KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

PROGRAMME PROJECT REPORT

ON

MASTER OF ARTS

(JOURNALISM & MASS COMMUNICATION)

(Two Year Postgraduate Programme to be Offered from 2023-24 Academic Session in UGC-CBCS Mode)

Submitted to
**UNIVERSITY GRANTS COMMISSION
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Submitted by
**K. K. HANDIQUI STATE OPEN UNIVERSITY
GUWAHATI, ASSAM**

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Registrar
Krishna Kanta Handiqui
State Open University
Guwahati

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KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Academic Session 2023-24

PROGRAMME PROJECT REPORT

MA IN JOURNALISM AND MASS COMMUNICATION

1.1. OVERVIEW

The Two-Year Postgraduate (PG) Programmes of Krishna Kanta Handiqui State Open University (KKHSOU), which are to be offered from the July 2023 academic session onwards, have been prepared in accordance with the **Curriculum and Credit Framework for Undergraduate Programmes** of the UGC (December, 2022) and **UGC Regulations on Open and Distance Learning,** 2020. The Programmes have been revised and designed keeping in view the philosophy and the principles of the National Education Policy (NEP) 2020 as well.

The 35th Meeting of the Academic Council of the University has accordingly adopted the Curriculum and Credit Framework for the UG Programmes of the University in accordance with the credit requirement, provision of lateral entry and exit; and multidisciplinary/interdisciplinary focus. Also, the assessment and evaluation has also been revised to letter grades with Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA).

The Programmes on offer, thus, incorporate discipline specific core (DSC) courses along with ranges of elective courses (DSE/Minor), which are expected to enable the learners for wider exposure and opportunities. Besides, bundles of courses are also being provided as ability enhancement courses (AEC); skill enhancement courses (SEC); and value added courses (VAC).

Notably, the academic disciplines of the University are organised as School System; hence, it is expected that implementation of multidisciplinary/interdisciplinary programmes and courses would be relatively smooth and undemanding. To this effect, necessary processes for attaching relevant faculty from related disciplines have been arranged. The University has also registered in the Academic Bank of Credit (ABC) for seamless transfer of credit allowing flexibility to the learners.

Moreover, in order to inculcate a multidisciplinary approach in offering the Programme, the Master of Arts in Journalism and Mass Communication Programme contains few contents from other related disciplines such as Political Science, Social Work, Philosophy and English Literature. The Bhupen Hazarika School of Mass Communication has integrated the expert advice and support from the faculties belonging to these disciplines in the preparation of the course materials and

would also seek their help in the delivery of these courses. The Programme offers a Value Added Course (VAC) on 'Traditional Media' in first semester in an attempt to incorporate the elements of the Indian knowledge system. The Programme also offers Ability Enhancement Courses on 'English for Media Studies' and 'Writing for the Media' in Semester 1 and 3 respectively, alongwith another Value Added Course on 'Advertising Strategy' in Semester 2 which would help in enhancing the required skills in a learner of MAJMC.

The Centre for Internal Quality Assurance (CIQA) of the University has organised a number of meetings and workshops regarding the implementation of NEP 2020 in the context of ODL. With all the inputs, the Committee on Courses (CCS) and the Schools of Studies, involving outside subject experts drawn from reputed Universities of the region have designed the Programmes and the detail syllabi. The updated and revised syllabus was placed in the Schools of Studies and subsequently this Programme Project Report (PPR) on the PG Programme in Journalism and Mass Communication under the Bhupen Hazarika School of Mass Communication of KKHSOU is an outcome of this process.

1.2.   PROGRAMME'S MISSION AND OBJECTIVES:

M.A in Journalism and Mass Communication is being offered by the Discipline of Mass Communication under the Bhupen Hazarika School of Mass Communication, Krishna Kanta Handiqui State Open University (KKHSOU). This programme has been thoroughly revised in in accordance with the UGC Regulations on Open and Distance Learning, 2020. Syllabi of this Programme have been finalized after a series of deliberations and discussions with academic experts in the respective field from Universities of repute, viz., Gauhati University and Tezpur University as well as stalwarts from the industry. The quality of Curriculum and Syllabi of this programme has been so designed to accommodate the recent developments in the field of higher education in general and the subject in particular.

Communication is the mainstay of the people living in different parts of the world. In fact, it is an all-encompassing activity or process that has far-reaching utility and influence over humanity. As such, it becomes imperative for the common masses to understand how the process of communication works and what impact it has on our lives. Thus, the main mission of this department is to impart blended learning to the learners and keep them abreast of the present media scenario and to contribute to the accomplishment of University's mission of providing quality education beyond barriers.

This Programme will be of interest to academicians, practitioners, professionals, researchers, learners and general readers who are interested in understanding the dynamics of mass

communication. The major highlight of the Programme is to show the relevance and significance of dynamics of communication in every walk of human life.

Objectives : The M.A. Programme in Journalism and Mass Communication that is being offered by KKHSOU has been prepared confirming the mission and goals of KKHSOU. This programme would contribute to the mission and goals of KKHSOU by fulfilling the following objectives-

  i. To equip the learners with potential skills in order to enable them to enter the competitive markets in journalism and mass communication

  ii. To create an awareness among the learners about the world of mass communication and journalism

  iii. To bring about a holistic development in the overall wellbeing of the learners.

  iv. To equip the learners with the emerging concepts of science communication, media management, film studies and communication research.

  v. To make the learners understand crucial terms and concepts underlying the process of media creation.

  vi. To enable the learners to discuss media-related news in terms of its cultural, social, ethical, political and economic significance.

1.3 RELEVANCE OF THE PROGRAMME WITH KKHSOU'S MISSION AND GOALS:

The M.A. Programme in Journalism and Mass Communication (Major) offered by KKHSOU has been prepared confirming the mission and goals of KKHSOU. This Programme follows the following mission and goals of KKHSOU:

a) To expand the higher education to cover the maximum number of population.

b) To maintain equity or justice in the field of higher education.

c) To ensure the quality or excellence in the higher education.

d) To increase research both qualitatively and quantitatively.

The Masters programme in Journalism and Mass Communication is of prime importance keeping in view the current media scenario. The Masters programme in Journalism and Mass Communication is expected to offer certain specialized courses like Science Communication, Media Management, Communication Research and Film Studies. The Master of Arts degree in Journalism and Mass Communication is designed for students who want to obtain a background in general communication skills while concentrating in one or two areas of communication research or general communication studies. This goes a long way in preparing the students for either a variety of positions in media related professions or for further study. The learners develop a broad

knowledge of the history and structure of media as well as the ability to assess and think critically about future trends that may influence their careers.

The different courses of the Programme would form the basis for anyone who wants to make a career in the media industry. This Programme will cover almost every aspect of the field of Mass Communication and Journalism like electronic media, print media, advertising, media sociology, public relations, corporate communication, science communication, media management etc. This Programme will familiarize the learners with the concepts, theories and models of mass communication. The Communication revolution of mass media in the last six decades have advocated the importance of mass media channels of print, broadcasting, telecommunications, computers, internet etc. which has been discussed in different courses of this Programme.

Thus, the M.A Programme in Journalism and Mass Communication would contribute towards accomplishment of KKHSOU's mission and goals by providing theoretical and applied knowledge of Journalism and Mass Communication to the prospective learners as stated below.

1.4 NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS:

This Programme is intended for those learners who want to know the subject and want to make a career in the field of journalism and mass communication. Special emphasis has been given on those learners who have passed Bachelor's Degree/P.G Diploma (or any equivalent degree) examination from any recognized examination board and want to get into any professional position such as a reporter, journalist, news anchor, news producer, etc. This programme will be of interest for all those who focus on mass media and interpersonal communication as channels vis-à-vis the critical issues for social, economic, cultural and global impacts. Thus, this course aims to provide quality education, knowledge and training to-

    a.   The students who are desirous of obtaining a Masters Degree in Journalism and Mass Communication.

    b.   People willing to earn for a living and learning at the same time.

    c.   Learners specially women and from other marginalized sections who could not complete their higher education in time owing to certain family or societal issues

    d.   Employed/self-employed persons with a penchant for higher education and learning skills

    e.   People who would like to hone their professional skills

    f.   People living in rural and remote area and other disadvantageous conditions but desirous of higher education in Journalism and Mass Communication.

1.5 APPROPRIATENESS OF THE PROGRAMME TO BE CONDUCTED IN ODL MODE TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE:

The Programme has been designed in such a way so as to accommodate practical based units within the ambit of the courses. In fact, the MA in Journalism & Mass Communication has an eclectic mix of courses catering to the needs of the learners as well as the demands of the society. Text based study materials are supplemented by interactive CDs, DVDs etc. so as to make learning more interesting and informative. In order to prepare the learners to face the tough competition that the present job markets have to offer, they are required to undergo research projects at the degree level in the sixth semester programme. This will enable them to get a grip on the dynamics of journalism and mass communication. Apart from the provision of self-learning materials, counselling classes (tutorial classes) are also conducted in various study centres recognized by the University and spread across the length and breadth of the State. Moreover, there are a number of online resources like online social networking platforms, online discussion forums and online library resources like OAJSE (Open Access Journals Search Engine) which is an Open Access E-Journal Search Portal. For the benefit of the learners, study materials have been provided in online format along with online counseling sessions and audio-visual and audio lectures. The website of the University also provides information regarding the course assignments, information about the examination routine and results etc. Such facilities are highly compatible in an ODL platform which makes MA in Journalism and Mass Communication appropriate to be launched through ODL.

1.6 INSTRUCTIONAL DESIGN:

1.6.1 Curriculum Design:

Curriculum of the M.A programme in Journalism and Mass Communication has been designed by a carefully constituted syllabus committee (CCS- Committee on Courses) whereby the experts have been drawn from Universities like Gauhati University, Sikkim Central University and Tezpur Central University along with stalwarts from the media industry. The contents of the syllabi are up-to-date. While preparing the syllabi, UGC Model Syllabi and syllabi of other Universities and the National Education Policy have been consulted.

1.6.2 Course Distribution:

The semester-wise distribution of the different courses of the M.A programme in Journalism and Mass Communication is as follows:

Type of Course	Semester I	Semester II	Semester III	Semester IV
DSC	Course 1: Concept of Communication	Course 7: Reporting for Print	Course 13: Media Sociology	Course 18: Communication Research
DSC	Course 2 : Communication Theory	Course 8 : Editing for Print	Course 14: Electronic Media-Radio	Course 19: Science Communication
DSC	Course 3: Media Laws and Ethics	Course 9: Advertising and Public Relations	Course 15: Electronic Media-Television	Course 20: Film Studies
DSE/Minor	Course 4 : Media Studies	Course 10 : New Media and Computer Application	Course 16: Development Communication & International Communication	Course 21: Media Management
AEC	Course 5: English for Media Studies		Course 17: Writing for the Media	
VAC	Course 6: Traditional Media	Course 11: Advertising Strategy		
		Course 12: Seminar		Course 22: Project/Dissertation

In this regard, the following points may be noted:

For Course 22, the learners will have to appear for a viva which would be conducted at some designated study centres situated at different government approved colleges. This viva will be based on the dissertation/audio-visual project that will be submitted by the learners.

1.6.3 Credit Distribution: The Credit Distribution of different courses of the MA programme in Journalism and Mass Communication is as follows:

Type of Course	Semester I	Semester II	Semester III	Semester IV
DSC	Course 1: Concept of Communication	Course 7: Reporting for Print	Course 13: Media Sociology	Course 18: Communication Research
	4 Credits	4 Credits	4 Credits	4 Credits
DSC	Course 2 : Communication Theory	Course 8 : Editing for Print	Course 14: Electronic Media-Radio	Course 19: Science Communication
	4 Credits	4 Credits	4 Credits	4 Credits

DSC	Course 3: Media Laws and Ethics	Course 9: Advertising and Public Relations	Course 15: Electronic Media-Television	Course 20: Film Studies
	4 Credits	4 Credits	4 Credits	4 Credits
DSE/Minor	Course 4 : Media Studies	Course 10 : New Media and Computer Application	Course 16: Development Communication & International Communication	Course 21: Media Management
	4 Credits	4 Credits	4 Credits	4 Credits
AEC	Course 5: English for Media Studies		Course 17: Writing for the Media	
	4 Credits		4 Credits	
VAC	Course 6: Traditional Media	Course 11: Advertising Strategy		
	2 Credits	2 Credits		
		Course 12: Seminar		Course 22: Project/Dissertation
		4 Credits		8 Credits

The overall weightage of the MA programme in Journalism and Mass Communication is of 88 credits, as per UGC & NEP guidelines.

1.6.4 Definition of Credit Hours: As per UGC ODL Regulations 2020, the University follows the system of assigning 30 hours of study per credit of a course. Thus, following this norm, a 4 credit course constitutes a total of 120 hours of study. Out of the total credit hours, a minimum of 10 percent, i.e., minimum 12 hours of counselling per course are offered to learners at their respective study centres or through centralized online counselling.

1.6.5 Continuous Assessment

The weightage for different components for assessment has been given below-

(i)   Continuous or formative assessment (in semester): 30 percent

The continuous or formative assessment consists of home assignments, multiple choice questions, quizzes, sessional tests, minimum attendance in personal contact programmes.

(ii)   Summative assessment (end semester examination or term end examination): 70 percent

1.6.6   Home Assignment

Assignments are a part of the teaching-learning process and are compulsory. Assignments are evaluated and feedback is communicated to the learners by giving back the assignments with evaluator's comments. Such assignments are collected again by the Study Centres at the time of issuing admit cards and are stored in the study centre's office till the end of next semester, for verification by the University, failing which might lead to withheld of result.

1.6.7   Dissertation/Audio-visual project

Every learner will have to carry out either a dissertation or prepare an audio/audio-visual programme in the fourth semester. In case of project report, a learner will have to choose a specific topic related to any form of mass communication / journalism/public relations/ advertising/media etc. and prepare a comprehensive project report after doing an in-depth study of the topic. The topics will be decided in consultation with recognized Course Counsellors or media scholars, researcher or media professionals. For doing the project work, a project guideline has been provided in the University website: www.kkhsou.in . As far as the audio/audio-visual production is concerned, the learner will have to prepare an audio (for eg -radio drama) or audio-visual clip (e.g. short film or documentary) on any area of communication/media along with the script. The audio clip can be submitted in AVI, MP3 or in WAV format. Audio-visual files can be submitted in MPEG, MP4, m4v, DAT or VOB formats.

Detailed syllabi of the courses have been attached in **Annexure II** of this report.

1.6.8   Faculty and support staff requirement:

The Bhupen Hazarika School of Mass Communication of the University currently has 5 full time faculty members viz., four Assistant Professors and one Professor in the Discipline of Mass Communication under the School of Journalism and Mass Communication. The Professor Mass Communication is also the Director of the School of Journalism and Mass Communication. Moreover, as the MAJMC Programme has components of Social Work, Economics, English literature, Environmental Studies, Ethics, Politics, Management, it requires interdisciplinary and multidisciplinary effort. Therefore, support of faculties from different schools of the University has been mobilized officially for design and delivery of the MAJMC Programme. A list of faculty members/course coordinators providing support in the Programme is presented in **Annexure III.**
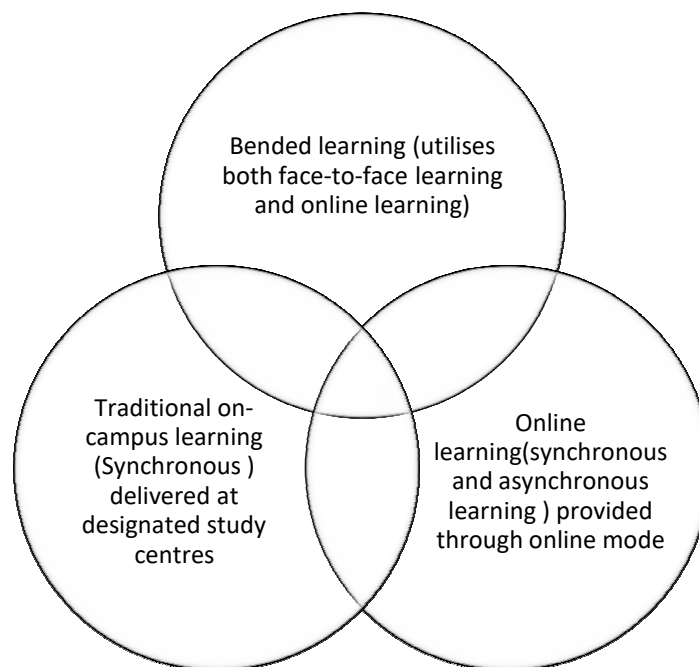
1.6.9 Instructional Delivery Mechanism:

The norms for delivery of courses through open and distance mode is given below-

Credit Value of the course	Size of SLMs Range (in terms of units, to be divided into blocks)	No. of Assignments	Practical Sessions	No. of Counselling sessions Theory (10 percent of total study hours)	Study hours of Learner
4	15 units	2	120 hours	12 hours	120 hours

Particular attention has been given so that the basic three domains of knowledge, viz., behavioural domain, cognitive domain, and constructive domain can be addressed. A few examples have been mentioned in the following table-

Domain of Knowledge	General Learning Tasks generally used	Contents in Self Learning Materials
Behavioural	• Memorising • Undertaking Routine Tasks • Learning arbitrary information • Learning rule systems • Invariable (Routine) learning procedures	• Journalism and Mass Communication is a professional subject. As such, there are certain field based topics (practical) , theoretical propositions and concepts, which needs to be memorised.
Cognitive	• Classifying • Concept learning • Problem-solving • Procedures • Reasoning and argument • Rules	• There is ample scope in this domain of knowledge. Most of the theories in Journalism and Mass Communication are conceptual. Certain portion of the syllabi is also quantitative based (specially relating to the area of communication research) and hence offers scope for the development of problem solving abilities.
Constructive	• Case Studies • Complex Situations • Real-world Problem-solving	• Certain real-world situations are included in the course. For example, in the discussion of theories related to media scenario, students are advised to draw evidences from real world situations.

Blended learning system is in place for delivery of learning materials. Since Mass Communication and Journalism is basically a professional subject, the curriculum has been designed by incorporating certain practical based units. Apart from the provision of self-learning materials and offline and online counseling sessions, audio-visual materials are also available on YouTube for the utilization of the learners. These are basically pre-recorded audio-visual CDs containing discussions on a range of issues pertaining to the area of Journalism and Mass Communication. In order to evaluate the learner's engagement in the different areas of Journalism and Mass Communication, continuous assessment is done from where 30 % of the marks are added to the final examination result. Various online social learning platforms are in place in order to respond to the learners' queries. Online communication tools like emails are a way of keeping in touch with the learners.   Thus, we can summarise the Instructional delivery mechanism by focusing on the following three ways-

Bended learning (utilises both face-to-face learning and online learning)

Traditional on-campus learning (Synchronous) delivered at designated study centres

Online learning(synchronous and asynchronous learning) provided through online mode

The Self Learning Materials have been prepared keeping in mind the requirements of instructional design. Particular attention has been given so that the basic three domains of knowledge, viz., the behavioural domain, cognitive domain, and constructive domain can be addressed. In general, the university offers printed SLMs and the same in the form of e-SLM. Apart from that, the MAJMC Programme is also provided through the University LMS Ebidya. The LMS would consist of four quadrants: video lectures, downloadable/printable reading material, self-assessment tests through tests and quizzes, and an online discussion forum for clarifying questions. As majority of the learners are from rural areas and disadvantaged groups, attempts are made to make the SLMs easy to read and easy to understand with the following major components:

a)   *Learning Objectives* (major objectives of the Unit are stated)

b) *Introduction* (linkage with previous Unit as may be applicable and general introduction of the content is provided)

c) *Check Your Progress* (generally after every section CYP is provided to learners to gauge their understanding)

d) *Answers to Check Your Progress* (CYP answers are provided at the end of the Unit)

e) *Activity/Activities* (activities for enhancing learners' critical outlook is included in SLM)

f) *Let us Know* (Depending on the necessity some important information related to the content is provided in a box)

g) *Let us Sum Up* (pin pointed summary of the Unit is given)

h) *Further Reading* (this section has been incorporated for those learners who are interested in advance knowledge of the content)

i) *Model Questions* (Different types of questions have been provided in the unit).

1.6.10 Identification of media –print, audio or video, online, computer aided:

All learners are provided with Self Learning Materials, which are comprehensive in terms of the contents of the syllabus. These learning resources are prepared with the help of resource persons across the state/country. Senior/Retired Professors/Associate Professors/Assistant Professors from different Universities/Colleges are engaged as SLM writers and Content Editors. In addition, certain topics are also covered through community radio programmes broadcast through the 90.0 FM **Jnan Taranga** Community Service Station of the University. Most of the audio-video programmes are accessible online through YouTube videos.

