

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
(KKHSOU)**

PROGRAMME PROJECT REPORT

ON

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Submitted to

UNIVERSITY GRANTS COMMISSION

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Submitted by

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KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY (KKHSOU)

PROGRAMME PROJECT REPORT

M.A. IN JOURNALISM AND MASS COMMUNICATION

FOR THE ACADEMIC SESSION 2018-19

1.1. PROGRAMME'S MISSION AND OBJECTIVES:

M.A. in Journalism and Mass Communication is being offered by the Department 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 accordance with the UGC Regulations on Open and Distance Learning, 2017. 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., Rajiv Gandhi University, Mizoram University, Gauhati University and Tezpur University. 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 of the Programme: 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 i.e. 'education beyond barriers'. To achieve this mission, the MA in Journalism and Mass Communication Programme has the following objectives:

- a) To equip the learners with potential skills in order to enable them to enter the competitive markets in journalism and mass communication


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- b) To create an awareness among the learners about the world of mass communication and journalism
- c) To bring about a holistic development in the overall well-being of the learners.
- d) To equip the learners with the emerging concepts of science communication, media management, film studies and communication research.
- e) To make the learners understand crucial terms and concepts underlying the process of media creation.
- f) To enable the learners to discuss media-related news in terms of its cultural, social, ethical, political and economic significance.

1.2 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 higher education to cover the maximum number of population.
- b) To maintain equity and justice in the field of higher education.
- c) To ensure the quality and excellence in 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. After completion of degree programme, 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 programme 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 programmes will 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.

1.3 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 occupations like 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, especially women, who could not complete their higher education in time owing to certain family problems.
- 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.

1.4 APPROPRIATENESS OF THE PROGRAMME TO BE CONDUCTED IN OPEN AND DISTANCE LEARNING 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 M.A. 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 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 M.A. in Journalism and Mass Communication appropriate to be launched through ODL.

1.5 INSTRUCTIONAL DESIGN:

1.5.1 Curriculum Design:

Curriculum of the M.A. programme in Journalism and Mass Communication has been designed by a carefully constituted syllabus (CCS- Committee on Courses) committee whereby the experts have been drawn from Universities like Rajiv Gandhi University, Mizoram University, Gauhati University and Tezpur University. The contents of the syllabi are up-to-date. While preparing the syllabi, UGC Model Syllabi and syllabi of other Universities and recommendations of Madhava Menon Committee (2011) have been consulted.

1.5.2 Course Distribution:

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

Semester I	Semester II	Semester III	Semester IV
Course 1 : Concept of Communication	Course 5 : Reporting for Print Media	Course 9 : Development Communication	Course 13 : Communication Research
Course 2 : Communication Theory	Course 6 : Editing for Print	Course 10 : International	Course 14 : Optional paper (any one of the

		Communication	following) : i. Science Communication ii. Media Management iii. Film Studies
Course 3 : Media Sociology	Course 7 : Advertising and Corporate Communication	Course 11 : Radio	Course 15 : Dissertation/Audio- visual project
Course 4 : Media Laws and Ethics	Course 8 : New Media and Computer Application	Course 12 : Television	Course 16 : Viva-voce

In this regard, the following points may be noted:

- i. In the fourth semester, learners have to opt any one paper for Course 14.
- ii. Course 15 consists of dissertation or audio-visual project that the learner has to submit for partial fulfillment of the degree of M.A. in Journalism and Mass Communication.
- iii. For Course 16, 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.

1.5.3 Credit Distribution: The Credit Distribution of different courses of the M.A. programme in Journalism and Mass Communication is as follows:

Semester I	Semester II	Semester III	Semester IV
Course 1 : Concept of Communication	Course 5 : Reporting for Print Media	Course 9 : Development Communication	Course 13 : Communication Research
4 credit	4 credit	4 credit	4 credit
Course 2 : Communication Theory	Course 6 : Editing for Print	Course 10 : International Communication	Course 14 : Optional paper (any one of the following) : i.

