital Age, John Murray.
- Ward, M.(2002). Journalism Online, Focal Press.
- Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press, Washington.
- Hall, J.(2001). Online Journalism, A Critical Primer , Pluto Press, London.
- Shrivastava, K. M.(2013). Social Media in Business and Governance, Sterling Publishing
- Narayan S, Narayanan S (2016) India Connected: Mapping the Impact of New Media, Sage Publication.
- न्यू मीडिया-इंटरनेट की भाषायी चुनौतियां और संभावनाएं, आर.अनुराधा, राधाकृष्ण प्रकाशन, दिल्ली 2012
- नए जनसंचार माध्यम और हिंदी, सुधीश पचौरी, अचला शर्मा, राजकमल प्रकाशन, दिल्ली 2008
- वेब पत्रकारिता, श्याम माथुर, राजस्थान हिंदी ग्रंथ प्रकाशन, जयपुर, 2012
- वेब पत्रकारिता-नया मीडिया, नया रूझान, शालिनी जोशी, शिवप्रसाद जोशी, राधाकृष्ण प्रकाशन 2012
- कम्युनिकेशन टेक्नालॉजी, मीडिया पॉलिसी और नेशनल डिवलपमेंट, वीएस गुप्ता, कॉन्सेप्ट पब्लिकेशन, दिल्ली, 1999

## PAPER - X

### ADVERTISING, PR, CC, MEDIA MANAGEMENT AND MARKETING

Total Marks: 100 (Theory: 60, Assignment/Practical: 40)

#### Part – A

Marks – 10

##### Public Relations and Corporate Communication

- History, Concepts, Definitions, Role and Changing Trends in PR and CC.
- PR and Media – A Symbiotic or Adversarial Relationship
- Target Audience Segmentation
- Internal and External Communication- Tools and methods
- PR Department/Agency Structure, Role and Functions
- PR as a Source of News for Media –How does it work
- Media Relations Management
- Writing for media (Press Releases, Press Notes, Rejoinders etc)
- Public Relations in Public and Private sector
- Corporate Social Responsibility: Concepts, Scope and Case Studies
- Crisis Communication
- Social Marketing in Indian Context
- Laws and Ethical Issues in PR
- Professional bodies in PR: PRSI, PRPA, professional codes of ethics.

#### Part – B

Marks – 10

##### Advertising

- Role, Scope, Concepts, Definitions, Objectives and Classification
- Current Discourse on Media and Advertising: Impact on News Objectivity and Fairness
- Ad Agency structure, various departments and functions
- The Process of Advertising
- Brand Management- The basics
- Television Channels and Newspapers emerging as brands
- Social and Economic Impact of Advertising
- Concepts of Media Planning and Buying
- Professional Bodies in Advertising – AAAI, ASCI, code of ethics etc.
- Laws and Ethical Issues in Advertising

#### Part – C

Marks – 10

##### Marketing

- Economic and Marketing of Media Organisations: Circulation, Advertising and Changing Dynamics in Marketing of Newspapers and News Channels (the race for TRPs and Eyeballs)

#### Part – D

Marks – 20

##### Creativity, Campaign Planning and Production

- Understanding Creativity in Advertising/Communication: Creative Brief, Ideation and Brainstorming
- Campaign Planning & Productions
- Case studies

#### Part – E

Marks – 10

##### Government Communication:

- Overview, Functioning, Scope and Significance at the centre and state governments' level

- Government Relations /Public affairs
- Role and function of various Media units of the Ministry of Information & Broadcasting
- Government Campaigns through ad deconstruction and Case Studies
- RTI Act –Scope and significance

## **Part – F**

### **Media Management**

- Concept of Media Management
- Origin and Growth of Media Management
- Media management in the Global Scenario
- Development of Media Organisation as an Industry in India
- Characteristics of Media Industry
- Consolidation and Convergence
- Ownership Patterns in India
- Functions of Various Development of Media Organisations
- Media Management models
- Media and creative Industry
- Entrepreneurship, Innovation and Small Business Management

### **Assignment/Practical**

**Marks – 40**

- Production of theme based Campaigns for Print, Radio and TV (Group exercise)

### **Suggested Reading**

- ❑ Advertising Management, Jaishri Jethwaney and Shruti Jain, Oxford University Press, New Delhi, 2012
- ❑ Brand Sense, Martin Lindstrom , Kogan Page Publication
- ❑ Corporate Communication Principles and Practice, Jaishri Jethwaney, New Delhi, Oxford University Press 2010.
- ❑ Corporate Communications: A 21st Century Primer, Joseph Fernandez, Response Books, New Delhi, 2004
- ❑ Communication in Organisations, Dalmar Fisher, Jaico Publishing House, Mumbai, 1999
- ❑ Creative Strategy in Advertising, Bonnie L Drewnany, Wordsworth Cengage,
- ❑ Creative Strategy in Advertising, Drewnany L Bonnie, Wordsworth Cenagage, USA, 2011
- ❑ Effective Public Relations, Scott Cutlip et al, London 1995.
- ❑ Making of Advertising, Ghoshal Subhash, Mc Millan, 2002
- ❑ Ogilvy on Advertising, Ogilvy David, Prion Books, London 1997
- ❑ Ogilvy on Advertising, David Ogilvy, Prion Books, London,1997
- ❑ Public Relations Management, Jaishri Jethwaney and N N Sarkar, Sterling, New-Delhi, 2015
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