1.6.11 Learner Support Services:

The student support services available in the University would be extended to the learners of this MAJMC Programme. All these support services would help the learners to imbibe the required knowledge and skills; to seek avenues in employment; to go for higher studies; and to know about the subject in an in depth manner. Learner support services include the following among others.

a) **KKHSOU City Campus:** The KKHSOU City Campus at Guwahati organises training for coordinators, counsellors, and other functionaries. The City centre provides a venue for learners and academic counsellors to interact on a particular subject matter. Responsibility for Admission, distribution of SLMs and Examination also lies with City Campus. Online counselling for all learners of all semesters of all programmes are centrally organised from city campus.

b) **Regional Centres:** The Regional centre of KKHSOU at Jorhat in upper Assam provides training for coordinators, counsellors, and other functionaries. The centre provides a venue for learners and academic counsellors to interact about a particular

subject matter. Responsibility for Admission, distribution of SLMs and Examination in select districts of upper Assam also lies with the Regional Centre. Establishment of some other regional centres is in the pipeline.

c) **Study Centres:** Study centres are the backbone of an open and distance learning institution. On behalf of the university, the study centres cater to the various requirements of learners, viz. Admissions-related information, delivering Self Learning Materials, conducting counselling sessions, distributing assignments and evaluating them, conducting term-end exams, etc. The study centers throughout the state handle these affairs on behalf of the University.

d) **Pre-enrollment Counselling:** In cooperation with study centres, the university provides pre-enrollment counselling for all the programmes through online and offline modes. It provides basic knowledge of the programmes, counselling sessions, etc. Moreover, programme specific pre-enrollment counselling is also organised.

e) **Siksharthi Mitra:** A few employees of the University have been engaged as 'Siksharthi Mitra' in order to provide better technical support and assistance to the candidates during online admission process.

f) **Learners' Charter:** The University has brought out a Learners' Charter pronouncing the basic rights and responsibilities of its learners. In the Induction Programmes at the Study Centres, the learners are sensitized about this Charter. (http://kkhsou.in/web_new/viewDocuumentPdf.php?pdf=pdf/student/Standee%204%20 Assameseconverted(1).pdf&q=Learners%27%20Charter)

g) **Handbook/SOP:** The University has brought out a Handbook for the Study Centres and a Standard Operating System (SOP) of Examination. http://kkhsou.in/web_new/ugcinfo-2018/SOP%201-32.pdf

h) **Audio CDs for Visually Impaired Learners:** The visually impaired learners are provided with free audio SLMs in CDs to overcome their difficulties of learning. The University has installed Braille printers for this category of special learners in the University SLM branch.

i) **Face-to-face/Online Ticketing/Complaint System:** Learners' queries are attended in the face-to face mode and digital mode as well in a continuous way, through telephone, SMS and emails. There is a dedicated online portal through which the queries received automatically move to concerned department for solving the same. Once the problem is solved, the learner is informed by SMS and email.

j) **Face to face and Walk-in Counselling:** MAJMC Programme learners will receive face-to-face counselling from study centers. The University also provides face-to-face counselling/walk-in-counselling to learners at the specially maintained city learner support center located at the city campus on Sundays and weekdays.

k) **ICT Support:** ICT support is a major component of any ODL system of education. Some of the ICT-based support systems provided by the university, which can be availed by the learners of MAJMC are listed below:

- **Website:** The University has developed a full-fledged official website www.kkhsou.in for learners and the general public. The website has a dedicated Learners' Corner (http://kkhsou.in/web_new/learner_corner.php) that contains exhaustive information and links to useful resources which is accessible to the vast learner population. Furthermore, the Website links to social-networking sites like Facebook where learners, faculty members, and stakeholders can interact. Additionally, the site offers a tailored search by district or program. And most of the audio-visual programmes are accessible online through YouTube videos (web link: https://www.youtube.com/user/kkhsou)

- **Community Radio Service**: Jnan Taranga (90.0 MHz) is the first Community Radio station in the North Eastern part of the country administered by the University. Community Radio, being a platform for the community for taking up community issues, is also a platform for broadcasting educational programmes. This includes debates, discussions, and talk shows.
  Links: http://jnantaranga.kkhsou.in/index.php

- **e-Bidya:** As part of its ongoing attempts to enhance student learning, the university has developed a Learning Management System (LMS) portal called e-Bidya using open source MOODLE which can be accessed via https://ebidya.kkhsou.ac.in/.The site allows learners to access e-resources 24 X 7, regardless of where they are in relation to the particular programme they are enrolled in. Learners can interact with experts in the discussion forum. Learners can experience the benefits of online learning through their mobile devices as well. The same facilities are being imparted for the MAJMC as well.

- **Open Access Journals Search Engine (OAJSE):** The OAJSE (www.oajse.com) can be used to browse and search 4,775 Open Access Journals from the rest of the World excluding India, 532 journals from India, and 32 Indian Open Access Indian Repositories. It provides all pertinent information about KKHSOU's central library, including access to electronic resources, the Online Public Access Catalogue (OPAC), and subscribed journals and databases. It also provides an email alert service (current awareness service) to learners and is linked with major social networks including Facebook and Twitter.

- **KKHSOU Mobile App:** The university has developed a mobile application "KKHSOU" that allows students to access the university website 24x7. Download Link:https://play.google.com/store/apps/details?id=soft.bdeka.kkhsou.androidapp&hl=en_IN

- **SMS Alert Facility:** The University has implemented an SMS alert system for learners which notify of university news, events, and learner-related information.

- **E-Mentoring Groups:** The e-mentoring system, which utilizes the Telegram App/WhatsApp, helps learners acquire all the characteristics of open and distance learners, so that they can continue their studies with self-confidence, self-esteem, morale, and a feeling of identity. It is the main objective of this initiative to help learners minimize personal difficulties and identify the obstacles they face due to the diverse needs and backgrounds they have. During this process, they are also guided to develop appropriate and suitable learning strategies for overcoming all these difficulties and problems.

- **E-mail:** Learners can also write emails to any officials/faculty members of the University. For this a general email ID: info@kkhsou.in has been created. Concerns raised through email to this email address are addressed by the University's relevant officials or faculty members. Apart from that, the email and phone numbers of all faculty members are available on the website and the Information Brochure. Any learners can write directly to them as well.

- **Online Counselling:** The University's faculty conducts online counselling sessions through different online platform like Zoom, Google Meet, Cisco Webex and Facebook etc. in addition to regular counseling sessions in study centers. It provides direct interaction of learners with the regular faculty members of the University which creates a greater sense of inclusion and reduces feelings of isolation by offering personal care and guidance to all learners.

- **KKHSOU in Social Media:** KKHSOU has incorporated social media sites like Facebook pages, Whatsapp group, Twitter Account (https://twitter.com/KKHSOU1?s=09) that enables sharing and interaction with the students' community. Official Facebook Group of KKHSOU can be reached at https://www.facebook.com/groups/272636986264210/

1.7 PROCEDURE OF ADMISSION, CURRICULUM TRANSACTION AND EVALUATION

1.7.1 Admission procedure

i) **Eligibility requirements** for the Programme
   ➤ Any graduate from KKHSOU or any other University recognized by UGC or any equivalent degree from other recognized regulatory bodies

ii) **Online Admission:** Admission to this programme would be offered by KKHSOU through online mode in the University website: www.kkhsou.in. A prospective learner may take admission as per his/her/their choice, either in the KKHSOU City Study Centre, Khanapara or Jorhat Regional Centre or any other recognized study centre for this Programme in the State of Assam. A learner is to submit all relevant documents for admission through the online admission portal. The course fee is to be paid through credit card/ debit card/ net banking or UPI- Bharat QR, BHIM, PhonePe, GPay, Paytm, WhatsApp and other UPI. After the admission process is done, a unique Registration / Enrollment Number is automatically generated which will have to be used for future communications with the University. Based on his/her/their choice and operational conveniences, a learner shall be assigned to a particular study centre for availing of dedicated services and counseling/tutoring facilities. The newly admitted learners will receive the SLMs through a dedicated study centre and in certain cases SLMs may be sent to the learners' home address also. e-SLMs are also available in the University website. The University has a Credit Transfer Policy which is being revised to facilitate course exemption in order to promote dual degree.

iii) **Continuous Admission:** By paying the necessary fees, a learner can obtain admission to the next semester once a particular semester is completed. Admission to the subsequent semester is not determined by the results of the previous semester. One may take admission in the next semester even without appearing in the previous semester examination. The admission period should be continuous from the date of completion of the previous semester's exams until 60 days after the start date. Incomplete exams, including back papers, will be allowed to be taken up when announcements of examination results are made. Learners are advised to regularly visit the University's website (www.kkhsou.in) and maintain regular contact with their allotted study centres.

iv) **Pursuing Two Academic Programmes Simultaneously:** As per UGC guidelines dated April 2022 a learner can pursue two academic programmes simultaneously, one in full time physical mode and another in Open and Distance Learning (ODL)/Online mode; or up to two ODL/Online programmes.

v) **Fee Waiver for Differently Able Persons (DIVYANGJAN)**: The fee waiver will be applicable for differently able learners in all semesters of the programme where he/she/they has enrolled. Such learners must submit 'Form no. IV' issued by the Social Welfare Department or Disability and a copy of the Certificate issued by the Department of Empowerment of Persons with Disabilities, Ministry of Social Justice and Empowerment, Govt. of India. The forms/certificates of differently able learners which are verified by the

Social Welfare Department, Govt. of Assam will be allowed the fee waiver for the eligible learners of MAJMC also.

vi) **Economically Weaker Section (EWS):** The learners applying for admissions in EWS category shall submit EWS documents as per the latest Govt. of Assam guidelines**.**

vii) **Fee Structure:** The fee structure of the MAJMC would have a break-up across semesters of the programmes. The fee is inclusive of Enrollment fees, Course fee, Examination fee, Exam centre fee and Mark-sheet fee. Currently the fee charged for one semester of this MAJMC Programme is Rs 5000.

viii) **Financial Assistance:** The University offers free education to jail inmates and differently abled learners. At present, the University offers free of cost education to jail inmates in 16 district jails of the state. The University is in the process of including more numbers of Central/District Jails in the coming Academic Session.

1.7.2 Fee Structure

The following Semester-wise break-up of Fee for MA programme in Journalism and Mass Communication is structured as given below:

Semester	Fee (In Rupees)
First	5950.00 (inclusive of enrollment fee, course fee, exam fee, exam centre fee, marksheet fee)
Second	5650.00(inclusive of course fee, exam fee, exam centre fee, marksheet fee)
Third	5650.00 (inclusive of course fee, exam fee, exam centre fee, marksheet fee)
Fourth	6450.00 (inclusive of course fee, exam fee, exam centre fee, marksheet fee, dissertation project fee)
Total fees	**23,700.00**

1.7.3 Financial assistance:

At present, the University provides education free of cost to the jail inmates in various district jails of the state.

1.7.4 Curriculum Transaction:

i. **Activity Planner:** There will be an activity planner, which will guide the overall academic activities in the MAJMC Programme. This will be released prior to the university's admission schedule. The CIQA office as per UGC guidelines and the office of the Academic Dean would upload the Academic Plan and month wise Academic Calendar. This will enable learners to plan their studies and activities accordingly.

ii. **Self-learning Materials (SLMs):** SLMs are designed in such a way that learners can easily follow them. With the help of subject experts. SLMs are prepared with relevant and up to date information and facts.

iii. **Multimedia Materials:** Apart from printed SLM, the university provides audio-visual learning materials related to course content.

iv. **Induction and Counselling Sessions:** Induction sessions are conducted by university officials and faculty together. Counselling sessions are conducted by the Study Centres. Normally all counselling sessions are scheduled on Sunday. Face-to-face interaction between the learners and the counsellor takes place during the counselling session. This enables learners to clear their doubts with regard to the various courses provided to them. Apart from that, from time to time, online counselling sessions will be provided by the faculties of the University for this Programme.

1.7.5 Evaluation:

For the MAJMC Programme the general guidelines of the University will be followed in regard to the evaluation process. Vide a resolution of the 33rd Meeting of the Academic Council and the subsequent approval of the Board of Management and as per UGC regulation (04-09-2020) Clause 15, KKHSOU has decided that the Total Marks for Internal (Formative) Assessment will be 30%, and that for Summative Assessment will be maximum 70% i.e. 30 marks and 70 marks out of Total 100 marks. The University has adopted Letter Grades and Grade Points as per UGC Curriculum and Credit Framework for UG Programmes 2022. The summative assessment is conducted in those examination centres where the UGC recommended facilities are available. While setting the Question Papers and evaluating the Answer Sheets, the learning outcomes of the Programme and the Courses would be considered. Examination monitoring is an essential feature in conducting the examination processes. The University appoints Supervisory Officers, Examination Monitoring Officers and Examination Squads on a regular basis for smooth conduct of examinations. Some details of examination processes which would be applicable for this Programme are presented below.

i. **Continuous and Comprehensive Formative Assessment:**

Continuous and comprehensive evaluation is an important component of the total assessment process in KKHSOU. There is provision for self-evaluation based on the Self Learning Materials. The University has decided to adopt a mechanism for continuous evaluation of the Learners through a mix of various flexible methods.

Considering the practical limitations of the learners and the difficulty of administering, the University has adopted the formative assessment mechanism with the following in view. The learners are communicated about the details through the university website, official notifications, study centres and social media. The formative assessment has the following break-up

a. MCQ/Written test/Quiz/Viva etc. = 10 marks

b. Attendance/Participation in the Personal Contact Programmes* = 5 marks

c. HA submission (at study centre) = 10 Marks

d. Participation in Extension activities (Environment related/workshop etc.)/ Additional Home Assignment = 3 marks.

e. Timely submission of Assignment etc. as mentioned in (c) above = 2 marks (Submission after due time = 1 mark; Non-submission =0 mark).

The concerned study centres will organize MCQ based test (online/offline) for the learners of that particular study centre and if required they may conduct alternative arrangements like written test/ Viva/Quiz etc. and assess the learners for maximum 10 marks. Assignments for total 13 marks will be administered course-wise comprising three assignments (5 marks + 5 marks + 3 marks) by the concerned discipline of the University asking the learners to submit hard copies to the concerned study centre. Out of the three assignments, one will be closed-ended assignment directly from the course or SLM (5marks), one will be open-ended assignment i.e. analytical/opinion/view etc. to be answered by the learner based on the course (5 marks), the third one will be on Environmental/Community work (3 marks) related to issues/topics which will be activity based. Concerned study centres will arrange Personal Contact Programmes (Online or Offline) and the learners need to attend the same, as per UGC Guidelines. The learner will be awarded marks by the concerned study centres accordingly as per the breakup given for total 30 marks. The coordinators of the study centres will submit the marks after assessments, through the Home Assignment portal of the University.

As per the UGC's Curriculum and Credit Framework for UG Programme, 2022, the "Letter Grades" will be provided to the learner after due assessment and evaluation as given under:

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

The Semester Grade Point Average (SGPA) will be computed from the grades as a measure of the learner's performance in a given semester. The SGPA will be based on the grades of the current term, while the Cumulative GPA (CGPA) will be based on the grades in all courses taken after joining the programme of study. Here SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a learner in all the courses taken by a learner and the sum of the number of credits of all the courses undergone by a learner, while the Cumulative Grade

Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a learner over all the semesters of a programme. As recommended by the UGC, the SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts. Based on the above mentioned Letter grades, grade points and SGPA and CCPA, the transcript for each semester and a consolidated transcript indicating the performance in all semesters will be provided to the learners.

Seminar/Presentation/Internship/Project Report/ Community Engagement: A learner has to prepare a dissertation on a particular topic under the guidance of a professionally qualified supervisor/guide in the last Semester of the Programme. In this course, learners should take up a problem related to the subject area. They should devise instruments for the collection and interpretation of data and the preparation of research report. The length of the report may be between 60-70 pages. A detailed guideline is available on the website. The link is http://kkhsou.in/web_new/guidelines-download.php

1.8 REQUIREMENT OF THE LABORATORY SUPPORT AND LIBRARY RESOURCES:

Since the MA in Journalism and Mass Communication Programme requires practical based courses to be integrated with conventional text based courses, laboratory and library facilities are an important requirement in this area. A state-of-the-art editing room has been constituted at the University for the purpose of editing audio and video programmes. A well stocked library connected with wi-fi is also necessary to browse through reference books as well as online journals. This is because most of the books pertaining to the area of mass communication and journalism are widely available in the Western countries making it difficult for learners from developing countries like India to procure them as they are pretty expensive. It is worth mentioning here that K.K. Handiqui State Open University has a Central Library of its own which is situated at the University headquarters. Library services are offered to the learners through physical library facilities set up by the University at the respective study centres. Reference books are suggested by the faculty members of the University, and are supplied to the study centre's libraries.

Library Resources

Library services are offered to the learners of KKHSOU through physical library facilities in its recognized study centres and also through the central library, set up by the University at its city campus. Reference books are suggested by the faculty of the respective Disciplines/Schools of the University and also by the SLM writers. The Central Library at KKHSOU has a sizeable repository of relevant reference books and textbooks relating to the MAJMC Programme. The central library KKHSOU is well-stocked with 19135 print books, 36 print journals on various disciplines and 8 Newspapers (as on 28-02-2023). The books available at the Central Library are quite helpful not

only for the learners, but also for the faculty members, SLM contributors and the content editors as well.

Apart from the print resources, a good number of electronic resources comprising e-journals, online databases, gateway portal to e-journals are all made accessible to the learners. The learners are communicated once the subscriptions are made to the programme specific journals. The library is fully computerized with an ILS (Integrated Library System) and also equipped with RFID (Radio-Frequency Identification Technology). All the learners of the University including the learners of MAJMC can access the webpage of the University library at their own time and convenience (http://library.kkhsou.in/). Moreover, the learners can take advantage of the facilities of the Digital Library (http://dlkkhsou.inflibnet.ac.in/). The digital library provides an online platform for collecting, preserving and disseminating the teaching, learning and intellectual output of the University to the global community including the KKHSOU learners. Beyond the physical boundary the library of KKHSOU has been maintained a web catalogue (http://opac.kkhsou.ac.in/) to facilitate the learners to browse library collection online.

The University has an OER Policy (https://tinyurl.com/2yukrp5r) which spells out the learning material released by the university in physical or digital format. KKHSOU has signed Content Partner Agreement with National Digital Library of India to share its Digital Resources. The main objective of NDLI is to integrate several national and international digital libraries in one single web-portal. The learners community of KKHSOU can avail the services through a single-window (https://ndl.iitkgp.ac.in/).

The OAJSE (www.oajse.com) can be used to browse and search 4,775 Open Access Journals from the rest of the World excluding India, 532 journals from India, and 32 Indian Open Access Indian Repositories. It provides all pertinent information about KKHSOU's central library, including access to electronic resources, the Online Public Access Catalogue (OPAC), and subscribed journals and databases. It also provides an email alert service (current awareness service) to learners and is linked with major social networks including Facebook and Twitter. Online subscriptions of reputed journals and databases are regularly made. The learners would be communicated once the subscriptions are made to the programme specific journals.

1.9 COST ESTIMATE OF THE PROGRAMME AND PROVISIONS:

As regards, the cost of programme development, programme delivery, and programme maintenance, the finance office conducted an exercise based on historical costing method to arrive at indicative figures of cost. The findings are presented below in respect of the MA programme on Journalism and Mass Communication.

The office of the Finance Officer of KKHSOU keeps all the records of finances regarding print of SLMs, honorarium paid to the members of the Committee on Courses, honorarium paid to Content Writers, Content Editors, Language Editors, Translators, Proof Readers and also the expenditure related with organizing counsellors' workshops, meeting of the co-ordinators of the study centres, etc. Moreover, the finance office also maintains records of purchase of computers, online space, books, journals etc. The accounts are maintained as per the laid down procedures of government. Regarding the cost of programme development, programme delivery, and programme maintenance, the finance office conducted an exercise based on historical costing method to arrive at indicative figures of cost. The findings are presented below in respect of the MAJMC Programme.

1.9.1 Programme Development Cost:

a. *SLM Development Cost for Post Graduate programme*: Rs. 7,600/- per Unit. A course normally has 14 Units. In Two Year PG Programme on Mass Communication and Journalism, there will be 22 Courses (out of which 2 Courses are Seminar and Project/Dissertation). The discipline specific courses will be explicitly attributed to this programme. The rest can be apportioned depending on the learners' enrolment and number of units to be printed.

b. *Printing Cost per Unit of SLM*: Rs. 69. However, this also depends on the print number as scale related advantage of cost is normally availed.

1.9.1	Programme Development Cost	PG Course	
	a. SLM Development Cost for Master Degree Programme		
	English Medium per Unit		**7,600.00**
	Writing	4,000.00	
	Content Editing	2,000.00	
	Language Editing	1,000.00	
	Translation	-	-
	DTP (Avg. 40 pages per unit @ 15/- per page)	600.00	
	b. Printing Cost per SLM (for 1000 learners)		
	Printing (inside pages avg. 80 both side pages @ 690/- per page	55,200.00	**69.00**
	Cover Page	5,850.00	
	Binding	2,400.00	
	Packing	5,500.00	

	Total	68,950.00	
1.9.2	**Programme Delivery Cost**		
	Average 2.2 kg per learner @ Rs. 60/- per semester		240.00
1.9.3	**Programme Maintenance Cost**		1,750.00

1.9.2 Programme Delivery Cost:

The SLMs prepared have to be delivered to the learners and various study centres located at the far flung remote areas. On an average, the University delivers about 2.2 KGs of study materials per student. Depending upon the number of candidates; the cost for the MAJMC Programme will be provisioned by the University. The office of the Finance Officer has calculated the delivery cost of SLM per student at Rs. 240.00. Moreover, there will be apportionable expenditures on providing LMS based services for which a detailed exercise will be required.

1.9.3 Programme Maintenance Cost:

The University will keep financial provision for organizing stake holders' meetings, counselling workshops etc. as per the Academic Plan and Academic Calendar approved by the Academic Council of the University. The workshops conducted by the University will not only benefit the learners of the MAJMC programme, but will also benefit the learners of other programmes. The University will also bear the cost of organizing the meetings of Committee on Courses, School of Studies, and Academic Council etc. and also for supply of additional study materials if required for improving the quality of the programme. Moreover, the University will keep on investing in developing the IT infrastructure so that the learners can benefit from the ICT enabled programme. The cost calculated by the office of Finance Officer as regards maintenance of Master of Arts programmes- is Rs. 1750.00.

The figures as indicated above will be applicable for MAJMC programme of the University. The University will keep adequate financial provision for development, delivery, and maintenance of the programme as presented in the Programme Project Report.

1.10   QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES:

1.10.1 Quality Assurance Mechanism

The University adopts a Learning Outcome Based Curriculum framework for its 4 years UG and 2 years PG programmes; and also for the other Diploma and Certificate Programmes offered by the University. Accordingly, all academic programmes have been redesigned with clearly stated programme and course specific objectives and learning outcomes. Besides the academic

outcomes, certain non- academic outcomes such as team work, effective communications, ethical conduct etc. are also identified at all academic levels. Further, attempts are also made to map the programme and course specific learning outcomes with the expected outcomes of the NHEQF and NSQF for each academic level so that the programmes and courses offered by the University, while being aware of the principles and philosophy of the NEP 2020, enable the learners to enter the job market with requisite qualifications. The formative as well as summative assessment and evaluation of various programmes and courses too are accordingly redesigned linking with the programme and course specific learning outcomes as identified. Moreover, the intended learning outcomes are also embedded in the assessments and evaluations of the activities and projects as parts of the curriculum.

ii. The programme design and structure is decided upon after a series of discussions and deliberations with a team of a few carefully chosen subject experts, who are mostly eminent scholars and professionals from the reputed institutions of higher education. Formed with due approval from the University authority, this Committee on Courses is helped by the in-house discipline and School faculties while preparing the framework of the programme. For implementation of NEP 2020, the University has networked with IGNOU, State Open Universities in India and other Universities in Assam by organizing workshops and participating in various meetings and seminars. Inputs from these discussions were used as quality benchmarks in designing the academic programmes.

iii. The university has a SLM Policy which is followed in development of SLM. SLM Audit is a regular feature of the University which is conducted by CIQA. The course material writers and content editors are mostly in academics from reputed higher educational institutions. SLMs are distributed through a well laid down mechanism to all the learners by a mix of modes. Moreover, eSLM has been made available. Like the SLM Policy, the University has adopted University wide approaches for development of policies, Strategic Action Plan and their implementation.

iv. CIQA takes care of the following among others to enhance the quality of the various facets of the University:
  • Counsellors' workshops
  • Stakeholders' meetings
  • Feedback responses from the learners from various programmes
  • SLM Audit

v.   In order to keep the MAJMC Programme updated, the programme would be revised and necessary changes would be incorporated for the benefit of the learners, based on the inputs received from the mechanism as mentioned above. Learners' and stakeholders' feedback is regularly collected and based on that, remedial measures and improvement mechanisms are worked out. (http://kkhsou.in/web_new/learner_feedback_all.php)

vi.   The next step after the completion of the framework preparation is the allotment of the assigned papers (which is again composed of 15 units) to the assigned authors. The in-house faculty prepares a carefully chosen list of authors for the task. The in-house faculties also contribute their writings, besides the outsourced authors, who are mostly research scholars and faculty members from higher educational institutions.

vii. The content editors are then roped in for the next round. The content editors, who are mostly academics from reputed higher educational institutions, look into the contents of the units and provide their suggestions and feedbacks to be included by the coordinator of the programme.

viii. In order to keep the programme updated, the programme would berevised and necessary changes would be incorporated for the benefit of the learners, based on the inputs received from the mechanism as mentioned above.