			Science Communication ii. Media Management iii. Film Studies
4 credit	4 credit	4 credit	4 credit
Course 3 : Media Sociology	Course 7 : Advertising and Corporate Communication	Course 11 : Radio	Course 15 : Dissertation/Audio- visual project
4 credit	4 credit	4 credit	4 credit
Course 4 : Media Laws and Ethics	Course 8 : New Media and Computer Application	Course 12 : Television	Course 16 : Viva-voce
4 credit	4 credit	4 credit	4 credit

The overall weightage of the M.A. programme with Journalism and Mass Communication is a total of 64 credits.

1.5.4 Definition of Credit Hours: 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 is offered to the learners at their respective study centres.

1.5.5 Programme Structure: The M.A. programme in Journalism and Mass Communication has a total of 16 courses. These courses are:

- | | |
|--|----------------|
| i. Concept of Communication | : Semester I |
| ii. Communication Theory | : Semester I |
| iii. Media Sociology | : Semester I |
| iv. Media Laws and Ethics | : Semester I |
| v. Reporting for Print Media | : Semester II |
| vi. Editing for Print | : Semester II |
| vii. Advertising and Corporate Communication | : Semester II |
| viii. New Media and Computer Application | : Semester II |
| ix. Development Communication | : Semester III |

x. International Communication	: Semester III
xi. Radio	: Semester III
xii. Television	: Semester III
xiii. Communication Research	: Semester IV
xiv. Science Communication/Media Management/Film Studies	: Semester IV
xv. Dissertation/Audio-visual project	: Semester IV
xvi. Viva - Voce	: Semester IV

Thus, the different courses have been briefly elaborated in the following way-

TITLE OF THE COURSE	SLM CODE	COURSE CODE	SEMESTER	MARKS	Credit
Concept of Communication	PGJMC 01	CC	1 st	20+80	4
Communication Theory	PGJMC 02	CTR	1 st	20+80	4
Media Sociology	PGJMC 03	MSC	1 st	20+80	4
Media Laws and Ethics	PGJMC 04	MLE	1 st	20+80	4
Reporting for Print Media	PGJMC 05	RPM	2 nd	20+80	4
Editing for Print	PGJMC 06	EP	2 nd	20+80	4
Advertising and Corporate Communication	PGJMC 07	ACC	2 nd	20+80	4
New Media and Computer Application	PGJMC 08	NMCA	2 nd	20+80	4
Development Communication	PGJMC 09	DC	3 rd	20+80	4
International Communication	PGJMC 10	IC	3 rd	20+80	4
Radio	PGJMC 11	RAD	3 rd	40+60	4
Television	PGJMC 12	TV	3 rd	20+80	4
Communication Research	PGJMC 13	ENG	4 th	20+80	4
Emerging Discipline in	PGJMC 14	SC	4 th	20+80	4

Mass Communication – I (Science Communication)	(A)				
or Emerging Discipline in Mass Communication – II (Media Management)	PGJMC 14	MM			
or Emerging Discipline in Mass Communication – III (Film Studies) *	PGJMC 14	FS			
Dissertation/Audio-visual project **	PGJMC 15	PROJ/PROD	4 th	20+80	4
Viva – Voce ***	PGJMC 16	VV	4 th	20+80	4
				Total Marks= 1600	Total credit = 64

***For PGJMC 14, a learner has to opt for any one paper from three papers (Science Communication, Media Management and Film Studies).**

**** For PGJMC 15, a learner has to prepare a dissertation under the guidance of a professionally qualified supervisor. The learner may take up a problem related to the subject and should develop instruments for collection and interpretation of data and preparation of research report. The length of the report may be between 60-70 pages. A detailed guideline is available in the website of the University.**

1.5.6 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. 20% marks in a course (without practical) shall be for Home Assignment wherever indicated.

1.5.7 Project Work

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, researchers 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 example, radio drama) or audio-visual clip on any area of communication/media along with a 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 I* of this report.

1.5.8 Duration of the programme: The M.A programme in Journalism and Mass Communication has four semesters and is of minimum 2 years. However, the maximum duration of the programme is 6 years as stated below:

- Minimum Duration : 4 semesters (2 years).
- Maximum Duration : 6 years.