1.10.2 Expected Programme Outcome:

The outcomes of the Programme are manifold:

- It will enable the learners to acquire knowledge enabling them to articulate well the condition around them.
- The programme will also help the learners to seek avenues in the media sector and/or other upcoming sectors like animation and entertainment sectors and other service sectors.
- The programme will also encourage the learners to go for higher studies.
- The programme will enable the learners to engage with the society in a fruitful manner leading to the welfare of all and thus contribute to the betterment of the society.

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MASTER OF ARTS

JOURNALISM AND MASS COMMUNICATION

Programme Structure: The MA programme with Journalism and Mass Communication has a total of 22 courses including seminar and project/dissertation.. These courses are-

SEM	SEMESTER-WISE COURSES	Type of Course	Credits
I	1. Concept of Communication 2. Communication Theory 3. Media Laws & Ethics	Discipline Specific Core (DSC) (Major)	3×4=12
	4. Media Studies	Discipline Specific Elective (DSE) (Minor)	4
	5. English for Media Studies	Ability Enhancement Course (AEC)	4
	6. Traditional Media	Value Added Course (VAC)	2
II	7. Reporting for Print 8. Editing for Print 9. Advertising and Public Relations	Discipline Specific Core (DSC) (Major)	3×4=12
	10. New Media and Computer Application	Discipline Specific Elective (DSE) (Minor)	4
	11. Advertising Strategy	Value Added Course (VAC)	2
	12. Seminar		4
III	13. Media Sociology 14. Electronic Media-Radio 15. Electronic Media-Television	Discipline Specific Core (DSC) (Major)	3×4=12
	16. Development Communication & International Communication	Discipline Specific Elective (DSE) (Minor)	4
	17. Writing for the Media	Ability Enhancement Course (AEC)	4
IV	18. Communication Research 19. Science Communication 20. Film Studies	Discipline Specific Core (DSC) (Major)	3×4=12
	21. Media Management	Discipline Specific Elective (DSE) (Minor)	4
	22. Project/Dissertation	Project	8
	Total Credits		**88**

DETAILED SYLLABI

SEMESTER I

DSC 1: CONCEPT OF COMMUNICATION   Credits: 4

Course Objectives:

- To provide learners an introduction to the world of communication
- To provide knowledge about the entire process of communication
- To provide knowledge about the role and impact of communication on the society

Course Outcomes:

On completion of this course, the learners will be able to-

- Acquire knowledge on the field of communication
- describe the process of communication along with the elements of communication
- Analyse the impact of communication and its role in social change

Unit – 1: CONCEPT OF COMMUNICATION

Communication, Definition- how communication takes place, need for communication, Human communication

Unit – 2: BRIEF HISTORY AND DEVELOPMENT OF COMMUNICATION

From stone age to digital era, Early communication systems in India, present status of mass media in India, Timeline of human communication

Unit- 3: JOURNALISM IN INDIA

History of the press in India, Early efforts in publishing newspapers in India- The early stages and the English East India Company, Role of media in freedom struggle – The anti-British sentiment and the media, The English Press : Nationalist and Pro-British

Unit-4: FUNCTIONS OF COMMUNICATION

Functions of communication – functions of Communication in different contexts, Functions of Communication according to Lasswell, Functions of Communication according to McQuail, Theory of communication by Marshall McLuhan, Other functions of Communication

Unit-5: TYPES OF COMMUNICATION

Communication; Types of Communication, Levels of Communication, Classroom Communication

Unit- 6 : COMMUNICATION METHODS

Process of Communication, Methods of Communication, Oral Communication, Data Communication, Concept of Networking, Intra-Management Communication, Organisational Communication, Vertical communication, horizontal Communication, Symmetrical Communication and Complementary Communication

Unit -7: COMMUNICATION BARRIERS

Barriers of Communication, Types of communication barriers, Concept of noise, Types of noise

Unit -8: MASS COMMUNICATION

Mass Communication – Definition, Characteristics of Mass Communication, Types of mass communication, Functions of mass communication, Evolution of Mass Communication, Mass Media

Unit -9 : PROCESS OF COMMUNICATION

How communication takes place, the elements of communication – sender, receiver, message, channel, feedback

Unit- 10: COMMUNICATION AND SOCIETY

Role of communication in society; Why communication is important, Impact of society on communication processes, Communication and social change, Communication and culture, Information Society, New Information Order

Unit -11: MEDIA AUDIENCE

Definition of Media Audience, A brief history of Media Audiences, Audiences and New Media, Types of Audiences, Audience Characteristics, Audience theories

Unit- 12 : GRASSROOTS COMMUNICATION

What is Grassroots Communication ? Grassroots Communication Planning, Participatory Communication Planning, The Phases of Grassroots Communication Planning, Grassroots Advocacy Campaigns, Steps for Successful Grassroots Advocacy Campaigns, Effective Media Strategy

Unit -13: COMMUNICATION AND CULTURE

Communication, Culture- Culture in detail, Communication and culture- Culture in context, Corporatization of culture

Unit -14 : COMMUNICATION AND POPULAR CULTURE

Contemporary popular culture studies, Role of communication in popular culture in reference to music, Corporatization of culture in reference to popular music, Music on the internet, mass media as a cultural institution

Unit – 15 : CULTURAL COMMUNICATION

Concept of cultural communication, Selected conceptualizations and approaches linking culture and communication, Introduction to Intercultural Communication, Adaptation , Defining Acculturation – Communication model for Acculturation, Multivariate immigration adaptation model, Core components of Cultural Communication- Perception, Communication Accommodation Theory

Reading List :

Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company

Agrawal, Namita (2007) *Theories of Communication and Mass Media*. Jaipur : Book Enclave

Desai, Amit (2003) *Journalism and Mass Communication*. New Delhi : Reference Press

Gaur, Sanjay (2006) *Dynamics of Mass Society and Communication*. Jaipur : Book Enclave

Narula, Uma. (2006) *Communication Models*. New Delhi : Atlantic Publishers & Distributors.

Verma, N.K (2006) *Handbook of Mass Communication.* New Delhi : Sumit Enterprises

DSC 2 : COMMUNICATION THEORY   **Credits:4**

Course Objectives:

- To familiarize learners with the different communication theories and models and their importance
- To provide understanding of the various contexts of communications taking place in society
- To provide knowledge about the importance of communication theories and models in the society

Course Outcomes:

On completion of this course, the learners will be able to-

- recognize the various contexts in which communication takes place
- determine the usefulness of a communication theory and model
- analyse the relationship between communication and society

Unit 1: CONCEPT OF COMMUNICATION MODEL & THEORY

Concept of communication Theory, Concept of communication Model, Evolution of Communication Theories and Models

Unit 2 : BASIC COMMUNICATION MODELS

Concept of Communication Model, Uses of Communication Models, Types of Communication Models, Linear Models, Interactive Model, Transactional Model

Unit 3: COMMUNICATION MODELS – I

Basic Models – SMR, SMCR, Aristotle's Model, Circular Model

Unit 4: COMMUNICATION MODELS – II

Lasswell's Model, Shannon and Weaver's model, Diffusion of Innovations Model

Unit 5: COMMUNICATION MODELS – III

Katz and Lazarsfeld's two step flow model, White's Gatekeeping Model, Westley and MacLean's Conceptual Model

Unit 6: COMMUNICATION MODELS – IV

Newcomb's Model, Gerbner's Model, Watzlawick, Beavin and Jackson's Model & Dance Model

Unit 7 : COMMUNICATION EFFECTS THEORIES - I

Communication Effects Theories, Hypodermic or Bullet Theory, Uses and Gratification Theory, Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation Analysis

Unit - 8: COMMUNICATION EFFECTS THEORIES – II

Social Learning Theory, Dependency Theory, Spiral of Silence Theory, Heider's Balance Theory

Unit - 9: NORMATIVE THEORIES

Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Communication Theory, Democratic Participation Theory, Indian Theory of Communication

Unit 10: DEVELOPMENT COMMUNICATION MODELS

Lerner Model of Development, Mass Media in Modernization, The Bullet Theory model, Further discussion on Lerner's Model of Development, Wilbur Schramm on modernization and the Mass Media, Critiquing Lerner's Model of Development, The Diffusion of Innovations Theory, Roger's Basic Diffusion Model, Deviating from the Early Diffusion of Innovations Theories, Early Models of Mass Media Communication in Developing Countries, The major characteristics of the Diffusion Model

Unit 11: INTERNATIONAL COMMUNICATION MODELS

International communication, Elements in the study of International Communication, The Context of the New World Information and Communication Order, How the New World Information and Communication Order came into being, Factors for the success of the NWICO, Global Communication Model, Global Interdependency Model, Global Technology Networking Communication Model – 1 & 2

Unit 12: COMMUNICATION MANAGEMENT MODELS

Introduction to Communication Management , Research in Communication Management , Communication Management Models – Knowledge Management Model, Conflict Management Model, Conflict Process Model, Conflict Variables Model, Some issues that contribute to the importance of communication management

Unit 13: MODELS OF PUBLIC COMMUNICATION OF SCIENCE AND TECHNOLOGY

Models of Public Communication of Science and Technology- Deficit Model, The Contextual Model, Lay-expertise Model, Public Participation Model

Unit 14 : COMPARATIVE ANALYSIS OF ANY TWO COMMUNICATION MODELS (PRACTICAL BASED UNIT)

This is a practical based unit where the learners will have to choose any two communication models of their choice based on their reading of the Units above, and make a comparative analysis between the two, while at the same time enlist the importance of the models in the society.

Unit 15 : EVALUATING COMMUNICATION THEORY (PRACTICAL BASED UNIT)

This is another practical based unit whereby the learner will have to critically examine any communication theory of their own choice based on their reading of Units above, and accordingly prepare a report on their importance in a society.

Reading LIst :

Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company

Narula, Uma. (2006) *Communication Models*. New Delhi : Atlantic Publishers & Distributors.

Gaur, Sanjay (2006) *Dynamics of Mass Society and Communication*. Jaipur : Book Enclave

DSC 3: MEDIA LAWS& ETHICS   Credits:4

Course Objectives:
- To provide understanding of the legal framework
- To familiarize learners with concepts of freedom of the press and the constitution
- To provide knowledge of basic principles of ethical decision making and truth telling
- To acquaint learners with judicial structure and role of the fourth estate

Course Outcome:

On completion of this course, the learners will be able to-

- Explain the concept of the legal framework
- Define the concepts of freedom of press and the constitution and analyse their importance
- Describe basic principles of ethical decision making and truth telling
- Identify the judicial structure and role of fourth estate

UNIT-1: CONSTITUTIONAL RIGHTS

Concept of Fundamental Rights, Types of Fundamental Rights, Fundamental Rights under the Constitution of India, Concept of Freedom of Speech and Expression, Constitutional Guarantees and Limitations, Concept of Directive Principles of State Policy, Differences between Fundamental Rights and Directive Principles of State Policy

UNIT-2: EMERGENCY PROVISIONS AND PARLIAMENTARY PRIVILEGES

Early communication systems in India, role of media in India: freedom struggle and role of media, pre-independence era of mass media, development of mass media in post independence era

UNIT-3: LEGAL ASPECTS OF MEDIA FREEDOM

Media Freedom, Concept and History of Media Freedom, Media Freedom: Constitutional Guarantees and Reasonable Restrictions, Defamation: Concept and Kinds of defamation, Defamation and Law Liabilities of Different Persons as regards Defamation, Official Secrets Act, 1923, Right to Information: Concept, Right to Information: A Human Right Right to Information, International Standards Right to Information: Indian Perspectives Right to Information Act, 2005.

UNIT-4: INTRODUCTION TO ETHICS

Ethical thinking, Different ethical philosophies- Absolutist Ethics, Moral Absolutism, Ethical relativism, Existential Ethics, Situational Ethics, Evolutionary Ethics, Descriptive Ethics , Applied Ethics, Bio-ethics, Environmental Ethics, Business Ethics

UNIT-5: RIGHTS OF JOURNALISTS

Press Council of India, Ethics of Journalism, Working Journalists and Other Newspaper Employees (Conditions of Services & Miscellaneous Provision) Act, 1955 Prasar Bharati (Broadcasting Corporation of India) Act, 1990 Recommended books

UNIT-6: MEDIA FREEDOM

Media freedom, Need for restraint on media freedom, Media and importance of ethics, Media Code of Ethics, Common elements of Media Code of Ethics, Plagiarism, Compliance of Ethical Standards, Right of Reply

UNIT-7: MEDIA AND PRIVACY

Media and Intrusion into Privacy, Privacy under International Law, Privacy and Indian Legal Provisions, Sensationalism: Development of the Concept, Sensationalism in Electronic Media, Sting Operations, Operation West End: Tehelka.com, Sting operations in Movies, Novels, Comics

and TV Serial, Paparazzi and Celebrities, Restrictions on Paparazzi and Laws, Yellow Journalism, Yellow Journalism Today

UNIT- 8: ETHICS IN PHOTOJOURNALISM

Ethics in Photojournalism, What is Photography, Ethics in Photojournalism, Plagiarism in Photography, Photographers' Code of Professional Conduct, Use of Photoshop and publishing of digital photographs, Code of Ethics and Photoshop, Photojournalism, Internet and Ethics-What is Internet, Photography on the World Wide Web (www), Examples of Manipulated Photographs on the Internet

UNIT-9: ETHICS IN ADVERTISING & PUBLIC RELATIONS

Ethics in advertising, Ethical and moral principles of advertising, Advertising Standards Council of India (ASCI), ASCI's Mission and Objectives, ASCI and Its principles, Ethics in advertising of medicine, Ethics in Public Relations, Public Relations in the US, Public Relations Society of India (PRSI) & PR Codes

UNIT-10: REGULATORY ORGANISATION

Ombudsman, Press Ombudsman, Press Ombudsman in India, Readers' Editors, Press Commission, the First Press Commission in India, Recommendations of the First Press Commission, Second Press Commission and its Recommendations, Press Council, Press Council of India (PCI), PCI: Complain Procedure, PCI and Principles of Media, Broadcasting Services Regulation Bill, 2006

UNIT-11: MEDIA SELF-REGULATION

Self-regulation, Media Self-regulation, Code of conduct of different organizations for media personnel, Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS)-Objectives, Administration and Functions.

UNIT-12: MEDIA LAWS RELATED TO PRINT MEDIA IN INDIA

Press laws in pre and post Independence era in India, Press laws in pre-Independence era- First Press Regulations, 1799, Gagging Act, 1857, Press and Registration of Books Act,1867, The Vernacular Press Act, 1878, The Newspapers (Incitement to Offences) Act, 1908, The Indian Press Act 1910, The Bold and Fearless Press & its Oppression by the Indian Press (Emergency Powers) Act 1931, Foreign Relation Act 1932, Press laws in pre-Independence era- The Press Objectionable Matters Act, 1951, Drug and Magic Remedies (Objectionable Advertisement) Act, 1954 , Delivery of Books and Newspapers (Public Libraries) Act, 1954 , Young Persons (Harmful Publications) Act, 1956 , The Newspaper (Prices and Pages) Act, 1956 , The Parliamentary Proceedings (Protection of Publication) Act, 1956, The Copyright Act 1957, Children Act, 1960,

Defence of India Act, 1962 , Press Council Act, 1965 , Civil Defence Act, 1968 , Contempt of Courts Act, 1971, Press Council Act, 1978

UNIT-13: ETHICAL ASPECTS OF RESEARCH

Research process and ethics , Responsibility of a researcher, Ethical issues pertaining to research

UNIT-14: MEDIA FREEDOM ACROSS THE GLOBE

Concept of Media freedom, Dominant models, Media's role in Politics

Unit-15: MEDIA AND SENSATIONALISM

Sensationalism: Development of the Concept, Sensationalism in Electronic Media, Sting Operation, Operation West End: Tehelka.com

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company
- Datta, K.B. (2010) Modern Handbook of Media Ethics. New Delhi : Ekta Books Distributors
- Day, Loius Alvin (2006) Media communication Ethics. New Delhi : Cengage Learning
- Fitzpatrick, Kathy, Carolyn Bronstein (2006) Ethics in Public Relations. USA : Sage Publications
- Menin, P.K. (2005) Journalistic Ethics. Jaipur : Pointer Publishers
- Plaisance, Patrick Lee (2009) Media Ethics. USA : Sage Publications
- Sharma, Jitendra Kumar (2005) Ethics of Journalism in Transition. New Delhi : Authorspress

DSM 1: MEDIA STUDIES   Credits: 4

Course Objectives:
- To provide an overview of the different types of mass media
- To provide knowledge about the functional process of the media industry
- To provide ground for analyzing the usefulness of different media forms in the society

Course Outcomes:
On completion of this course, the learners will be able to-

- describe the various forms of media and their functionality

- critically analyze the media forms and their role in society
- examine how the media industry and media content shape our views

UNIT - 1 : THE MASS MEDIA

Media of Mass Communication, Characteristics of different mass media, Audience, Reach and Access, Role of media, Creating public opinion, Agenda-setting role

UNIT - 2 : DEVELOPMENT OF MASS MEDIA

Early Communication systems in India, Role of media in India, Freedom struggle and the role of media, Pre-independence era of mass media, Development of Mass Media in the Post Independence Era –Press, Television, Radio, Films, Advertising, Public Relations

UNIT - 3 : TRADITIONAL FOLK MEDIA

Traditional Folk Media, Advantages of Traditional Folk Media, Folk Media Reflects Social Changes , Traditional Folk Media as Development Media

UNIT - 4 : PRINT MEDIA

Print media – an introduction, Types of Print Media, Relevance and importance of Print Media — Problems and prospects, History of newspaper - World scenario, Indian scenario, Newspaper categories and formats

UNIT - 5 : AUDIO MEDIA - RADIO

What is audio media?, Audio media vs print media vs audio-visual media, Radio Contents, Classification of programmes, Various radio programmes, Assamese programmes on radio, The elementary knowledge of radio productions

UNIT - 6 : VISUAL MEDIA: PHOTOGRAPHY

Concept of Photography, Photography – Basic Idea, Beginning of Photography, Still photography, Technical concepts of Photography, Types of Camera, Types, Parts of a still camera, Movie Camera, Shots and Camera Movements- Shot, Camera Movement

UNIT – 7 : PHOTOJOURNALISM

Concept of photojournalism, Basics of photojournalism, Photo feature or Photo essay, qualities of a photojournalist, ethics of photography, writing and editing captions

UNIT – 8 : AUDIO-VISUAL MEDIA: FILM

Film as a mass medium - Characteristics of film, Audience, Impact of film on audience, Film as an industry, Art and Commercial movie, Concept of film appreciation, Film in India- Regional film, Assamese film, A few important film makers of India, Central Board of Film Certification, Concept of documentaries

UNIT - 9 : AUDIO VISUAL MEDIA: TELEVISION

Introduction to Television, Brief History of Television in India, Doordarshan

UNIT – 10 : TELEVISION PROGRAMMES AND PRODUCTION

Television programmes – new items, current affairs programme, Television production, Writing for television

UNIT – 11 : INTRODUCTION TO NEW MEDIA

Concept of new media- Definition, Difference between conventional media and new media, Characteristics of new media, Most common vehicles of new media

UNIT-12 : REPORTING FOR MEDIA

Concept of Reporting, The News Reporter- Qualities, Responsibilities, Basic facts about reporting

UNIT - 13 : MEDIA CONVERGENCE

Convergence – an introduction, Relevance of convergence in the present circumstances, Impact of convergence on conventional forms of media

UNIT-14 :WRITING FOR RADIO PROGRAMME (PRACTICAL BASED)

Prepare a detailed report for the preparation of a radio programme in the programme format of your choice, based on a minor research, as instructed in the unit.

UNIT 15: FILM REVIEW (PRACTICAL BASED UNIT)

Film review is a great way of analyzing a film by way of expressing your opinion of a movie. In this unit, learners will be required to submit a report on film reviews of any two films of their own choice. One film should be any English language film and the other should be on any Indian languages/dialects.

Reading List :

Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company

Narula, Uma. (2006) *Communication Models*. New Delhi : Atlantic Publishers & Distributors.

Desai, Amit (2003) *Journalism and Mass Communication*. New Delhi : Reference Press

AEC 1 : ENGLISH FOR MEDIA STUDIES   **Credits: 4**

Course Objectives:

- To familiarise the learners with the process of writing for the media
- To identify the specific use of English in the field of media
- To equip learners with basic writing skills required for media

Course Outcomes:

On completion of this course, the learners will be able to-

- Familiarize with the process of writing for different forms of media
- Make proper utilization of English language in media
- Acquire the basic writing skills in English

Unit - 1: INTERVIEWING AND NOTE TAKING

Definition of Interview, preparing for interview, conducting the interview, text of interview, language for audio-visual interview, note taking

Unit -2 : EDITORIAL WRITING

Defining Editorial, Introduction to the editorial page, writing the editorial, rules for Editorial writing, writing the Feature, writing the Article, writing the middle, Letters to the Editor

Unit -3 : ART OF COLUMN WRITING

Types of columns, distinguishing characteristics of an op-ed, steps to be followed while writing a column

Unit - 4: ELEMENTS OF GOOD WRITING

Characteristics- precision, clarity in writing, use of simple sentences, grammar and punctuation, avoiding clichés, pacing, use of transitions

Unit-5 : PREPARING COPY

Copy editing- use of quotes, paraphrases, attribution, writing the lead, grammatical mistakes- confusion in the use of 'who' and 'whom', possessive pronouns, use of active voice, copy reading symbols

Unit - 6: MASTERING THE LANGUAGE OF EDITING

Importance on vocabulary, sentence construction, participles, pronouns, verbs, nouns, foreign words, prepositions, paragraphs, selection of right words

Unit -7 : REVIEW WRITING

Book review- fiction, adverse criticism, non-fiction, the collection, poetry, drama, Steps to be followed while doing a book review, drama review, Film review

Unit -8 : NEWS WRITING

Language and style of Indian Media, Language and style for print and cyber media, Language and style for Radio, Language and style for Television

Unit -9 : HEADLINE WRITING

Meaning of headline, Types of headline, Functions of a headline, Factors to be kept in mind while writing headlines, Headline writing skills- use of verbs, use of Articles and Voices, Use of Decks, The Five Ws, use of short synonyms, Abbreviations, Punctuation, Line Balance, Guidelines for headline writing

Unit -10 : WRITING FOR ADVERTISING COPY

Introduction, Key concepts in advertising, Copywriting, Radio copy, Television copy

Unit -11 : WRITING AND REWRITING FOR PUBLIC RELATIONS

Preparing news releases- Announcement releases, Backgrounders, Position Papers, Tip Sheets, Rewriting news releases, Writing newsletter stories

Unit -12 : GRAMMAR AND USAGE

Sequence of tenses, Voice, Narration, Punctuation, Vocabulary

Unit -13 : COMMON ERRORS IN THE USE OF ENGLISH LANGUAGE

Errors of concord, Errors of construction, Errors of order, Errors in prepositions, Errors in conjunctions

Unit -14 : REPORTING PUBLIC SPEECH

Reporting public speeches- background information, covering the speech, using a prepared text, writing the speech story for print

Reading List:

- Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi
- Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi
- Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi
- Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi
- Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi
- Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi
- Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK
- Singh, Bhanu Pratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi
- Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi

<div align="center">**VAC 1 : TRADITIONAL MEDIA**   **Credits: 2**</div>

Course Objectives:

- To impart understanding of the folk forms of communication media throughout the ages
- To provide knowledge on the relationship of human society with these media forms
- To provide understanding on the usefulness and impact of traditional media on the society

Course Outcomes:

On completion of this course, the learners will be able to-

- identify the folk forms of communication media throughout the ages
- explain the relationship of human society with these media forms
- describe the usefulness and the impact of traditional media on the society

Unit-1 : TRADITIONAL FOLK MEDIA

Traditional folk media- An introduction, Nature of traditional folk media, communication through traditional folk media, traditional media as a part of socio-cultural and ritual communication

Unit – 2 : FEATURES OF TRADITIONAL FOLK MEDIA

Traditional media as a mass medium, features and characteristics of traditional folk media- its advantages and disadvantages, storytelling as the core of traditional media

Unit-3:   TRADITIONAL MEDIA IN INDIA

History and growth of traditional media in India- A brief overview of some of the traditional folk media forms of India; Applications of traditional media for development purposes

Unit – 4 :TECHNOLOGICAL IMPLICATIONS ON TRADITIONAL FOLK MEDIA

Impact of electronic media on traditional media; Mass communication media vis-à-vis Folk Culture; Success stories of the use of traditional media as a catalyst of social change and development

Unit – 5 : TRADITIONAL MEDIA FOR DEVELOPMENT COMMUNICATION

Development Communication and Traditional Media – Development Communication, Traditional media as development media; How to use traditional folk media for development communication

Unit – 6 :TRADITIONAL FOLK MEDIA AND INDIAN CULTURE

Features of Folk Tradition- features of folk tradition, role of traditional media, Media for Communicating Social Ethos- traditional media and social ethos, modern mass media and social ethos, Folk media as a platform for disseminating information about Indian culture

Unit- 7 : RELEVANCE OF TRADITIONAL FOLK MEDIA

Traditional folk forms in rural India- folk theatre, folk songs, narrative forms, religious discourse, puppet show, Impact on rural development, Uses in different fields.

Reading List:

- Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
- Parmar, Shyam (1994), Traditional Folk Media in India, Research Press
- Ranganath, H.K. (1980), Folk Media and Communication, Chinthana Prakashana,
- Vijaya, N. (1988),Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Andhra Pradesh

DSC 4 : REPORTING FOR PRINT   Credits: 4

Course Objectives:

- To provide learners the knowledge about reporting for the print media
- To equip learners with the skills required for a professional news reporter
- To familiarize learners with concepts of news, beat reporting and news values

Course Outcomes:

On completion of this course, the learners will be able to-

- Identify the various qualities required to be a good reporter
- Describe the different concepts related to reporting for print media
- Acquire the skills needed to cover a news story for a print media organization

UNIT- 1: CONCEPT AND DEFINITION OF NEWS

Concept of News- Definition, Types of news

UNIT- 2: NEWS VALUES

News values, Objectivity and Authenticity

UNIT- 3: CONCEPT OF REPORTING

Concept of Reporting, exclusive news, scoop

UNIT- 4: BEING A GOOD REPORTER

The News Reporter – Qualities, Responsibilities

UNIT- 5: SOURCES OF NEWS

Concept of source of news - source for a reporter, how reporters gather information- various sources

UNIT- 6: TYPES OF REPORTING

Types of reporting- objective, interpretative and investigative

UNIT- 7: BEAT REPORTING

Beat Reporting , Some important beats

UNIT- 8: INTERVIEWING AND NOTE-TAKING

Interview- What is interview ? , Preparing for Interview, Conducting the interview- Telephone interview, face to face interview, Text of interview, Language for Audio-visual Interview, note Taking – note taking for print media, note taking in meetings, note taking for electronic media- radio

UNIT- 9: CONCEPT OF NEWS WRITING

Characteristics of a Good News Report, A few well written news reports, column writing – columns and columnists, types of columns, column writing tips

UNIT- 10: STRUCTURE OF NEWS

Structure of a news story, how to write the copy

UNIT- 11: PRINCIPLES OF GOOD WRITING

Language and style of Indian media, Language and style for print and cyber media

UNIT- 12: WRITING FOR DIFFERENT AREAS

A Meaningful Relationship between Mass Media and Readership, Culture and Avenues for Reporting Cultural Matters, Sports Reporting, Reporting on Political Issues, Conflict Reporting

Reading List:

- Aggarwal, Vir Bala (2006) *Essentials of Practical Journalism.* New Delhi : Concept Publishing Company
- Chakravarty, Suhas, N.C Pant (2009) News reporting, presentation and style. New Delhi : Kanishka Publishers, Distributors.
- Ganesh, T.K. (2006) News reporting and editing in digital age. New Delhi : Gnosis.
- Ganesh, T.K (2008) Essentials of Mass Media Writing . New Delhi : Authorspress
- Tripathy, Manoranjan (2007) Introduction to News Reporting. New Delhi : Authorspress.
- Usmani, B.D (2007) Writing and reporting in modern journalism. New Delhi : Anmol Publications Pvt. Ltd.

DSC 5 : EDITING FOR PRINT   **Credits: 4**

Course Objectives:

- To familiarize learners with the basics of news editing
- To acquaint learners with the process of writing effective headlines
- To equip learners with skills of page layout, page design and editing techniques

Course Outcomes:

On completion of this course, the learners will be able to-

- Explain the process of editing and the different related concepts
- Acquire the skills to write headlines, columns and features
- Identify the editing techniques for a good page design and layout

UNIT- 1: CONCEPT OF EDITING

What is editing ? Definition

UNIT- 2: NEWS ROOM SET-UP

News room set-up , Role of editors

UNIT- 3: BEING A GOOD EDITOR

Concept of a Good Editor, Qualities AND responsibilities of an Editor, Ethics of an Editor

UNIT- 4: NEWS EDITING

Concept of news editing, Principles of Copy Editing

UNIT- 5: HEADLINES

Headline types and styles

UNIT- 6: PHOTO EDITING

Photo Editing- Qualities of a good photograph, Cropping and scaling

UNIT- 7: NEWS AGENGY AND EDITING OF AGENCY COPY

News agencies, Role and Functions, History of News Agencies in India, Important News Agencies, Editing Wire Copy

UNIT- 8: EDITING SYMBOLS AND PROOF READING

Language Editing, language for explaining graphs, charts, maps, Proof Reading

UNIT- 9: PAGE MAKE-UP AND LAYOUT

Page layout, Page make-up

UNIT- 10: REVIEW AND COLUMN WRITING

Techniques of writing reviews – writing book review, writing film review, writing play review, writing musical review, column writing

UNIT- 11: GRAMMAR AND USAGE

Sequence of tenses, voice, narration, punctuation, common errors, vocabulary

UNIT- 12: WRITING FOR DIFFERENT AREAS

Importance of political writing, how to write a political news, reporting conflicts

Reading List:

- Aggarwal, Vir Bala (2006) *Essentials of Practical Journalism.* New Delhi : Concept Publishing Company
- Bhattacharjee,Shymali (2010) News Coverage, Reporting and Editing. New Delhi : Kanishka Publishers, Distributors.
- Chaturvedi, S.N (2007) Dynamics of Journalism and Art of Editing. New Delhi : Cyber Tech Publications.
- Puri, Manohar (2006) Art of Editing. New Delhi : Pragun Publications.
- Singh, Bhanu Pratap (2011) Art of Editing. New Delhi : Anmol Publications Pvt. Ltd.

DSC 6: ADVERTISING & PUBLIC RELATIONS   Credits: 4

Course Objectives:

- To provide knowledge on the concepts of advertising and public relations
- To impart skills required for a PR or advertising professional
- To provide understanding of the role of advertising and PR

Course Outcomes:

On completion of this course, the learners will be able to-

- explain the concepts of advertising and public relations
- identify the skills required for a PR or advertising professional
- analyze the role of advertising and PR in the society

Unit – 1: CONCEPT OF ADVERTISING

Concept of Advertising : Concept, Objectives, Function; Classification of Advertising – classification based on function, classification based on region, classification based on target markets, classification based on company demand , classification based on desired responses , classification based on the media used to issue advertisements

Unit – 2: ELEMENTS OF ADVERTISING

Elements of Advertising, Advertisement Layout, Selection of media for Advertising

Unit – 3: ADVERTISING MEDIA

Advertising Media -   Concept, Print advertising, Radio advertising, Television advertising; Concept of Media buying and space selling, Impact of advertising

Unit – 4: ADVERTISING AGENCY

 Concept of Advertising agency, History, Types of advertising agency, Organizational set up, Ad Manager, Who is an Advertising Manager, The Duties and Responsibilities of an Advertising Manager**,** The qualities of an Advertising Manager

Unit – 5 : ACTIVITIES OF AN ADVERTISING AGENCY

Advertising agency activity - **Client Servicing, Accounts Service ,** Media **Planning , The Creative Department, The** Creative Services Department,**The Research Department;** The Duties and the Responsibilities of an Agency, Financial Relation of the Advertising Agency, Advertising Ownership & Term of Relationship , Advertising Campaign - Concept of Advertising Campaign, Advertising Campaign Strategy, Research for advertising campaign

Unit – 6 : ADVERTISING AND MARKETING

Outdoor Advertising, Film Advertising, Corporate Advertising, Financial Advertising, Social Marketing Concept

Unit-7 CODES OF ADVERTISING

Ethics in Advertising, AAAI, ASCI, Codes and guidelines for advertising, General rules of conduct in advertising, Code for Doordarshan, General AIR code, Advertising code and children, Code of standards in relation to the advertising of Medicines and treatment, Cable Television Advertising Codes.

UNIT - 8 :   PUBLIC RELATIONS : THE CONCEPT

Nature and scope of Public Relations - Definition of Public Relations, Objectives of Public Relations, Basic Functions of Public Relations, Nature of Public Relations, Growth and Development of Public Relations- PR Pioneers, PR in India, Modern Public Relations in India, Future prospect.

UNIT - 9 :   PUBLIC RELATIONS PRACTITIONERS AND ORGANIZATIONS

Propaganda and publicity, Public Relations Officer, Public Relations Officer - Duties and Responsibilities, Qualities of a good Public Relations Officer, Public Relations Organizations in India : PRSI, PRCI, PRCAI.

UNIT - 10 : PUBLIC RELATIONS IN ORGANIZATION

PR set up in an organization, Status of PR department in an Organization, Functions of a PR department, PR campaigns and programmes, Public Relations and crisis management, PR and Code of Conduct

UNIT - 11 : PUBLICS OF PUBLIC RELATIONS

Target audience, Publics of Public Relations: Internal Publics, External Publics; Publicity media for PR : Print Media, Television, Radio, Film, New Media.

UNIT - 12 : TOOLS OF PUBLIC RELATIONS

Tools of Public Relations: House Journals - Internal House Journal, External House Journal, Trade Journal; Other PR publications, Some other important tools of PR- Oral Communication, Bulletin Boards, Open House, Video Magazine.

UNIT - 13 : MEDIA RELATIONS IN PR

Organizing Press Conference - How to organize a PressConference, Differences between Press Meet and Meet thepress, Press Briefings, Press Tours, Releases and WrittenMaterials to Media - Press Release, Backgrounder, Rejoinders

UNIT – 14 : GOVERNMENT PUBLIC RELATIONS

PR in Central Govt. , PR in State Govt. , PR in Public Sector Undertakings

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company.
- Banik, Dr. G.C (2006), PR & Media Relations, Jaico Publishing House, Mumbai
- Heath, Robert L. (2010), The Sage Handbook of Public Relations. USA : Sage Publications.
- Jr. Henry, Rene A. (2003), Marketing Public Relations. New Delhi : Surjeet Publications.
- Kelley, Larry D., Donald W. Jugenheimer (2007), Advertising Media Planning. New Delhi : Prentice-Hall of India Private Limited.
- Kaptan, S.S. (2002), Advertising, New Concepts. New Delhi : Sarup & Sons.
- Nayyar, Deepak (2006), Public Relations & Communication. Jaipur : ABD Publishers.
- O'guinn, Thomas, Chris T. Allen, Richard J. Semenik (2009), Advertising Manegement. New Delhi : Cengage Learning.
- Sharma, Sangeeta, Raghuvir Singh (2010), Advertising, Planning and Implementation.New Delhi : PHI Planning Private Limited.
- Tyagi, C.L , Arun Kumar (2004), Advertising Management. New Delhi : Atlantic Publishers & Distributors.
- Vilanilam, J,V , A.K Varghese(2004), Advertising Basics ! New Delhi : Response Books.
- Vilailam, J.V (2001),Public Relations in India, Sage Publications India Pvt Ltd, New Delhi

DSM 2: NEW MEDIA & COMPUTER APPLICATION   Credits: 4

Course Objectives:

- To familiarize learners with the emerging modes of journalism
- To impart knowledge of the applications of computer technologies
- To provide understanding of the new media technologies and their impact on society

Course Outcomes:

On completion of this course, the learners will be able to-

- describe the emerging modes of journalism
- explain the applications of computer technologies
- analyse the new media technologies and their impact on society

Unit -1: INTRODUCTION TO NEW MEDIA

Concept of New Media, definition, difference between conventional media and new media, characteristics of new media, most common vehicles of new media

Unit -2: IMPACT OF NEW MEDIA

Impact of New Media- society and mass culture, politics and developmental issues, New media and journalism- print journalism, broadcast journalism, advertising industry, Convergence – media convergence, advantages of media convergence, rising concerns about media convergence

Unit – 3 : COMPUTER REVOLUTION AND INTERNET

Evolution of computers, What is internet – history of internet, how internet came to India, characteristics of internet, internet's contribution ; internet services – E-mail, FTP (File Transfer Protocol), Telnet, Gopher, World Wide Web

Unit -4: DIGITAL MEDIA

Digital media, Analog media, Why go digital, Advantages of digital media, Digital Video and Digital Television – Digital video, Digital video : A brief history, Digital TV, Advantages of DTV over analog TV, Digital radio and digital photography- Digital radio, Radio in a box, Digital photography

Unit -5: ONLINE JOURNALISM

What's online journalism? – Difference between online journalism and traditional journalism, History of online journalism, Characteristics of online journalism- advantages of online journalism, limitations of online journalism, Ethics of online journalism

UNIT – 6: ONLINE NEWSPAPERS

Online newspapers - Types of online newspapers, Growth of online newspapers, Impact of online newspapers on traditional newspapers, How to write for the web

UNIT – 7:   USING COMPUTERS: ESSENTIAL CONCEPTS

Concept of computers, organisation of a computer, different types of computers, classification of computer, port, file management, application of computer, advantages and disadvantages of computer.

UNIT – 8 :   SOFTWARE AND MULTIMEDIA APPLICATION

Computer software basics, system software, application software, integrated software, multimedia confronting, legal restriction on software

UNIT – 9 :   MS WORD

Starting MS-Word, Basic Units of MS-Word, Entering & Saving text in a document, closing the MS-Word document and closing MS-Word program, opening of an existing document, copy and cut (move), formatting the document, finding a particular pattern, insertion, implementing formula on table contents, header and footer, page setup, indents, tabs, columns, change case.

UNIT – 10 : MS POWERPOINT

Starting of MS PowerPoint, parts of MS PowerPoint, creation of MS PowerPoint presentation, to include chart in the slide, to impart a data sheet, formatting options, slide transitions, different views of the presentations

UNIT – 11 : DESKTOP PUBLISHING

Concept pf DTP, PageMaker, Photoshop

UNIT – 12 : BASICS OF PRINTING AND TYPOGRAPHY

Concept of printing technology, printing machines, concept of offset printing and CTP, Fonts, type families, concept of good typography, concept of layout – manual and computer based

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company.
- Balagurusamy, E. (2009) Fundamentals of Computers. New Delhi : Tata McGraw Hill Publishing Company Limited.

- Hodkinson, Paul (2011) Media, Culture and Society. New Delhi : Sage Publications.
- Lievrouw, Leah A., Sonia Livingstone (Ed)(2009) New Media (Volume- I, II, III, IV), Sage Publications
- Mehta, Malti , S.R. Sharma (2013) New Media and Its Language. New Delhi : Sarup Book Publishers Pvt. Ltd.
- Morley, Deborah, Charles S. Parker (2008) Fundamentals of Computer, New Delhi : Cengage Learning.
- Rajaraman, V. (2004), Fundamentals of Computers. New Delhi : Prentice-Hall of India Private Limited.

<div align="center">**VAC 2 : ADVERTISING STRATEGY**   **Credits: 2**</div>

Course Objectives

- To impart knowledge of the basic concepts of advertising
- To acquaint learners with ideas to manage advertising and media strategies
- To provide ideas to evaluate effectiveness of advertisements

Course Outcomes

On completion of this course, the learners will be able to-

- Explain the basic concepts related to advertising strategy
- Identify the media strategies and techniques to manage advertising
- evaluate effectiveness of advertisements

UNIT- 1: ADVERTISING – BASIC CONCEPT

Concept of advertising; objectives & scope; social and ethical implications of advertising; types of advertising

UNIT- 2: INTEGRATED MARKETING COMMUNICATION AND ADVERTISING

Importance of business communication; advertising as a communication process; AIDA model and its purpose; advertising as an element of marketing mix

UNIT- 3: DEVELOPING EFFECTIVE PROMOTION

Identifying the target audience; determining the promotional objectives; designing the promotion and selecting the channel; establishing the promotional budget and implementing promotional strategy

UNIT- 4: MANAGING ADVERTISEMENTS -I

Developing and managing advertising program, Setting advertising objectives, DAGMAR, Deciding on advertising budget

UNIT- 5: MANAGING ADVERTISEMENTS -II

Developing the advertising message, role of music and humor in advertising, factors considered while developing the advertising copy, creativity in advertising

UNIT- 6: MEDIA STRATEGIES

Media planning and objectives, deciding on media, different types of media and their advantages and disadvantages, choosing among major media types, media schedule decisions, space and time buying

UNIT- 7: EVALUATING ADVERTISING EFFECTIVENESS

Deciding on reach, frequency and impact; Copy testing, Advertising recognition and recall tests, Issues in assessing impact of advertising, Measuring the performance of an advertising agency

Reading List:

- Kelley, Larry D., Donald W. Jugenheimer (2007), Advertising Media Planning. New Delhi : Prentice-Hall of India Private Limited.
- Kaptan, S.S. (2002), Advertising, New Concepts. New Delhi : Sarup & Sons.
- O'guinn, Thomas, Chris T. Allen, Richard J. Semenik (2009), Advertising Manegement. New Delhi : Cengage Learning.
- Sharma, Sangeeta, Raghuvir Singh (2010), Advertising, Planning and Implementation.New Delhi : PHI Planning Private Limited.
- Tyagi, C.L , Arun Kumar (2004), Advertising Management. New Delhi : Atlantic Publishers & Distributors.
- Vilanilam, J,V , A.K Varghese(2004), Advertising Basics ! New Delhi : Response Books.

SEMINAR   Credits: 4

Course Objectives:

- To provide support to learners to identify practical issues related to the different areas of communication
- To enhance learners' ability to acquire knowledge and analyze the issues identified
- To prepare a well-organized report employing elements of technical writing and critical thinking
- To enhance ability to describe, interpret and analyze issues and to present skillfully.

Course Outcome:

On completion of this course, the learners will be able to –

- Identify and analyse a current topic of interest related to the field of media studies in a planned manner
- Organise a detailed study into the selected area of research and present a well organized document on the same
- Acquire effective research skills along with presentation and communication techniques

Course Plan:

Learners shall identify a topic of current relevance in any area of media studies and conduct a small scale research on the selected topic. They have to conduct a thorough study, collect relevant data, prepare a report and present it.

Reading List:

- Berger, Arthur Asa (2011), Media and Communication Research Methods, Sage Publications, USA
- Kothari, C.R (2013), Research Methodology, New Age International (P) Limited, Publishers, New Delhi
- Treadwell, Donald (2011), Introducing Communication Research, Sage Publications, USA
- Wimmer, Roger D., Joseph R. Dominick (2006), Mass Media Research, Cengage Learning India Private Limited, New Delhi

DSC 7: MEDIA SOCIOLOGY   **Credits: 4**

Course Objectives:

- To provide scope for understanding the issues pertaining to mass media practices
- To familiarize learners with the societal interactions of mass media
- To provide understanding of the media and social change and technological implications

Course Outcomes:

On completion of this course, the learners will be able to-

- identify the issues pertaining to mass media practices
- describe the societal interactions of mass media
- analyze the media and social change and technological implications

UNIT – 1 : MASS MEDIA AS A SOCIAL INSTITUTION

Mass Media as a Social Institution ; Media for social communication ; Media relation with other social institutions

UNIT – 2 : MASS MEDIA'S RELATION TO SOCIETY

'Massification' of society ; The Marxist Critique of the Mass/Elite Theory of Society ; Mass Media's relation to society as per the American Dream Sociology ; Some Conclusions Drawn from the Mass Society Theory ; The contemporary Marxists perspectives on the media ; Commodity Fetishism ; Mass Media and the Access to Social Reality

UNIT -3 : MEDIA AND SOCIAL ISSUES

Racism - Racism in Media , Mass Media Institutions and Racism , Avoiding Racism in Media ; Social inequality and Subjugation in Media ; Efforts in establishing social equality ; Social Inequality and Subjugation in the Information Age

UNIT-4 : MEDIA AND YOUTH

Associated Issues ; Media Portrayal of Youth ; Uses of media ; Media Use as per the Uses and Gratifications theory ; Impact of media ; Media and identity construction ; Impact of New Media ; Peer group influence ; Need for Counselling ; Case Study 1 ; Case Study 2

UNIT- 5 : MEDIATED STEREOTYPES – I

What is a stereotype? ; How and why are stereotypes formed? ;Types of stereotypes ; Gender stereotypes in Kids' programmes ; Women and Media ; Break stereotypes

UNIT – 6 : MEDIATED STEREOTYPES – II

Stereotypes ; Approaches to Stereotyping ; Gendered Stereotypes ; Stereotypes based on ethnicity ; Media portrayal of women: An Introduction ; Women in Advertising ; Women and Television ; Problems of mediated stereotypes of women ; Issues of empowerment: Defining empowerment ; Issues of Empowerment: Gendered Language ; Issues of Empowerment: Finding a voice in the public sphere ; Issues of Empowerment: Empowerment in the media industry

UNIT-7 : MEDIA AND FEMINIST MOVEMENTS

First-wave feminism ; Second-wave feminism ; Third-wave feminism; Print Publication and Feminism Movement ; Portrayal of feminism through the prism of mass media ; Feminist Film Theory

UNIT-8 : MEDIA AND FEMINISM : CONTEXTS AND CONSEQUENCES

An Introduction to Feminist Movements ; Difference between Feminist and Women's Movements ; Discourses on feminism ;The Feminist Wave ; Contexts and consequences of the waves of feminism ; Feminist communication theories ; Challenging the definition of theories ; Media and Feminism: Women, Minorities and Under-representation ;The onslaught of Digital Media ; Community Media: A Space for Women ; Challenges Posed

UNIT – 9 : SOCIAL MOVEMENTS : AN INTRODUCTION

Meaning and Stages of Social Movement, Characteristics of Social Movement, Typology of Social Movement, Social Movement and Social Change

UNIT – 10 : MEDIA AND SOCIAL MOVEMENTS

Social Movements , Media supported social movements

UNIT - 11 : MEDIA AND NATIONAL INTEGRATION

Understanding National integration, Role of Media in National Integration, Promotional Campaigns and Media

UNIT- 12 : MEDIA FOR PEACE INITIATIVES

Gandhi and Satyagraha, Ardent Gandhian Followers around the Globe, Campaigns

UNIT- 13 : MASS MEDIA AND SOCIAL AD CAMPAIGNS

Understanding Social Advertisements, Mass media and Social ad campaigns ,Case Studies

UNIT – 14 : PUBLIC RELATIONS AND SOCIETY

Concept of Public Relations, A Brief History of Public Relations, Concepts and Process in Public Relations , Public Relations and Society, Journalism, Public Relations, and Public Opinion, Public Relations and Sociology

UNIT- 15 : CULTURE AND COMMUNICATION

Communication , Culture , Cross-culture communication and intercultural communication, Structure-based cultural characteristics

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company
- Valdivia, Angharad N. (Ed) (2003) *A Companion to Media Studies*. Oxford : Blackwell Publishing Ltd.
- Marris, Paul , Sue Thornham (Ed) (2005) *Media Studies* . Edinburg : Edinburg University Press

DSC 8: ELECTRONIC MEDIA – RADIO   Credits:4

Course Objectives:

- To familiarize with the various formats of broadcasting
- To provide knowledge on process of radio operations and production
- To provide understanding of the process of writing and recording for broadcast

Course Outcomes:

On completion of this course, the learners will be able to-

- explain the various formats of broadcasting
- describe process of radio operations and production

- identify the process of writing and recording for broadcast

Unit – 1 : INTRODUCTION TO AUDIO MEDIA

Characteristics and features of audio media, impact and reach, History of Radio Broadcasting (World Scenario), History and growth of radio in India

Unit -2: ALL INDIA RADIO

AIR with special reference to AIR in Assam and AIR in Meghalaya in particular and north-east in general, AIR news service, external service

Unit- 3: FM RADIO, COMMUNITY RADIO AND EDUCATIONAL RADIO

Concept of FM, FM Radio in India, Community Radio, Educational Radio

Unit -4: TECHNICAL CONCEPTS

Broadcasting, Narrowcasting, Radio Transmission, Internet Radio, New developments in radio

Unit -5: RADIO NEWS – BASIC FEATURES

Basic features of radio news, Different types of news bulletins, Radio features and current features programmes

Unit -6: REPORTING FOR RADIO

Introduction to radio reporting, Qualities and responsibilities of radio reporter, criteria for selection of radio news

Unit -7 WRITING FOR RADIO

Basic Steps of Writing News for Radio, Language and style for radio, Radio News Bulletin Structure, Writing for radio features and current affairs programmes

Unit -8 INTERVIEWING FOR RADIO

Interviewing, art of interviewing, types, usage of sound bytes, Types of interview and Approach, preparation before a radio interview, important aspects at the time of a radio interview

Unit -9 – RADIO PRESENTATION

Voice culture, Pronunciation, General principles of radio presentation, Some useful exercises for mastering the art of good radio presentations, Key considerations to note for effective voice control

Unit -10 : RADIO NEWS EDITING

Concept of radio editing, principles of radio news editing

Unit – 11 : RADIO FOR DEVELOPMENT

Radio as an effective tool for development , Case studies of the use of radio for development communication , Radio Documentary, Vox pops, Role of Amateur Radio

Unit-12 : SOUND RECORDING

Sound recording for news bulletin, radio equipments

Unit -13 : PRACTICAL BASED UNIT

Write script of a 10 minutes radio feature on any festival celebrated in India

Unit-14: PRACTICAL BASED UNIT

Design a 10 minutes current affairs programme radio magazine

Unit – 15 : PRACTICAL BASED UNIT

Write a strategy to cover a local fair for a community radio station nearby

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company, New Delhi
- Chauhan, Swati, Navin Chandra (2010) Global Sourcebook of Mass Communication Journalism and Media Management, Part 2. New Delhi : Kanishka Publishers, Distributors.
- Gandhi, Ved Prakash (2009) Handbook of Television and Radio Broadcasting. New Delhi : Kanishka Publishers, Distributors.
- Keith, Michael C. (2010), The Radio Station, Focal Press, Oxford
- Kumar, Keval J. (2007) Mass Communication in India. Mumbai: Jaico Books Pvt Ltd.
- Pavarala, Vinod, Kanchan K. Malik (2007) Other Voices.New Delhi :Sage Publications.
- Reese, David E. Reese, Lynne S. Gross, Brian Gross (2009) Audio Production Worktext. UK : Focal Press
- Srivastava, Dr. H.O. (2000), Broadcast Technology. New Delhi : Gyan Publishing House.
- Wadia, Angela (2007), Broadcast Management in India. New Delhi : Kanishka Publishers, Distributors.

DSC 9: ELECTRONIC MEDIA – TELEVISION   Credits:4

Course Objectives:

- To familiarize with the various formats of telecast
- To provide knowledge on process of television operations and production
- To provide understanding of the process of writing and recording for television

Course Outcomes:

On completion of this course, the learners will be able to-

- explain the various formats of telecast
- describe process of television operations and production
- identify the process of writing and recording for television

Unit 1: INTRODUCTION TO AUDIO-VISUAL MEDIA

Characteristics and features of audio-visual media, Impact and reach of audio-visual media, Audio media vs. audio-visual media, History of TV Broadcasting

Unit 2: REGULATORY BODIES

Chanda Committee, Verghese Working Group, Joshi Working Group, Prasar Bharati Act, Broadcasting Bill

Unit 3: PUBLIC AND PRIVATE BROADCASTING IN INDIA

Doordarshan with special reference to DDK Guwahati & PPC-NE, Growth of private TV channels in India with special reference to Assam, History and growth of educational TV in India

Unit 4: SOME TECHNICAL CONCEPTS

Satellite communication, Digital video broadcasting, Terrestrial transmission, cable and satellite transmission

Unit 5: TV NEWS

Basic features of TV news, Structure of TV news bulletin

Unit 6: REPORTING FOR TV NEWS

Introduction to TV reporting, Duties, Qualities and responsibilities of TV reporter, Sources of TV News, New Trends in TV reporting

Unit -7 : GENRES OF TELEVISION PROGRAMMES

Different types of TV news, Panel discussions, interviews, documentaries and current affairs programmes in Television

Unit 8: ELECTRONIC MEDIA AND ETHICS

Sting operation: definition, Practice of Sting Operation, Legal aspects of Sting Operation, Ethical aspects of Sting Operations, Code of ethics for AIR, Doordarshan and private TV channels, Broadcast Content Complaint Council, News Broadcasters Association (NBA)

Unit 9: TV NEWS EDITING

Concept of TV News editing, Principles of TV news editing – The Grammar, Linear and Non-linear editing

Unit 10: TV NEWS PRESENTATION - I

News presentation (reading vs. anchoring), News anchor – Working conditions and responsibilities

UNIT 11: TV NEWS PRESENTATION – II

Voice culture, pronunciation and articulation, Pronunciation and articulation, Voice culture, Interview, Principles of Effective Interviewing , Phrasing the question

Unit 12: SHOTS & MOVEMENTS

Shot Composition, Shots Sizes, Principles of good composition, Camera Movements and Angles

Unit – 13 : PRACTICAL BASED UNIT

(a) Plan a 10 minutes national news bulletin
(b) Plan a 10 minutes national sports bulletin

Unit – 14 : PRACTICAL BASED UNIT

Plan a 10 minutes radio feature on any environmental related topic.

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
- Ahuja, B.N (2006), Audio Visual Journalism, Surjeet Publications, New Delhi
- Chauhan, Swati, Navin Chandra (2010), Global Sourcebook of Mass Communication Journalism and Media Management, Part 1, Kanishka Publishers, Distributors, New Delhi

- Cushion, Stephen (2012), Television Journalism, Sage Publications, New Delhi
- Donald, Ralph, Thomas Spann (2004), Fundamentals of Television Production, Surjeet Publications, New Delhi
- Kumar, Keval J. (2007) Mass Communication in India, Jaico Books Pvt Ltd., Mumbai
- Kapoor, D.N (2006), Broadcast Journalism, Mohit Publications, New Delhi
- Mehta, Nalin (2009), Television in India, Routledge

DSM 3: DEVELOPMENT COMMUNICATION AND INTERNATIONAL COMMUNICATION
Credits: 4

Course Objectives:

- To familiarize with the concepts of development communication
- To provide knowledge on process of development communication and its importance
- To provide understanding on the need and importance of international communication
- To provide knowledge about the global issues related to international communication

Course Outcomes:

On completion of this course, the learners will be able to-

- explain the concepts anf importance of development communication
- describe the need of international communication
- identify the issues related with the two concepts and their implications

UNIT – 1 : DEVELOPMENT

Meaning of Development , Concept of Development , Alternative Approaches to Development, Indices to Development , Dominant Paradigm of Development - Approaches to Dominant Paradigm of Development , Critique of Dominant Paradigm of Development ,Modernisation and Dependency Approach ,Core Areas of Development ,Development as Economic Growth

UNIT – 2 : DEVELOPMENT JOURNALISM

Origin of Development Journalism ,Concept and Types of Journalism, Role and Importance of Development Journalism- National Perspectives, International Perspectives, Development Journalism in India, Experiments- Chhatera, Gramyavani

UNIT -3 : INTRODUCTION TO DEVELOPMENT COMMUNICATION

Concepts of Development and Development Communication, Information as a Measure of Development , Edutainment and Infotainment – Media for Development

UNIT-4 : THEORIES OF DEVELOPMENT COMMUNICATION : DISSEMINATING INNOVATION

Theories of Development - Theory of Modernization, Diffusion of Innovation theory, Theory of Dependency ; Meaning and importance of Paradigms, Types of Paradigm - Dominant Paradigm, Criticisms of Dominant Paradigm, Alternate Paradigm ; Development Support Communication - Participatory Development Communication, Communication Information Media and Education (CIME), Government's efforts in the Indian Context, Role of media in the process of development and nation building

UNIT- 5 : DEVELOPMENT REPORTING

Importance of Development Reporting, Present Trends in Development Reporting, Early Indian Experiments in Development Communication

UNIT – 6 : DEVELOPMENT COMMUNICATION IN INDIA

 Relevance of Development Communication in India - Democratic Decentralization, Narrowcasting ; Panchayati Raj (PR) Institutions- A Brief Background of the PR System, Key Objectives

UNIT-7 : RURAL AND AGRICULTURE COMMUNICATION

Meaning Rural Development, Importance of Agricultural Communication, Media campaigns for development - Concept of media campaign, Major vehicles of mass media campaigns for development ; Diffusion of Innovation - Innovation - meaning and characteristics, Diffusion - concept and meaning, Diffusion process ; Extension studies - Agricultural Extension Programmes in India

UNIT-8 : MEDIA AND DEVELOPMENT

Media and National Integration, Media in Development - Pillar of Democracy, Media in Crisis Situations, Public Service Broadcasting (PSB), Media as a Leader of the Society ; Social Responsibility of Media, Problems in Practice, Gandhian Model of Development

UNIT – 9 : USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION DEVELOPMENT

Traditional Folk Media, Advantages of Traditional Folk Media , Folk Media Reflects Social Changes , Traditional Folk Media as Development Media

UNIT – 10 : CONCEPT OF INTERNATIONAL COMMUNICATION

What is International communication?, Historical origins of International Communications , Underdevelopment, dependency, and core-periphery structures , MacBride Commission and NWICO ,Telecommunications for Development ,The 1990s and the growth of international communication ,Thriving of international communication in the political Economy

UNIT -11 : INTERNATIONAL NEWS FLOW

Evolution of News Agencies - Government Agencies ; News Transmission - Different Departments of a News Agency, International News Agencies and Syndicates,   Non-Aligned News Agencies News Pools - Organizational Structure and Membership, Policies and Ideologies , Role after the Cold War

UNIT- 12 : ISSUES IN GLOBAL MEDIA OWNERSHIP

Cultural Imperialism , Use of Micro media and social media for political rights , Arab Spring, Occupy Wall Street Movements

UNIT- 13 : ROLE OF UNO

Concept of 'communication' and 'human rights' - Communication as Human Rights, Classification of communication rights, Right to Communicate Vs. Communication Rights ; UNO's Universal Declaration of Human Rights and Communication ; UNESCO's efforts in removal of imbalance in news flow - Debate on New World Information and Communication Order (NWICO),   New International Economic Order (NIEO), MacBride's Commission Report

UNIT – 14 : TECHNOLOGY AND INTERNATIONAL COMMUNICATION

 Concepts , Impact of New Communication Technology on News Flow, Satellites, Artificial Satellites and Satellite Communication - Historical background of Satellites and Satellite Communications – status –   progress – Effects ; Information Super Highways ; International Telecommunication and Regulatory Organisations

UNIT- 15 : ISSUES IN INTERNATIONAL COMMUNICATION

Democratisation of information flow and media systems , Professional standards,   International media institutions and professional organizations – code of conduct,   Transnational media ownership and issues of sovereignty and security, Effects of globalisation on media systems and their functions, Violence against media persons, International intellectual property rights

Reading List:

- Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi
- Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
- Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi
- Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi
- Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi
- Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi

- Pushkar, Niranjan (2009), Development Communication, Authorspress, New Delhi
- Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

Course Objectives:

- To equip learners with skills required to write for the media
- To provide knowledge on process of writing in different formats for media
- To provide understanding of copy editing and proof reading

Course Outcomes:

On completion of this course, the learners will be able to-

- Identify the skills required to write for the media and utilize them
- Explain the process of writing in different formats for media
- Describe the process of copy editing and proof reading

Unit - 1: THE STRUCTURE OF WRITING
The cohesive structure of writing, The Structure of Paragraphs, The Writing Process of Paragraphs, The Structure of Essays/Articles, Editing your writing

Unit - 2: WRITING FEATURE STORIES
Meaning of a feature story, Types of feature stories – Interview features, Information features, Personality features, Featurettes, News features and human interest features, Feature story construction

Unit - 3: FORMS OF NARRATION
What is Narrative, Narration, Narrator, Narrative Mode and Narrative Point of View, Varieties of Narration, Elements of Narration, Reportability and Credibility of a Narrative, Linear and Non-linear Narrative Structure, The Narrative Paragraph, Narration in an Essay

Unit – 4: LANGUAGE SKILLS
Vocabulary : Making choices, Words having multiple meaning, Synonyms and Antonyms, Sentence Structure, Some Common Errors

Unit -5: SOURCES OF WRITING FOR THE MEDIA
Types of sources, Developing news sources, Ethics and Attribution

Unit - 6: REVIEW WRITING
Techniques of book review, Techniques of film review, Techniques of play review, Techniques of musical review

Unit - 7: COPYWRITING FOR ADVERTISEMENTS
Introduction : What is advertising ?, Key concepts of advertising, Copywriting, Radio copy, Television copy

UNIT-8: WRITING FOR COLUMN, SCIENCE AND PRESS RELEASE
Column writing, Science write- up, Press Release

UNIT- 9: EDITING

Meaning of Editing, Language Editing, Writing and Editing Photo Caption, Language for explaining graphs, charts, maps; Proof Reading

UNIT-10: WRITING FOR RADIO

Language and style of radio, Writing for radio news, structure of a radio news bulletin, Radio features and current affairs programmes

UNIT- 11: WRITING FOR TELEVISION

Characteristics of broadcast news, Broadcast Lead, Preparing a Broadcast Copy

UNIT- 12: SCRIPTWRITING FOR FILMS

Format, component and styles, Shooting script and storyboarding, Steps to follow while writing a script

UNIT- 13: ART OF WRITING PLAYS

Types of Play , Formats of performance, Structure of a Play, Steps to write a Play

UNIT – 14 : WRITING CAPTIONS FOR PHOTOJOURNALISM

Concept of photojournalism, Basics of photojournalism, Qualities of a photojournalist, Basic parts of a caption, Writing and editing captions

UNIT- 15: COPY AND PROOF EDITING

Principles of copy editing, The Language of copy writing, Print media requirements, Radio and television copyediting

Reading List:

- Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi

- Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi

- Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi

- Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi

- Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi

- Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi

- Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK

- Singh, Bhanu Pratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi

- Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi

SEMESTER IV

DSC 10 : COMMUNICATION RESEARCH   Credits :4

Course Objectives:

- To provide an introduction to the field of research
- To provide knowledge about theories and thoughts of communication research
- To equip learners with skills to be a good communication researcher

Course Outcomes:

On completion of this course, the learners will be able to-

- Examine the concepts and ideas of research
- Explain the process of communication research
- Conduct a research in the field of communication and media

Unit – 1: INTRODUCTION TO RESEARCH

Meaning of research, Definition of research, Objectives of research, Importance of research

Unit – 2: TYPES OF RESEARCH

Various Types of Research, Quantitative and Qualitative Research, Research Methods, Research Process

Unit – 3: COMMUNICATION RESEARCH

Meaning of communication research, Types of communication research, Importance of research in mass media, Elements of communication research, Role of computer in communication research

Unit – 4: RESEARCH METHODS

Importence of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit poll, Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis

Unit – 5: RESEARCH PLAN

Research problem, Defining research problem, Formulation of objectives, Meaning of hypothesis

Unit -6 : RESEARCH DESIGN

Meaning of research design, Need for research design, Features of a good design, concepts related to research design- Dependent and Independent Variables, Extraneous variable, Control, Experimental and control groups, Treatments, Experiment

Unit – 7: RESEARCH TOOLS

Data and its types, Methods of Primary Data Collection, Observation, Interview

Questionnaire and schedules, Other Methods of data collection, Secondary data collection

Unit – 8: SAMPLING

Census and sample, Importance of Sampling, Sample designs, Sample size

Unit – 9: DATA ANALYSIS

Data evaluation techniques, tabulation and classification of data, Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations, Report writing

Unit -10 : MEASUREMENT

Levels of measurement – Nominal, Ordinal, Interval and Ratio

Unit - 11: STATISTICAL ANALYSIS

Measures of Central Tendency – Mean, Median, Mode, Measures of Dispersion – Minimum, Maximum, Range, Variance, Standard Deviation

Unit – 12: AREAS OF COMMUNICATION RESEARCH

Print media research, Electronic media research, Advertising research, Public relation research

Unit -13 : APPLICATIONS OF MASS MEDIA RESEARCH

Research in Print Media, Electronic Media, Advertising and Public Relations, Mass Media research and the Internet

Unit - 14: ROLE OF COMPUTER IN RESEARCH

Important characteristics of computer, Applications of computer in the field of research- model processing, performing computations, research and data analysis, Limitations of computer based analysis- elaborate system of monitoring , lost of data due to malware

Unit –15: RESEARCH ETHICS

Research process and Ethics, Responsibility as a Researcher, Ethical issues pertaining to communication research – honesty, confidentiality, acknowledging others, use of appropriate language, plagiarism, Ethics and online research

Reading List:

- Berger, Arthur Asa (2011), Media and Communication Research Methods, Sage Publications, USA
- Kothari, C.R (2013), Research Methodology, New Age International (P) Limited, Publishers, New Delhi
- Treadwell, Donald (2011), Introducing Communication Research, Sage Publications, USA
- Wimmer, Roger D., Joseph R. Dominick (2006), Mass Media Research, Cengage Learning India Private Limited, New Delhi

DSC 11 : SCIENCE COMMUNICATION   **Credits:4**

Course Objectives:

- To familiarize learners with the concept and history of science communication
- To provide knowledge on the scenario of science communication in the world
- To provide understanding of importance of science communication
- To equip learners with skills required to be a science communicator

Course Outcomes:

On completion of this course, the learners will be able to-

- Identify the skills required to write science based news for media
- Explain the process of writing science based news
- Evaluate the importance of science communication in the society

Unit 1: BASICS AND HISTORY OF SCIENCE COMMUNICATION

Emergence of modern science, history of science journalism (global context), history of science journalism in India, science journalism present trends, need and significance of science communication, its importance in present day context.

Unit 2: SCIENCE WRITING

Writing Science news, qualities of a science news reporter, sources of scientific information , writing science features and articles, suitable examples of science features and articles. Writing science fiction, examples of science fiction writers, some popular science fiction writers.

Unit 3: SCIENCE AND TECHNOLOGY POLICY OF INDIA

Need and importance of science and technology policy, Scientific Policy Resolution of 1958, Technology Policy Statement of 1983, Science and Technology Policy 2003, Science, Technology and Innovation Policy 2013, Patent Act with International Property Rights

Unit – 4 : SCIENCE AND TECHNOLOGY SET-UP IN INDIA

Science and Technology System in India- Central Government Science and Technology Departments/Ministries, Science and Technology in NGOs, Science and Technology Departments/Councils in the State Government, Recognised in-house Research & Development Units

Unit - 5: SCIENCE COMMUNICATION MEDIA

Print media, audio-visual media, folk media, interactive media

Unit -6: SCIENCE POPULARIZATION PROGRAMMES

Science Popularization - programmes, organizations, individuals, method of science popularization, Scientific Temperament, Role of CDAC, NCSTC, Vigyan Prasar, NCSC etc.

Unit -7 : PUBLIC UNDERSTANDING OF SCIENCE

Concept of public, Necessary of public understanding of science and technology, role of communication

Unit -8 : SCIENCE COMMUNICATORS

Who is a science communicator? , training of science communicators

Unit 9: SCIENTIFIC ADVERTISING

Concept of Scientific Advertising, an overview of the scientific advertising in India, Laws and ethics in scientific advertising Creating advertising appeals, and appreciation and presentation of some of a few scientific advertising.

Unit 10: SCIENCE PROGRAMME PRODUCTION

Concepts of pre production, production and post production of science programmes

Unit – 11 :SCIENCE COMMUNICATION FORMATS

Science News, report and reportage, Features and Articles, sources of scientific information-primary, secondary and tertiary, strengths and weaknesses of various formats

Unit 12:   SCIENCE COMMUNICATION IN NORTH EAST

History of science communication in Assam, Dak's proverbs, Contribution of *Arunodoi,* Present status

Unit 13: CAREER IN SCIENCE COMMUNICATION

Different awards, prizes, courses, fellowships, training opportunities and placement opportunities in science communication

Unit –14: HEALTH COMMUNICATION

Health Communication - Meaning of Health Communication, guidelines for effective Health Communication, Health communication issues related to the field of medicine, delivery of healthcare and environmental health, interpersonal dimensions of health communication, a brief history of Physician-Patient communication, Sources of news on health issues, communication strategies of NRHM

Unit -15 : ENVIRONMENTAL COMMUNICATION

Environmental communication- meaning and definition, areas and issues of Environmental Communication, local and global problems, environmental movements in India- Chipko, Narmada Bachao Andolan, Silent Valley

Reading List:

- Bucchi, Massimiano, Brian Trench (2008), Handbook of Public Communication of Science and Technology, Routledge, USA
- Bauer, Martin W., Massimiano Bucchi (2007), Journalism, Science and Society, Routledge, New York
- Gosling, David L. (2007),Science and the Indian Tradition, Routledge, New York
- Kulshreshtha, S.P. (2011), Teaching of Science, R. Lass Book Depot, Meerut
- Misra, Karuna Shankar (2008), Effective Science Teaching, Anubhav Publishing House, Allahabad
- Swami, Shashi Kant (2008) Media and Communication Management. New Delhi :Cyber Tech Publications.
- Wilson, Anthony (1999), Handbook of Science Communication, IOP Publishing Limited, UK

DSC 12 : FILM STUDIES   Credits:4

Course Objectives:
- To provide understanding of evolution of cinema
- To provide knowledge about the visual components and language of cinema
- To provide knowledge about identifying cinema as a medium of communication

Course Outcomes:

On completion of this course, the learners will be able to-

- map the evolution and origin of cinema
- explain the visual components and language of cinema

- identify cinema as a medium of communication

Unit- 1:BIRTH OF THE MOVING IMAGE

Concept of persistence of vision, Birth of the moving images, Initiatives of Lumiere brothers, Precursors of film

Unit- 2:HISTORY OF FILM

The silent era, sound era, Indian cinema, Indian New Wave, Indian New Wave Directors, Various Film Schools

Unit - 3: FILM MOVEMENTS IN INDIA

The first film movement 1950-1964, the second film movement 1964-1976, the third film movement 1977-1991, the fourth film movement 1991-2006

Unit - 4: CONTRIBUTIONS OF SOME OF THE ILLUSTRIOUS FILMMAKERS TOWARDS THE GROWTH OF FILMMAKING

Sergei Eisenstein, Andre Bazin, Jyotipradad Agarwala, Satyajit Ray, Dr. Bhabendranath Saikia

Unit -5 : STAGES IN FILMMAKING

Development, pre-production, production, post-production, distribution

Unit-6: FILM PRODUCTIONS

Shots, camera movements, Lighting, sets, directors, actors, costumes, storyboards, post-production

Unit-7:FILM THEORIES

Formative film theory, realist film theory, contemporary French film theory, Auteurist film theory, Psychoanalytic, Feminist, Aparatus theory

Unit-8: CINEMATIC STORYTELLING

Narrative-Fictional and Non-Fictional, significance and structural elements of narrative, story and Plot, Principles of plot construction-selection and omission of details, Sub-plots, Deviant Plot structure.

Unit -9 : SCRIPTWRITING

Guide to writing dialogue for dummies, format and style of screenplay, theories on writing a screenplay

Unit - 10: FILM BUDGETING

Different sections of a film budget- above-the-line (creative talent), below-the-line (direct production costs), post-production (editing, visual effects, etc.) and miscellaneous (insurance, bond completion etc.)

Unit-11: FILM GENRES AND SEMIOTICS

Film Genres - definition, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Epic

Unit -12: CINEMA AND CENSORSHIP

Censorship and censor boards with special reference to India

Unit-13: FILM CULTURE

Film Culture, Crossover films, Documentary film making, Film and Cultural Identity, Film Audiences

Unit-14: CINEMA OF NORTH-EAST INDIA

Beginning of films in North East India, problems of film making in North East, problems of Regional Cinema, film industry in Assam, state's initiative to promote regional cinema.

Unit-15: FILM APPRECIATION

Fundamental of film appreciation, Film criticism, review writing, film analysis- textual and contextual analysis of films of different genre

Reading List:

- Andrew, J. Dudley (2008) The major film theories. New York : Oxford University Press
- Bhowmik, Someswar (2009) Cinema and Censorship. New Delhi : Orient Blackswan Private Limited
- Barpujari, Manoj, Garima Kalita (Ed) (2007) Perspectives on Cinema of Assam. Guwahati : Gauhati Cine Club
- Gokulsing, K. Moti, Wimal Dissanayake (1998) Indian Popular Cinema . New Delhi : Orient Longman Private Limited
- Jain, Jabir, Sudha Rai (Ed) (2002) New Delhi : Rawat Publication

DSM 4 :   **MEDIA MANAGEMENT**   **Credit:4**

Course Objectives:

- To familiarize with the modern management concepts
- To provide knowledge of managerial aspects and functions of media organizations
- To provide understanding and tackle the business challenges in media organizations

Course Outcomes:

On completion of this course, the learners will be able to-

- identify the modern management concepts
- describe the managerial aspects and functions of media organizations
- be able to recognize and tackle the business challenges in media organizations

Unit-1: BASICS OF MANAGEMENT

Meaning of management, importance of management in the organization, principles of management, Levels of management, managerial functions in the media organization Media as an industry and profession.

Unit -2: MEDIA OWNERSHIP

Ownership patterns of mass media in India, individual owner, partnership, joint operations, trusts, vertical ownership, cross, conglomerate, group ownership

Unit -3 : ECONOMICS OF DIFFERENT MEDIA IN INDIA

Newspapers, radio and television- small newspapers and their problems- Diwakar committee report

Unit -4: MEDIA ORGANIZATIONS

Structure of a media organization**,** an account of different national and international media and communication organizations

Unit -5 : LEADERSHIP AND WORK MOTIVATION

Importance of leadership in a media organization, job performance, impact of technology on the performance of the employees, division of labour

Unit -6: ORGANIZATIONAL STRUCTURE OF PRINT MEDIA ORGANIZATION

hierarchy, functions, editorial, business, circulation department, reference section, role and coordination between different departments, printing, packaging, transportation, distribution,

Unit -7: ORGANIZATIONAL STRUCTURE OF RADIO STATION

Structure of AIR, structure of FM stations, role of different sections, role of different personnel, hierarchical set-up

Unit -8: ORGANIZATIONAL STRUCTURE OF TV STATION

Organisational set up of DDK, organizational set up of private channels, hierarchical set-up, role of different sections, role of different personnel

Unit -9: ORGANIZATIONAL STRUCTURE OF ADVERTISING AGENCY AND PR

Hierarchical set-up of ad agency, role of different sections, role of different personnel, Hierarchical set-up of PR firm, role of different sections, role of different personnel.

Unit – 10 : MANAGEMENT OF MEDIA UNITS IN INDIA

Organisational set-up of the media units of the Government of India- Press Information Bureau, Directorate of Advertising and Visual Publicity, Registrar of Newspapers for India, Directorate of Field Publicity, Publication Division, Song and Drama Division, Research , Reference and Training Division, Photo Division

Unit – 11 : OWNERSHIP PATTERNS OF PRINT MEDIA ORGANISATIONS

Newspaper ownership, types of newspaper ownership along with its advantages and disadvantages– Individual Ownership, Partnership, Corporation, Group or Chain Ownership, Employee Ownership, Vertical Ownership and Joint Operation

Unit - 12: OBSERVATIONS OF FIRST AND SECOND PRESS COMMISSIONS ON NEWSPAPER MANAGEMENT

Magazine ownership in India, issues of decline in circulation and ad revenue

Unit -13 : ISSUES RELATED TO REGULATION AND SELF-REGULATION OF MEDIA ORGANISATIONS

 Need for Regulation , self-regulation by media companies, areas of legal concern

Unit -14 : MANAGERIAL DECISIONS IN MEDIA ORGANIZATIONS

Types of decisions, pro-active and reactive decisions, the decision making process, problems encountered in the decision process

Unit -15: CAREER IN MEDIA

Different awards, prizes, courses, fellowships, training opportunities and placement opportunities in media and mass communication

Unit- 16 : MEDIA LEGISLATION, REGULATION AND GOVERNANCE

Primary Legislation, Regulatory Bodies , Registration and Licensing, Independent Regulatory Bodies, Regulatory codes, Governance of Media Organisations

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
- Bovee, Courtland L. , John V. Thill (2005), Business Communication Today, Dorling Kindersley (India) Pvt Ltd, New Delhi
- Chaturvedi, P.D, Mukesh Chaturvedi (2006), Business Communication, Dorling Kindersley (India) Pvt Ltd, New Delhi
- Chaturvedi, B.K (2009), Media Management, Global Vision Publishing House, New Delhi
- Kumar, Dr. Rakesh (2010), Media Management, Surendra Publications, New Delhi
- Lesikar, Raymond, V. , Marie E. Flayley (2005), Basic Business Communication, Tata McGraw-Hill Publishing Company Limited, New Delhi

- Narula, Uma (2006), Business Communication Practices, Atlantic Publishers & Distributors, New Delhi
- Riel, Cees B.M. van, Charles J. Fombrun (2007), Essentials of corporate Communication, Routledge, UK
- Soori, Sanjeev (2010), Business Journalism, Axis Publications, New Delhi
- Taylor, Shirley (2005), Communication for Business, Dorling Kindersley (India) Pvt Ltd, New Delhi
- Yadav, K.P (2006), Media Management, Adhyayan Publishers & Distributors, New Delhi

DISSERTATION/ AUDIO VISUAL PROJECT   Credits:8

OBJECTIVE:

The objective of the dissertation is to help the learners acquire ability to apply multidisciplinary concepts, tools and techniques to address communication and media related problems and/or to evolve new and innovative theoretical frame work. The duration of the project work is three months. The project report/audio visual production carries 100 marks and it is mandatory to submit the either of the reports before the completion of the programme.

TYPES OF PROJECT: The dissertation may undertaken (not limited to) on any one of the following areas :

> ➢ The project should be done in core specialisation area of respective course only.
> ➢ It can be related to any field of Communication- impact of media, relationship between media and audience, mass media research etc.
> ➢ Journalism, its related fields, any media related issues, or media related organisations .
> ➢ Any area of Public relations/Advertising/Media Management/Online media/Science Communication/Media Sociology etc.
> ➢ Evolution of any new conceptual / theoretical framework.
> ➢ Field study (empirical study).
> ➢ The project can be based on primary or secondary data.

PROJECT PROPOSAL (SYNOPSIS) Submission, Changes and Acceptance of Project Proposal (synopsis): a. Learners are advised to send their project synopsis and name and address of the project guide to their respective Coordinators at the KKHSOU Study Centres. The synopsis should include the following-

> ➢ Title of the study
> ➢ Objectives and importance (significance) for the Study
> ➢ Research methodology opted for the study (stating nature, sources, collection of data, research tools and techniques to be used, sampling procedure).
> ➢ Limitations and scope of the study

b. If the learner wants to undertake a new project by changing his/her earlier project proposal, he will have to justify his new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.

c. In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.

d. In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.

e. It is necessary that the learners finalize their project proposal well ahead of time.

f. It is to be noted that changes in project proposal will not be entertained in the last month of the programme.

g. In order to complete the project in due time, a learner should devote at least 60 days for his/her project. This time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis

PROJECT GUIDE .

> ➢ A faculty who is presently engaged with the Bhupen Hazarika School of Mass Communication of KKHSOU or those who are engaged with the study centres (preferably mass communication department) of the designated colleges under KKHSOU.
> ➢ Faculties in the departments of Mass Communication and Journalism in colleges/institutions affiliated to any Indian University and having minimum five years of teaching experience

PROJECT REPORT:

> ➢ Each Project Report must adequately explain the research methodology adopted and the directions for future research.
> ➢ The Project Report should also contain the following:
>   • Copy of the approved Project Proforma.
>   • Certificate of originality of the work duly signed by the learner and project guide.
>   • Resume of the guide should be attached along with the project report.

PROJECT PROFORMA

• The Project Report should be typed in double line space, with 1.5 inches of margin in left size and 1 inch margin in the right side of each page. The upper and lower margins should not be less than 1 inch each. Project report should be printed on one side only and should be spiral bound.

• The dissertation should include the following items –

  a. Cover page
  b. Certificate from the supervisor/guide

c. Acknowledgement

d. Abstract

e. Contents (a brief outline of the different chapters including a list of tables/list of figures (if need be)

Chapterisation

a. Introduction

- ➤ Background of the study
- ➤ Objectives of the study
- ➤ Rationale for the research
- ➤ Hypothesis to be tested/research questions
- ➤ Review of past literature

b. Research Methodology

- ➤ Area/Place of research
- ➤ Sample size
- ➤ Sampling method
- ➤ Nature of research
- ➤ Tools of research

c. Details about the different aspects of the research study

d. Data analysis and interpretation

e. Limitations and scope of the study

f. Bibliography

g. Annexure (pictures, paper clippings, questionnaires etc)

AUDIO-VISUAL REPORT : In case of audio-visual project, the learner is expected to prepare and submit an audio-visual clip on any topic (preferably related to the area of media and communication) in the form of CD or DVD (in MPEG,MP4, m4v, DAT or VOB formats). The learner will have to shoot the video using a handycam/camera and edit it properly before submitting it. It is imperative for the learner to prepare a proper script along with the CDs/DVDs. At the time of submission , the learner must keep in mind to submit three CDs/DVDs , one for the Study Centre, one for the University and one for the learner himself/herself.At the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written or typed.

SUBMISSION OF DISSERTATION/AUDIO VISUAL PRODUCTION

Learners should prepare three copies of the dissertation/CD or DVD whereby one copy will be for the University, one for the Study Centre and one for the learner him/herself. They should bring all the copies during the Viva-Voce which will be intimated to the learners beforehand. On the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written/typed.

ANNEXURE III

Course-wise Faculty allotment of MAJMC Programme

Seme ster	Title of the Course	School	Discipline	Faculty/Course Coordinator
I	Concept of Communication	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Communication Theory	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Media Laws & Ethics	BHSoMC	Mass Communication & Philosophy	Jayanta Kumar Sarma; Trisha Dowerah Baruah, Juri Hazarika & Tejasha Kalita
	Media Studies	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	English for Media Studies	BHSoMC	Mass Communication & English	Juri Hazarika & Pallavi Gogoi
	Traditional Media	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
II	Reporting for Print	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Editing for Print	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Advertising and Public Relations	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	New Media and Computer Application	BHSoMC	Mass Communication & Computer Science	Juri Hazarika & Sruti Sruba Bharali
	Advertising Strategy	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Seminar			Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
III	Media Sociology	BHSoMC	Mass Communication & Social Work	Juri Hazarika & Mridusmita Duara
	Electronic Media-Radio	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Electronic Media-Television	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Development	BHSoMC	Mass Communication	Jayanta Kumar Sarma;

	Communication & International Communication			Trisha Dowerah Baruah & Juri Hazarika
	Writing for the Media	BHSoMC	Mass Communication & English	Juri Hazarika & Pallavi Gogoi
IV	Communication Research	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Science Communication	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Film Studies	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika
	Media Management	BHSoMC	Mass Communication & Management	Juri Hazarika & Smritisikha Choudhury
	Project/Dissertation	BHSoMC	Mass Communication	Jayanta Kumar Sarma; Trisha Dowerah Baruah & Juri Hazarika

Common Basket of Ability Enhancement Courses (AECs) and
Value Added Courses (VACs) for PG Programmes

Semester	Course Type	Name of the Course
I	AEC (any one course)	101 Essential Assamese *(Open to all except those from Assamese)*
		102 English for Media Studies
		103 Social Entrepreneurship and Project Management
	VAC (any one course)	101 Introduction to Ethics *(Open to all except those from Philosophy)*
		102 Essentials of Indian Constitution *(Open to all except those from Political Science)*
		103 Indian Traditional Knowledge System
		104 English Communication Skills
		105 Traditional Media
II	VAC (any one course)	201 Advertisement Strategy
		202 Cyber Security
III	AEC (any one course)	301 Life Skills
		302 Computer Applications in Quantitative Analysis
		303 Writing for Media

AEC 101 Essential Assamese

Course Objective
- To introduce learners with the nuances of Assamese grammer
- Illustrate useful contents related to vocabulary, narrative writing and professional writings

Course Outcomes
- The learners will develop their art of speaking and writing
- The learners will be able to demonstrate their professional skill in media houses and other professional houses

Syllabus

অধ্যায় ১: বৰ্ণ আৰু আখৰ
বৰ্ণ বা আখৰ, ধ্বনি, বৰ্ণ বা আখৰ আৰু ধ্বনিৰ সম্পৰ্ক, অসমীয়া স্বৰ আৰু ব্যঞ্জন ধ্বনি, অসমীয়া ভাষাৰ আখৰ, চন্দ্ৰবিন্দুৰ ব্যৱহাৰ, ণত্ববিধি আৰু ষত্ববিধি

অধ্যায় ২: বাক্যসজ্জা
অসমীয়া ভাষাৰ বাক্যৰীতি : উদ্দেশ্য আৰু বিধেয়, বাক্যৰ শ্ৰেণীবিভাজন, বাচ্য, উক্তি, বাক্যত পদৰ ক্ৰম

অধ্যায় ৩: প্ৰত্যয় আৰু বিভক্তি
প্ৰত্যয় : কৃৎ প্ৰত্যয়, তদ্ধিত প্ৰত্যয়, নিদিৰ্ষ্টতাবাচক প্ৰত্যয়, বিভক্তি : নাম বিভক্তি বা কাৰক বিভক্তি, ক্ৰিয়া বিভক্তি, বিভক্তি আৰু প্ৰত্যয়ৰ পাৰ্থক্য, উপসৰ্গ,

অধ্যায় ৪: কাৰক, লিঙ্গ আৰু বচন
কাৰকৰ সংজ্ঞা, কাৰকৰ ভাগ, লিঙ্গৰ সংজ্ঞা, লিঙ্গৰ ভাগ, লিঙ্গবিচাৰৰ নিয়ম, বচনৰ সংজ্ঞা, বচনৰ ভাগ

অধ্যায় ৫: সন্ধি আৰু সমাস
স্বৰসন্ধি, ব্যঞ্জনসন্ধি, দ্বন্দ্ব সমাস, দ্বিগু সমাস, বহুব্ৰীহি সমাস, কৰ্মধাৰয় সমাস, তৎপুৰুষ সমাস, অব্যয়ী ভাব সমাস

অধ্যায় ৬: জতুৱা ঠাঁচ আৰু ভাৱ সম্প্ৰসাৰণ
জতুৱা ঠাঁচ আৰু খণ্ডবাক্য, ভাৱ সম্প্ৰসাৰণ, সাৰাংশ লিখন

অধ্যায় ৭: ৰচনা লিখাৰ সাধাৰণ প্ৰণালী
ৰচনা কি, ৰচনা লিখাৰ নীতি, ৰচনাৰ শ্ৰেণীবিভাগ

অধ্যায় ৮: লিখনি নিৰ্মাণ
যতিচিন, লিখনি সুসঙ্গত গঠন; অনুচ্ছেদ নিৰ্মাণ; অনুচ্ছেদ লেখন প্ৰক্ৰিয়া; প্ৰবন্ধ/ ৰচনা নিৰ্মাণ;   আপোনাৰ লেখনীৰ সম্পাদনা

অধ্যায় ৯: বিশেষ প্ৰৱন্ধ লিখাৰ কৌশল
বিশেষ প্ৰৱন্ধৰ অৰ্থ, বিশেষ প্ৰৱন্ধৰ বিভিন্ন প্ৰকাৰ- সাক্ষাৎকাৰভিত্তিক প্ৰৱন্ধ, তথ্যভিত্তিক প্ৰৱন্ধ, বিশেষ ব্যক্তিক কেন্দ্ৰ কৰি লিখা প্ৰৱন্ধ, ফিচাৰেটচ্, সংবাদভিত্তিক প্ৰৱন্ধ আৰু মানৱীয় আগ্ৰহ বৃদ্ধিকাৰী প্ৰৱন্ধ, বিশেষ প্ৰৱন্ধ নিৰ্মাণ কৌশল

অধ্যায় ১০: বৃত্তান্ত ইয়াৰ বিভিন্ন ৰূপ
বৃত্তান্ত কি; বৃত্তান্ত কথন, কথক, বৃত্তান্তৰ ধৰন, বৃত্তান্তৰ দৃষ্টিভংগী, শ্ৰোতা নাইবা সন্বোধিত ব্যক্তি; কথনৰ প্ৰকাৰ; কথনৰ উপাদান; বৃত্তান্তৰ বৰ্ণনা উপযুক্ততা আৰু বিশ্বাসযোগ্যতা; ৰৈখিক আৰু অ-ৰৈখিক বৃত্তান্তৰ গাঁথনি; বৃত্তান্তৰ অনুচ্ছেদ; প্ৰবন্ধ ৰচনাত বৃত্তান্ত

অধ্যায় ১১: ভাষা দক্ষতা

শব্দকোষ-শব্দৰ বাছনি; একাধিক অৰ্থ থকা শব্দ; সমাৰ্থক আৰু বিপৰীত শব্দ, বাক্য গাঁথনি, কিছুমান সাধাৰণ ভুল

অধ্যায় ১২ : সংবাদ মাধ্যমৰ বাবে লিখাৰ উৎস

উৎসৰ প্ৰকাৰ; সংবাদ উৎসৰ বিকাশ; নীতিগত দিশ আৰু আৰোপিত বৈশিষ্ট্য

অধ্যায় ১৩ : সমীক্ষা লেখন

গ্ৰন্থ সমীক্ষাৰ কলা; চলচ্চিত্ৰ সমীক্ষাৰ কলা; নাট্য সমীক্ষাৰ কলা; সংগীত সমীক্ষাৰ কলা

অধ্যায় ১৪ : বিজ্ঞাপন

বিজ্ঞাপন কি; বিজ্ঞাপনৰ প্ৰধান ধাৰণাসমূহ; কপি ৰাইটিং; ৰেডিঅ' কপি; টেলিভিছন কপি

Reading List

Goswami, Upendranath (1997); *Axamiya Bhasar Byakoron*; Guwahati: Moni-Manik Prakash

Goswami, Golokchandra (1996); *Axamiya Borno prokash*; Guwahati: Bina Library

Bora Satyanath (1998); *Bohol Byakoron*; Guwahati

Anker.S(1998); Real Writing, Boston:Bedford Books

Misra.P.S.(2009); *An Introduction to Stylistics: Theory and Practice*, New Delhi:Orient Black Swan

Puri, Manohar (2006); *Art of Editing*, Pragun Publications, New Delhi

AEC 102 English for Media Studies

Course Objectives
- To familiarise the learners with the process of writing for the media
- To identify the specific use of English in the field of media
- To equip learners with basic writing skills required for media

Course Outcomes
- On completion of this course, the learners will be able to-
- Familiarize oneself with the process of writing for different forms of media
- Make proper utilization of the English language in media
- Acquire the basic writing skills in English for various media forms

UNIT 1: INTERVIEWING AND NOTE TAKING
Definition of Interview, preparing for interview, conducting the interview, text of interview, language for audio-visual interview, note taking

UNIT 2: EDITORIAL WRITING
Defining Editorial, Introduction to the editorial page, writing the editorial, rules for Editorial writing, writing the Feature, Writing the Article, writing the middle, Letters to the Editor

UNIT 3: ART OF COLUMN WRITING
Types of columns, distinguishing characteristics of an op-ed, steps to be followed while writing a column

UNIT 4: ELEMENTS OF GOOD WRITING
Characteristics- precision, clarity in writing, use of simple sentences, grammar and punctuation, avoiding clichés, pacing, use of transitions

UNIT 5: PREPARING COPY
Copy editing- use of quotes, paraphrases, attribution, writing the lead, grammatical mistakes- confusion in the use of 'who' and 'whom', possessive pronouns, use of active voice, copy reading symbols

UNIT 6: MASTERING THE LANGUAGE OF EDITING
Importance on vocabulary, sentence construction, participles, pronouns, verbs, nouns, foreign words, prepositions, paragraphs, selection of right words

UNIT 7: REVIEW WRITING
Book review- fiction, adverse criticism, non-fiction, the collection, poetry, drama, Steps to be followed while doing a book review, drama review, Film review

UNIT 8: NEWS WRITING
Language and style of Indian Media, Language and style for print and cyber media, Language and style for Radio, Language and style for Television

UNIT 9: HEADLINE WRITING
Meaning of headline, Types of headline, Functions of a headline, Factors to be kept in mind while writing headlines, Headline writing skills- use of verbs, use of Articles and Voices, Use of Decks, The Five Ws, use of Short Synonyms, Abbreviations, Punctuation, Line Balance, Guidelines for Headline Writing

UNIT 10: WRITING FOR ADVERTISING COPY
Introduction, Key concepts in Advertising, Copywriting, Radio copy, Television copy

UNIT11: WRITING AND REWRITING FOR PUBLIC RELATIONS
Preparing news releases- Announcement releases, Backgrounders, Position Papers, Tip Sheets, Rewriting News Releases, Writing newsletter stories

UNIT 12: GRAMMAR AND USAGE
Sequence of Tenses, Voice, Narration, Punctuation, Vocabulary

UNIT 13: COMMON ERRORS IN THE USE OF ENGLISH LANGUAGE
Errors of Concord, Errors of Construction, Errors of Order, Errors in Prepositions, Errors in Conjunctions

UNIT 14: REPORTING PUBLIC SPEECH
Reporting public speeches- background information, covering the speech, using a prepared text, writing the speech story for print

UNIT 15: STYLE AND THE STYLEBOOK
Need of a stylebook, -consistency, preference and tradition, Guidelines of different stylebooks, Mechanical rules

Reading List

Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi

Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi

Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi

Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi

Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi

Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi

Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK

Singh, Bhanu Pratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi

Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi

AEC 103 Social Entrepreneurship and Project Management [Credits=3+1]

Course Objectives
The Course aims at enabling the learner
- To be able to define the field of social entrepreneurship and key traits of social entrepreneurs
- To be able to describe and apply key theories and concepts the field of social entrepreneurship
- To understand the key elements and functions of project management

Course Outcomes
This course will enable the learners
- To understand social entrepreneurship and livelihood means for sustainable development. This course focuses on optimum utilization of available resources.

Syllabus

UNIT 1: ENTREPRENEURSHIP
Meaning of Entrepreneur; Characteristics of an Entrepreneur; Emergence of Entrepreneurial Class; Role of Entrepreneurs in Economic Growth; Meaning, concept of Entrepreneurship; entrepreneurial leadership and Motivation

UNIT 2: THEORIES OF ENTREPRENEURSHIP
Economic Theory; Sociological Theory; Dynamic Entrepreneurship Innovation Theory; Leibenstein's X- efficiency Theory; Theory of Profit

UNIT 3: SOCIAL ENTREPRENEURSHIP
Meaning, Concepts, Importance of Innovation in the social development sector; Entrepreneurship Development Programmes- Meaning and Importance; Institutions providing Entrepreneurship Development Programmes in India; Banking and Microfinance

UNIT 4: SOCIAL ENTREPRENEURSHIP IN NORTHEAST INDIA
Social Sector Perspectives and Interventions; Role of Entrepreneurship Development Programmes in Context of North- East Region; Local Economy and Training Indigenous Entrepreneurs

UNIT 5: SOCIAL ENTREPRENEURSHIP AND LIVELIHOODS
Joint ventures in social entrepreneurship, public private joint ventures, partnerships for power, solidarity and benefit sharing, ownership rights within joint ventures, addressing dilemmas of corporate and international joint ventures for livelihoods

UNIT 6: SOCIAL SECURITY AND LIVELIHOODS
Strategies through Networking and Partnerships, Livelihood Policy, Livelihood security through five-year plans MGNREGA- understanding from socio-political, cultural perspectives, impact, People's participation and democratic governance

UNIT 7: PROJECT MANAGEMENT AND SOCIAL ENTREPRENEURSHIP
Meaning of Project management; Social Entrepreneurship as an emerging concept in corporate India and skills in Project Management, Government bodies and Voluntary Sector, Social Entrepreneurship Models

UNIT 8: PROJECT LIFE CYCLE
Phases: Conception/Formation Stage; Definition/Build-up Phase; Acquisition/Production Phase; Operation Phase; Divestment/Termination Phase

UNIT 9: PROJECT ASSESSMENT
Assessment tools for social mapping, budget analysis, monitoring and evaluation of pro-people policies and projects supported by public and private funds, Diversity Mapping within organizations and groups; outreach of programme implementation process, Ecological debts, Environment and Social Costing; Financial Analysis

UNIT 10: LEADERSHIP AND RESOURCE PLANNING IN PROJECT MANAGEMENT
Leadership styles, processes, motivation, strategies, leadership roles in sustaining projects, leadership and communication, leadership in vulnerable sectors, people's leadership and ethics, Forward backward linkages between resource groups, fund raising, fund allocations, resource mobilization plans

UNIT 11: VALUE-CO CREATION
Synergy between products, people and process, innovations for market and for social capital creation, valuing abilities within disabilities, social inclusion with exclusive rights of marginalized categories, Quality driven initiatives and alternative development models

UNIT 12: NETWORKING
Tools of social resource mapping and utilization process, Livelihood networks based on ecosystems, Solidarity networks, Community networks, Outcome mapping through networks, power and networking, role of communication in networking.

Practicum: Social Entrepreneurship and Livelihood Initiatives/ Projects, Case Studies (1 credit)

Readings List

Khanka. S. S. (2013). *Entrepreneurial Development*; S. Chand & Co. Ltd., Ram Nagar, New Delhi.
Donald F. Kuratko, (2014). *Entrepreneurship – Theory, Process and Practice*, 9th Edition, Cengage Learning.
Abyad, Abdulrazak (2018), Project Management, Motivation Theories and Process Management, *Middle East Journal of Business*, Oct. 2018, Vol. 13, Iss. 4
PetarJovanović, Ivana Berić, (2018), Analyses of the available Project Management Methodologies, *Journal of Sustainable Business and Management Solutions in Emerging Economies*, 2018/23(3)

AEC 301 Life Skills

Course Objectives
The objectives of the course are to:
- Enhance the ability of developing self-knowledge and self-awareness by overcoming all fears and insecurities
- Increase emotional competency and emotional intelligence at the place of study/work
- Provide the opportunity for realizing self-potential through practical examples
- Develop interpersonal skills and adopt good leadership behaviour for self-empowerment and the empowerment of others

Course Outcomes
After successfully completing the course, learners will be able to
- Gain Self-competency and Confidence
- Gain Emotional Competency
- Gain Intellectual Competency
- Gain an Edge through Professional Competency
- Aim for a High Sense of Social Competency
- Imbibe the attributes of an Integral Human Being

Syllabus

UNIT 1: LISTENING AND SPEAKING
Techniques of Effective Listening and speaking, Listening and Comprehension, Probing Questions, Barriers to Listening, Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors

UNIT 2: READING, WRITING AND DIFFERENT MODES OF WRITING
Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, Evaluating and Interpreting the Text; Avoiding Ambiguity, Vagueness, Unwanted Generalizations, and Oversimplification of Issues; Being structured and sequenced; Using Different Modes of Writing like E-mails, Proposal, Recording the Proceedings of Meetings

UNIT 3: DIGITAL LITERACY AND SOCIAL MEDIA, DIGITAL ETHICS AND CYBER SECURITY
Basic Computer Skills on MS Office Suite, MS Excel, MS Word, MS PowerPoint; Basic Virtual Platforms like Zoom, Google Meet, Cisco Webex, MS Teams; Cyber Security and Threats, Vulnerabilities of Cyber Attacks; Digital Ethics, Digital Etiquette and Digital Life Skills

UNIT 4: NONVERBAL COMMUNICATION
Meaning of Nonverbal Communication; Advantages of Using Nonverbal Communication, Modes of Nonverbal Communication like Eye Contact and Facial Expression, Hand Gestures; Do's and Don'ts in NVC

UNIT 5: GROUP DISCUSSION SKILLS AND INTERVIEW SKILLS
Meaning and Methods of Group Discussion; Procedure of Group Discussion; Group Discussion — Common Errors; Meaning and types of interviews; Dress code, background research; Do's and Don'ts; Situation, task, action, and response (STAR concept) for facing an interview; Interview procedure; Important questions generally asked at a job interview; common errors that candidates generally make at an interview

UNIT 6: EXPLORING CAREER OPPORTUNITIES, RÉSUMÉ SKILLS
Knowing yourself — Personal characteristics; Knowledge about the world of work, requirements of jobs, including self-employment; Sources of career information; Preparing for a

career based on potential and availability of opportunities; Introduction of résumé and its importance; Difference between a CV, résumé and biodata; Essential components of a good résumé; Common errors while preparing a résumé

UNIT 7: COGNITIVE AND NON-COGNITIVE SKILLS, PRESENTATION SKILLS, AND LISTENING AS A TEAM SKILL

Cognitive Skills: Meaning and Types of Cognitive Skills, Strategies to Develop Cognitive Skills like Critical Thinking Skills, Problem-solving skill; Non-cognitive Skills: Meaning and Types of Non-cognitive Skills; Strategies to Develop Non-cognitive Skills like Empathy, Creativity, Teamwork; Types of Presentations; Knowing the Purpose; Knowing the Audience; Opening and Closing a Presentation; Using Presentation Tools; Handling Questions; Ways to Improve Presentation Skills over Time

UNIT 8: TRUST AND COLLABORATION, BRAINSTORMING, SOCIAL AND CULTURAL ETIQUETTES, INTERNAL COMMUNICATION

Importance of Trust in Creating a Collaborative Team; Spirit of Teamwork; Understanding Fear of Being Judged and Strategies to Overcome Fear; Advantages of Effective Listening; Listening as a Team Member and Team Leader; Brainstorming as a Technique to Promote Idea Generation; Need for Etiquette; Aspects of Social and Cultural/Corporate Etiquette in Promoting Teamwork; Use of Various Channels for Transmitting Information to Team Members

UNIT 9: LEADERSHIP SKILLS, INNOVATIVE LEADERSHIP AND DESIGN THINKING

Understanding Leadership and its Importance; Traits and Models of Leadership; Key characteristics of an effective leader; Leadership styles; Basic Leadership Skills like Motivation, Teamwork, Negotiation, Networking; Concept of emotional and social intelligence; Design thinking and its key elements; Learning through Biographies - Drawing insights on how leaders sail through difficult situations

UNIT 10: MANAGERIAL SKILLS

Basic managerial skills like planning for effective management, organizing teams, recruiting and retaining talent, delegation of tasks, coordinating, managing conflict; Self-management skills like understanding self-concept, developing self-awareness, self-examination, self-reflection and introspection, self-regulation, managing personal finance; Aspects of budgeting like setting personal goals, estimating likely expenses and managing saving, investment and spending

UNIT 11: ENTREPRENEURIAL SKILLS, ETHICS AND INTEGRITY

Basics of entrepreneurship- meaning of Entrepreneurship, classification and types of entrepreneurships, traits and competencies of entrepreneur; creating business plan - problem identification and idea generation, idea validation, pitch making; ethics and conduct - importance of ethics, personal and professional moral codes of conduct, creating a harmonious life

UNIT 12: LOVE AND COMPASSION, TRUTH, NON-VIOLENCE

Forms of love; love, compassion, empathy, sympathy and non-violence, narratives and anecdotes from history and literature including local folklore on gains and losses in practising love; Truth- truth as value, truth as fact- narratives and anecdotes from history and literature including local folklore on gains and losses in practicing truth; Non-violence – Ahimsa, individuals and organizations that are known for their commitment to non-violence; Narratives and anecdotes about non-violence from history and literature, including local folklore on gains and losses in practicing non-violence

UNIT 13: PEACE, SERVICE, RENUNCIATION

Peace- its need, relation with harmony, and balance; Narratives and anecdotes about peace from history and literature, including local folklore on gains and losses in practicing peace; Service

and its forms; Narratives and anecdotes dealing with instances of service from history and literature, including local folklore on gains and losses in practicing service; Renunciation and sacrifice; self-restrain and ways of overcoming greed; narratives and anecdotes from history and literature, including local folklore on gains and losses in practicing renunciation and sacrifice

UNIT 14: CONSTITUTIONAL VALUES, JUSTICE AND HUMAN RIGHTS, RIGHTEOUSNESS
Righteousness, dharma and propriety; Fundamental Values like Justice, Liberty, Equality, Fraternity, Human Dignity; Fundamental Rights and Fundamental Duties as stated in Indian Constitution

Reading List

Sen, Madhuchanda. 2010. An Introduction to Critical Thinking. Delhi: Pearson.

Silvia, P. J. 2007. How to Read a Lot. Washington DC: American Psychological Association

EH McCrath, 1999; Basic Managerial Skills for All; Prentice Hall of India

Ashokan, M. S. 2015. Karmayogi: A Biography of E. Sreedharan. London, UK: Penguin

Chandra, P. 2017. Financial Management: Theory & Practice. 9th edition. New York: McGraw Hill Education

Leading with Cultural Intelligence: The New Secret to Success, New York: American Management Association

McCormack, M.H. 1986. What They Don't Teach You at Harvard Business School: Notes from A Street-Smart Executive. New York: Bantham

Sinek, S. 2009. Start With Why: How Great Leaders Inspire Everyone to Take Action. London: Penguin

Basham, A.L. 1954. First edition. The Wonder That Was India. London: Picador Press.

Ghosh, Shantikumar. 2004. Universal Values. Kolkata: The Ramakrishna Mission.

Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo Ashram.

Joshi, Kireet. 1997 Education for Character Development, Delhi: Dharma Hinduja Centre of India Studies

AEC 302 Computer Applications in Quantitative Analysis [Credits 3+1]

Course Objectives
The course aims at providing the learners
- Thorough understanding of quantitative analysis
- The requisite skills to conduct quantitative analysis
- Proficiency in using computers in quantitative analysis

Course Outcomes
After undergoing the course, learners will
- Acquire a thorough understanding of principles and practices of quantitative analysis
- Obtain the requisite skills to conduct quantitative analysis
- Attain proficiency in using computers in quantitative analysis

UNIT1: FUNDAMENTALS OF QUANTITATIVE ANALYSIS
Introduction to quantitative analysis, Idea and process of quantification, issues of quantification, counting and measurement, notion of scale, dimensions of measurement, reliability and validity of scale, sensitivity and robustness of scale

UNIT 2: TYPES OF QUANTITATIVE DATA AND REPRESENTATION
Primary and secondary data; nominal, ordinal, interval and ratio data; time series, cross section and panel data; graphs and diagrams, tables – one way and cross tables

UNIT 3: BASICS OF HANDLING DATA IN SPSS
Understanding SPSS Environment – Data and Variable View; Defining Variables in a Dataset; Reading, Importing and Entering Data; Recoding Variables – Recoding into Same and Different Variables

UNIT 4: DESCRIPTIVE STATISTICS USING SPSS
Obtaining Frequency Tables; Getting Descriptive Statistics Measures: Central Tendency, Dispersion, Skewness and Kurtosis

UNIT 5: HANDLING OUTLIERS AND TESTING NORMALITY
Exploring Data to Check Key Assumptions such as Outliers and Normality

UNIT 6: CROSS TABULATION
Obtaining and Use of Cross Tables; Checking for Independences – Chi-Square etc.; Adding Layers to Cross Tables

UNIT 7: CUSTOM TABLES
Making Custom Tables – Adding Totals, Sub-Totals and Categories and Statistics; Handling three or more variables in Custom Table; Dealing with Multiple Responses

UNIT 8: CORRELATION ANALYSIS
Understanding Correlation by Scatter Diagrams; Obtaining Pearson's and Spearman's Correlation Coefficients

UNIT 9: REGRESSION ANALYSIS
Carrying out Simple Linear Regression; Obtaining Multiple Regressions; Carrying out Regression Diagnostics for Autocorrelation, Heteroscedasticity and Multicollinearity, Logistic Regression

UNIT 10: TESTING OF HYPOTHESIS
Basic steps in Hypothesis Testing; Carrying out t-Tests – Independent and Paired; Conducting ANOVA and performing Post Hoc Tests

UNIT 11: FACTOR ANALYSIS
Basic understanding of data reduction, Utility of Factor Analysis, Dimensions and Rotations, Component Matrix, Factor and Factor Scores

Activities/Practical : Hands on activities and work-sessions [1 Credit]

Reading List

Bueno de Mesquita, E., & Fowler, A. (Eds.). (2021). *Thinking clearly with data: A guide to quantitative reasoning and analysis* (1st. edition). Princeton University Press.

Field, A. P. (2020). *Discovering statistics using IBM SPSS statistics* (Fourth edition. South Asian adaptation). SAGE Publications.

Rowntree, D. (2018). *Statistics without tears: An introduction for non-mathematicians* (Updated edition). Penguin Books.

Spiegelhalter, D. J. (2020). *The art of statistics: Learning from data* (Paperback edition). Pelican Books.

Stehlik-Barry, K., & Babinec, A. J. (2017). *Data analysis with IBM SPSS Statistics: Implementing data modeling, descriptive statistics and ANOVA*. Packt Publishing.

Tabachnick, B. G., & Fidell, L. S. (2022). *Using multivariate statistics* (Seventh edition, second impression). Pearson India Education Services.

Wheelan, C. J. (2014). *Naked statistics: Stripping the dread from the data* (First published as a Norton paperback). W.W. Norton & Company.

AEC 303 Writing for Media

Course Objectives
- To equip learners with skills required to write for the media
- To provide knowledge on process of writing in different formats for media
- To provide understanding of copy editing and proof reading

Course Outcomes
- On completion of this course, the learners will be able to-
- Identify and apply the skills required to write for the media and utilize them
- Explain the process of writing in different formats for media
- Describe the process of copy editing and proof reading

Unit 1: THE STRUCTURE OF WRITING
The cohesive structure of writing, The Structure of Paragraphs, The Writing Process of Paragraphs, The Structure of Essays/Articles, Editing your writing

Unit 2: WRITING FEATURE STORIES
Meaning of a feature story, Types of feature stories – Interview features, Information features, Personality features, Featurettes, News features and human interest features, Feature story construction

Unit 3: FORMS OF NARRATION
What is Narrative, Narration, Narrator, Narrative Mode and Narrative Point of View, Varieties of Narration, Elements of Narration, Reportability and Credibility of a Narrative, Linear and Non-linear Narrative Structure, The Narrative Paragraph, Narration in an Essay

Unit 4: LANGUAGE SKILLS
Vocabulary: Making choices, Words having multiple meaning, Synonyms and Antonyms, Sentence Structure, Some Common Errors

Unit 5: SOURCES OF WRITING FOR THE MEDIA
Types of sources, Developing news sources, Ethics and Attribution

Unit 6: REVIEW WRITING
Techniques of book review, Techniques of film review, Techniques of play review, Techniques of musical review

Unit 7: COPYWRITING FOR ADVERTISEMENTS
Introduction: What is advertising?, Key concepts of advertising, Copywriting, Radio copy, Television copy

UNIT8: WRITING FOR COLUMN, SCIENCE AND PRESS RELEASE
Column writing, Science write- up, Press Release

UNIT 9: EDITING
Meaning of Editing, Language Editing, Writing and Editing Photo Caption, Language for explaining graphs, charts, maps; Proof Reading

UNIT 10: WRITING FOR RADIO
Language and style of radio, Writing for radio news, structure of a radio news bulletin, Radio features and current affairs programmes

UNIT 11: WRITING FOR TELEVISION
Characteristics of broadcast news, Broadcast Lead, Preparing a Broadcast Copy

UNIT12: SCRIPTWRITING FOR FILMS
Format, component and styles, Shooting script and storyboarding, Steps to follow while writing a script

UNIT13: ART OF WRITING PLAYS
Types of Play, Formats of performance, Structure of a Play, Steps to write a Play

UNIT 14: WRITING CAPTIONS FOR PHOTOJOURNALISM
Concept of photojournalism, Basics of photojournalism, Qualities of a photojournalist, Basic parts of a caption, Writing and editing captions

UNIT15: COPY AND PROOF EDITING
Principles of copy editing, The Language of copy writing, Print media requirements, Radio and television copyediting

Reading List

Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi
Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi
Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi
Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi
Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi
Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi

VAC 101 Introduction to Ethics

Course Objectives
- To help the learners to know the important issues in moral sense
- To help the learners to explore the basic education of human life through the different issues of ethics
- To help the learners to determine the issues of what is good or right and bad or wrong

Course Outcomes
- Will know the meaning of ethics and moral philosophy
- Will know the different theories of ethics and will know the difference between normative ethics, meta-ethics and applied ethics
- Will help people to lead a better and ethical life, which will finally create some ethical human resource for the society.

Syllabus

UNIT 1: NATURE AND SCOPE OF ETHICS
Definition of Ethics, Nature of Ethics, Scope of Ethics

UNIT 2: THE CONCEPT OF MORALITY
Definition of Morality, The Nature of Morality, Different Moral Concepts, Moral theory

UNIT 3: FACT AND VALUE
What is fact, What is value, Classification of values, Distinction between fact and value

UNIT 4: MORAL CONCEPTS
Good, Right, Duty, Virtue, Good, Right, Duty, Virtue

UNIT 5: FREEDOM AND DETERMINISM
Determinism: Its Meaning, Arguments in Support of Determinism, What is Freedom or Free Will, Arguments In Support of Free Will, Brief Note On Predestination, Fatalism and Scientific Determinism, The Case Of Freedom and Determinism

UNIT 6: PURUSARTHA
Artha, Kama, Dharma, Moksa, Four Basic Sciences

UNIT 7: THEORIES OF PUNISHMENT NOTION OF CRIME AND PUNISHMENT
Theories of Punishment, Deterrent Theory, Reformative Theory, Retributive Theory, Capital Punishment

Reading list
S.P. Sharma: *Nature and Scope of Ethics*
Ravi, I: *Foundations of Indian Ethics*
J.N. Sinha: *A Manual of Ethics*
J.N. Mohanty: *Classical Indian Philosophy*
I.C. Sharma: *Ethical Philosophies of India*
J.N. Mohanty: *Explorations in Philosophy*
P. Benn: Ethics: *Fundamentals of Philosophy*

VAC 102 Essentials of Indian Constitution

Course Objectives
The course aims to providing learner
- An understanding of the background and process of making of the Constitution of India
- An awareness about the core values of principles underlying the Constitution of India
- An account of basic constitutional provisions and framework of governments' operation in service of the people of the country
- A sense of duties and responsibilities of as a citizen of the country

Course Outcomes
After completing the course, a learner will be able to
- Understand and appreciate the background, context and process of making of the Indian Constitution
- Appreciate and imbibe the core values and principles of the Constitution of India
- Act as a responsible citizen of the country performing her/his duties and responsibilities

UNIT 1: MAKING OF THE INDIAN CONSTITUTION
Formation of the Constituent Assembly, Drafting Committee, Adoption of the Constitution of India

UNIT 2: PHILOSOPHY AND IDEALS OF THE INDIAN CONSTITUTION
Philosophy and Ideals of the Indian Constitution: The Preamble of the Constitution of India; Sources of the Indian Constitution

UNIT 3: FEATURES OF THE INDIAN CONSTITUTION
Salient Features of the Indian Constitution

UNIT 4: FUNDAMENTAL RIGHTS AND FUNDAMENTAL DUTIES
Meaning, Historical Background, Nature, Importance, Categories of Fundamental Rights, Limitations of Fundamental Rights; Fundamental Duties: Background, Types and Significance of Fundamental Duties

UNIT 5: DIRECTIVE PRINCIPLES OF STATE POLICY
Meaning, Nature and Classification of Directive Principles of State Policy; Difference between Fundamental Rights and Directive Principles of State Policy

UNIT 6: GOVERNMENT AT THE UNION AND STATE LEVELS
Government at the Union level: The President of India, The Vice-President of India, The Union Council of Ministers, The Prime Minister; Government at the State level: The Governor, The State Council of Ministers and the Chief Minister

UNIT 7: THE PARLIAMENT OF INDIA AND THE STATE LEGISLATURE
Composition of the Parliament of India: The President, The Rajya Sabha, The Lok Sabha; Powers and Functions of the Parliament; Relation between the two Houses of the Parliament; Legislative Procedure: Procedure for a Money Bill; The State Legislature: The Legislative Assembly or Vidhan Sabha, The Legislative Council or Vidhan Parishad

UNIT 8: JUDICIARY IN INDIA
Supreme Court and High Courts; The Supreme Court; The High Court: Subordinate Courts; Judicial Review, Judicial Activism and Independence of the Judiciary in India: Judicial Review, Judicial Activism, Independence of the Judiciary in India

Reading List

Basu, D. D. (2009). Introduction to the Constitution of India. New Delhi: Prentice Hall of India.

Brass, Paul R. (1997). The Politics of India Since Independence. New Delhi: Cambridge University Press.

Chander, Prakash (2000). Indian Government and Politics. New Delhi: Cosmos Bookhive Pvt. Ltd.

Dev, B.J and Lahiri, D.K. (1985). Assam Muslims- Politics and Cohesion. Delhi: Mittal Publication.

Ghai, K. K. (2007). Indian Government and Politics. New Delhi: Kalyani Publishers.

Kapur, Anup Chand &Misra, K. K. (2006). Select Constitutions. New Delhi: S. Chand and Company.

Kothari, Rajni. (2009). Politics in India. New Delhi: Orient BlackSwan Private Limited.

Palanithurai, G. (2000). Grass-root Democracy in Indian Society. New Delhi: Concept Publishing Company.

Pylee, M. V. (2006). Constitutional Government in India. New Delhi: S. Chand and Company.

Singh Sisodia, Yatindra (2005). Functioning of Panchayati Raj System. Jaipur: Rawat Publication.

Jayal, Niraja Gopal; Mehta Pratap, Bhanu (eds) (2010). Oxford Companion to Politics in India. New Delhi. Oxford University Press.

VAC 103 Indian Traditional Knowledge System

Course Objectives
- To illustrate selective contents from the rich grove of Indian classical literature as well as other fields of pragmatic study
- To develop understanding of rich Indian heritage through the selective texts among the learners

Course Outcomes
- The learners will be able to identify a rich cultural past and connect it with the present India
- The learners will be able to organize themselves and gain benefit in their vocational pursuit

Syllabus

অধ্যায় ১: যোগদর্শনৰ পৰিচয়
দর্শনৰসংজ্ঞা, দার্শনিক পৰিভাষাত যোগৰ মূল্যায়ন, যোগৰ সংজ্ঞা আৰু অর্থবিচাৰ, যোগৰ উৎপত্তি, যোগসাহিত্য, যোগপণ্ডিতসকল, যোগৰ শ্রেণীবিভাজন, যোগ দর্শনৰ মূল সিদ্ধান্তসমূহ, যোগৰ লক্ষ্য আৰু উদ্দেশ্য

অধ্যায় ২: আয়ুর্বেদ আৰু বাস্তুশাস্ত্র
আয়ুর্বেদ বা চিকিৎসাশাস্ত্র, আয়ুর্বেদ শাস্ত্রৰ উদ্দেশ্য আৰু ভাগ, আয়ুর্বেদ শাস্ত্রৰ উৎস, বিভিন্ন আয়ুর্বেদ শাস্ত্রৰ উল্লেখ, বাস্তুশাস্ত্র পৰিচয়, বাস্তুশাস্ত্রৰ উৎস, বিভিন্ন বাস্তুশাস্ত্রৰ উল্লেখ, শব্দার্থ তালিকা

অধ্যায় ৩: বেদান্ত দর্শনৰ পৰিচয়
বেদান্তৰ উৎপত্তি আৰু ক্রমবিকাশ, অদ্বৈত বেদান্ত দর্শনৰ বিভিন্ন বিষয়বস্তুৰ চমু আভাস, জ্ঞানতত্ত্ব, ব্রহ্মাতত্ত্ব, জগততত্ত্ব, মায়াতত্ত্ব, ঈশ্বৰতত্ত্ব, জীৱতত্ত্ব, মোক্ষতত্ত্ব

অধ্যায় ৪: অলংকাৰ শাস্ত্রৰ সম্প্রদায়সমূহ
কাব্যশাস্ত্রৰ আৰম্ভণি আৰু বিকাশ, অলংকাৰ শাস্ত্রৰ বিভিন্নসম্প্রদায়

অধ্যায় ৫: কৌটিল্যৰ অর্থশাস্ত্রঃ পৰিচয়
অর্থশাস্ত্রৰ ৰচয়িতা, অর্থশাস্ত্রৰ বিষয়বস্তু, অর্থশাস্ত্রৰ নামকৰণৰ তাৎপর্য, ভাৰতীয় পৰম্পৰাত অর্থশাস্ত্রৰ গুৰুত্ব

অধ্যায় ৬: চৰকসংহিতাঃসাধাৰণ আলোচনা
আয়ুর্বেদঃ আয়ুর্বেদৰ অৱতৰণ, চৰক সংহিতাৰ পৰম্পৰা, চৰক সংহিতাৰ অধ্যায়বিভাগ, চৰক সংহিতাৰ অধ্যায়সমূহৰ নামকৰণ, চৰক সংহিতা টীকাকাৰ

অধ্যায় ৭: অসমত ৰচিত হোৱা সংস্কৃতকাব্য
ধর্মশাস্ত্র অথবা স্মৃতিশাস্ত্রঃ তন্ত্রসাহিত্য, পুৰাণসাহিত্য, নাটক, ব্যাকৰণ, কাব্যঃ শ্রীকৃষ্ণলীলামৃতম্, সতীজয়মতী, শ্লোকমালা, পতাকান্ময়, প্রকামকামৰূপম্, অবিনাশি, কবিকৌতূহলম্, প্রশস্তিমূলককাব্য, ব্যঞ্জনাপ্রপঞ্চসমীক্ষা, অনূদিতকাব্য

Reading List

Bahadur.K.P. The Wisdom of Yoga; New Delhi; Sterling Publishers Pvt. Ltd.
Kane,P.V. (1994);History of Indian Poetics; Delhi: Motilal Banarasidas
Goswami, Haramohan Deb (1992); Sanskrit Sahityar Buranji; Guwahati: Bookland
Goswami, (Dr) Dilip Kumar (2018);Essentials of Ayurveda; Jorhat: Eastern Readers Publication

VAC 104 English Communication Skills

Learning Objectives
The objectives of the course are to:
- provide an idea on communication and communication skills
- discuss the issues related to oral communication
- learn about important skills like Telephone Skills, Interview Skills and Public Speaking skills

Learning Outcomes
After going through the course, the learner will be able to:
- gain ideas about some important English communication
- use the English language proficiently in the day to day situations
- understand that communicating in English is a skill

UNIT 1: WHAT IS COMMUNICATION?
Defining Communication, Significance and Process of Communication, Communication Network, Communication Media or Methods, Barriers to Communication, Effective Communication

UNIT 2: COMMUNICATION SKILLS
What is Communication? Types of Communication, Written Communication, Spoken Communication, Non-Verbal Communication, Essentials of Written Communication, Essentials of Oral Communication

UNIT 3: ISSUES ON ORAL COMMUNICATION I
Skills Involved in Oral Communication, Listening and Speaking Skills, Reading and Writing Skills, The Process of Speech, Non-verbal Communication

UNIT 4: ISSUES ON ORAL COMMUNICATION II
Conversation as a speech event, Turn-Taking, The Language of Conversation, Phrasal Verbs

UNIT 5: TELEPHONE SKILLS
Understanding Telephone Communication, Handling Calls, Making Requests, Request to Do Things, Giving Instructions

UNIT 6: INTERVIEW SKILLS
The Art of Interviewing, Examples of Interviews—Job Interviews, Media Interviews

UNIT 7: PUBLIC SPEAKING
The art of Public Speaking, Techniques of Persuasive Speech, Techniques of Informative Speech

UNIT 8: DIALOGUES IN CONTEXTS
Importance of Dialogues in Social Interactions, Some Dialogues of Contexts—At the Post Office, At the Doctor's, buying a Shirt, At the Market, In the Library, At the Railway Station, At the Tea Stall, An Interview, At the Book Seller's, At the Garage, Hiring a Taxi, At the Restaurant, At the Bank, At the Hotel

VAC 105 Traditional Media

Course Objectives
- To provide an understanding of the basic concepts of traditional folk media
- To impart knowledge of the folk forms of communication media throughout the ages
- To familiarize with the use of traditional folk media in the field of development communication, health communication and in generating scientific temperament

Course Outcomes
On completion of this course, the learners will be able to-
- Identify the communication skills, theoretical and practical knowledge required to integrate traditional media in society
- explain the relationship of human society with these media forms
- describe the usefulness and the impact of traditional media on the society

UNIT1: TRADITIONAL FOLK MEDIA
Traditional folk media- An introduction, Nature of traditional folk media, communication through traditional folk media, traditional media as a part of socio-cultural and ritual communication

UNIT 2: FEATURES OF TRADITIONAL FOLK MEDIA
Traditional media as a mass medium, features and characteristics of traditional folk media- its advantages and disadvantages, storytelling as the core of traditional media

UNIT 3: TRADITIONAL MEDIA IN INDIA
History and growth of traditional media in India- A brief overview of some of the traditional folk media forms of India; Applications of traditional media for development purposes

UNIT 4: TECHNOLOGICAL IMPLICATIONS ON TRADITIONAL FOLK MEDIA
Impact of electronic media on traditional media; Mass communication media vis-à-vis Folk Culture; Success stories of the use of traditional media as a catalyst of social change and development

UNIT 5: TRADITIONAL MEDIA FOR DEVELOPMENT COMMUNICATION
Development Communication and Traditional Media – Development Communication, Traditional media as development media; How to use traditional folk media for development communication

UNIT 6: TRADITIONAL FOLK MEDIA AND INDIAN CULTURE
Features of Folk Tradition- features of folk tradition, role of traditional media, Media for Communicating Social Ethos- traditional media and social ethos, modern mass media and social ethos, Folk media as a platform for disseminating information about Indian culture

Unit 7: RELEVANCE OF TRADITIONAL FOLK MEDIA
Traditional folk forms in rural India- folk theatre, folk songs, narrative forms, religious discourse, puppet show, Impact on rural development, Uses in different fields

Reading List
Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
Parmar, Shyam (1994), Traditional Folk Media in India, Research Press
Ranganath, H.K. (1980), Folk Media and Communication, Chinthana Prakashana,
Vijaya, N. (1988),Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Andhra Pradesh

VAC 201 Advertisement Strategy

Course Objectives
- To provide knowledge on the concepts of advertising and marketing
- To impart skills required for an advertising professional
- To provide understanding of the role of advertising and promotion in the society

Course Outcomes
On completion of this course, the learners will be able to-
- explain the concepts of advertising, marketing and promotion
- identify and equip oneself with the skills required for an advertising professional
- analyze the role of advertising and marketing in the society

UNIT1: ADVERTISING – BASIC CONCEPT
Concept of advertising; objectives & scope; social and ethical implications of advertising; types of advertising

UNIT 2: INTEGRATED MARKETING COMMUNICATION AND ADVERTISING
Importance of business communication; advertising as a communication process; AIDA model and its purpose; advertising as an element of marketing mix

UNIT 3: DEVELOPING EFFECTIVE PROMOTION
Identifying the target audience; determining the promotional objectives; designing the promotion and selecting the channel; establishing the promotional budget and implementing promotional strategy

UNIT4: MANAGING ADVERTISEMENTS -I
Developing and managing advertising program, setting advertising objectives, DAGMAR, Deciding on advertising budget

UNIT 5: MANAGING ADVERTISEMENTS -II
Developing the advertising message, role of music and humour in advertising, factors considered while developing the advertising copy, creativity in advertising

UNIT 6: MEDIA STRATEGIES
Media planning and objectives, deciding on media, different types of media and their advantages and disadvantages, choosing among major media types, media schedule decisions, space and time buying

UNIT 7: EVALUATING ADVERTISING EFFECTIVENESS
Deciding on reach, frequency and impact; copy testing, advertising recognition and recall tests, Issues in assessing impact of advertising, measuring the performance of an advertising agency

Reading List
Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company.
Banik, Dr. G.C (2006), PR & Media Relations, Jaico Publishing House, Mumbai
Jr. Henry, Rene A. (2003), Marketing Public Relations. New Delhi : Surjeet Publications.
Kelley, Larry D., Donald W. Jugenheimer (2007), Advertising Media Planning. New Delhi:Prentice-Hall of India Private Limited.
Kaptan, S.S. (2002), Advertising, New Concepts. New Delhi : Sarup & Sons.
O'guinn, Thomas, Chris T. Allen, Richard J. Semenik (2009), Advertising Manegement. New Delhi : Cengage Learning.

AEC 202 Cyber Security

Course Objectives
- Learn the foundations of Cyber security and threat landscape.
- To equip students with the technical knowledge and skills needed to protect and defend against cyber threats.
- To develop skills in students that can help them plan, implement, and monitor cyber security mechanisms to ensure the protection of information technology assets.
- To expose students to governance, regulatory, legal, economic, environmental, social and
- ethical contexts of cyber security
- To expose students to responsible use of online social media networks
- To systematically educate the necessity to understand the impact of cyber-crimes and
- threats with solutions in a global and societal context
- To select suitable ethical principles and commit to professional responsibilities and human values and contribute value and wealth for the benefit of the society

Course Outcomes
On completion of this course, the learners will be able to
- Understand the cyber security threat landscape.
- Develop a deeper understanding and familiarity with various types of cyber attacks, cyber-crimes, vulnerabilities and remedies thereto.
- Analyse and evaluate existing legal framework and laws on cyber security
- Analyse and evaluate the digital payment system security and remedial measures against digital payment frauds
- Analyse and evaluate the importance of personal data its privacy and security
- Analyse and evaluate the security aspects of social media platforms and ethical aspects associated with use of social media
- Analyse and evaluate the cyber security risks
- Based on the Risk assessment, plan suitable security controls, audit and compliance
- Evaluate and communicate the human role in security systems with an emphasis on ethics, social engineering vulnerabilities and training
- Increase awareness about cyber-attack vectors and safety against cyber-frauds
- Take measures for self-cyber-protection as well as societal cyber-protection

MODULE 1: OVERVIEW OF CYBER SECURITY
Cyber security increasing threat landscape, Cyber security terminologies- Cyberspace, attack, attack vector, attack surface, threat, risk, vulnerability, exploit, exploitation, hacker., Non-state actors, Cyber terrorism, Protection of end user machine, Critical IT and National Critical Infrastructure, Cyber warfare, Case Studies.

MODULE 2: CYBER CRIMES
Cyber crimes targeting Computer systems and Mobiles- data diddling attacks, spyware, logic bombs, DoS, DDoS, APTs, virus, Trojans, ransomware, data breach., Online scams and frauds- email scams, Phishing, Vishing, Smishing, Online job fraud, Online sextortion, Debit/ credit card fraud, Online payment fraud, Cyberbullying, website defacement, Cyber-squatting, Pharming, Cyber espionage, Cryptojacking, Darknet- illegal trades, drug trafficking, human trafficking., Social Media Scams & Frauds- impersonation, identity theft, job scams, misinformation, fake newscyber crime against persons - cyber grooming, child pornography, cyber stalking., Social Engineering attacks, Cyber Police stations, Crime reporting procedure, Case studies.

MODULE 3: CYBER LAW
Cyber crime and legal landscape around the world, IT Act,2000 and its amendments. Limitations of IT Act, 2000. Cyber crime and punishments, Cyber Laws and Legal and ethical aspects related to new technologies- AI/ML, IoT, Blockchain, Darknet and Social media, Cyber Laws of other countries, Case Studies.

MODULE 4: DATA PRIVACY AND DATA SECURITY
Defining data, meta-data, big data, non-personal data. Data protection, Data privacy and data security, Personal Data Protection Bill and its compliance, Data protection principles, Big data security issues and challenges, Data protection regulations of other countries- General Data Protection Regulations(GDPR),2016 Personal Information Protection and Electronic Documents Act (PIPEDA)., Social media- data privacy and security issues.

MODULE 5: CYBER SECURITY MANAGEMENT, COMPLIANCE AND GOVERNANCE
Cyber security Plan- cyber security policy, cyber crises management plan., Business continuity, Risk assessment, Types of security controls and their goals, Cyber security audit and compliance, National cyber security policy and strategy.

Reading List

Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd

Information Warfare and Security by Dorothy F. Denning, Addison Wesley

Security in the Digital Age: Social Media Security Threats and Vulnerabilities byHenry A. Oliver, Create Space Independent Publishing Platform

Data Privacy Principles and Practice by Natraj Venkataramanan and Ashwin Shriram, CRC Press

Information Security Governance, Guidance for Information Security Managers byW. Krag Brothy, 1st Edition, Wiley Publication

Auditing IT Infrastructures for Compliance By Martin Weiss, Michael G. Solomon, 2nd Edition, Jones Bartlett Learning