In case, a learner is not able to qualify a course in the first attempt, he/she shall have to qualify in the particular course within the next four attempts, subject to maximum duration of the study.

1.5.9 Faculty and support staff requirement: The University currently has 1 full time faculty member in the Department of Journalism and Mass Communication, viz., one Assistant Professor. The resources are mobilized from other Universities in the region as far as writing of self learning materials are concerned. The required support services are extended by KKHSOU. For the purpose of editing of audio/audio-visual materials, services are provided by the Multimedia section of the university which have one production assistant and two editors (for editing the audio/audio-visual study materials).

1.5.10 Instructional Delivery Mechanism: The Self Learning Materials have been prepared keeping in view of the above definition of instructional design. 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	<ul style="list-style-type: none"> • Memorising • Undertaking Routine Tasks • Learning arbitrary information • Learning rule systems 	<ul style="list-style-type: none"> • Journalism and Mass Communication is a professional subject. As such, there are certain field based

	<ul style="list-style-type: none"> • Invariable (Routine) learning procedures 	<p>topics (practical), theoretical propositions and concepts, which needs to be memorised.</p>
Cognitive	<ul style="list-style-type: none"> • Classifying • Concept learning • Problem-solving • Procedures • Reasoning and argument • Rules 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Case Studies • Complex Situations • Real-world Problem-solving 	<ul style="list-style-type: none"> • 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.

Since Mass Communication and Journalism is basically a professional subject, so the curriculum has been designed by incorporating certain practical based units. Apart from the provision of self-learning materials, CDs are also distributed to the different study centres 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, assignments are given to the learners from where 20% 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.

Blended learning in the field of distance education makes use of personal contact programmes along with the online mode of instructional delivery system supported by ICT. Blended learning increases the options for

greater quality and quantity of human interaction in a learning environment. It offers the learners to be 'both together and apart', **Traditional on-campus learning** consists of face-to-face learning (counseling sessions) which is imparted to the learners at the study centres by the instructors (subject specific teachers of the government recognized colleges). The University also makes use of both synchronous and asynchronous learning technologies through the medium of **online learning**. Synchronous learning refers to the exchange of ideas and information with one or more participants during the same period like face-to-face discussion, skype conversations, chat rooms etc. Asynchronous learning makes use of certain technologies/online platforms like email, blogs, wikis, discussion boards, web-supported textbooks.

The different facets of new media technologies have been analysed in the following way-

- a) **Learning through community radio (e-Jnan Taranga):** Community radio was launched on 28th January, 2009, but it was officially launched on 20th November, 2010. Known as Jnan Taranga, the radio can be heard at 90.4 MHz. The community radio is an important platform for the broadcast of educational programmes which includes debates, discussions and talk shows. For the purpose of having a wider networked community, the University launched the internet version of the community radio on 20th November, 2010 known as e-Jnan Taranga. Different academic programmes are broadcast over the internet radio with special focus on issues like health & hygiene, women empowerment, rights of the children, environment and bio-diversity, career counseling, sports, legal issues, governance, youth programmes and agriculture.
- b) **Provision of e-Resource and e-Learning Portal:** The central library of KKHSOU maintains an e-Resource Portal. Journals, Dictionaries, Thesauruses, Encyclopedi as and e-books are available at the respective site. One can access the different online journals at JSTOR and JGATE databases. Apart from the aforementioned databases, one can gain access to the SAGE journals. The **Open Access Journals Search Engine (OAJSE)**, (<http://www.oajse.com/>), an Open Access e-Journal Portal of Krishna Kanta Handiqui State Open University provides access to innumerable journals and articles to numerous academicians and learners.

The Open Access (OA) e-Journal Portal of KKHSOU provides access to over 4,100 Open Access Journals. An **e-learning portal** by the name of **e-Bidya** has been set up where study materials of different subjects have been uploaded. The audio and audio-visual learning materials have been uploaded on the website of KKHSOU for easy accessibility.

The website of the KKHSOU has also facilitated the downloading of important materials like home assignments, admission forms, old question papers, important notices of the University etc. The website also includes the customized study centre search facility based on district or programme.

c) SMS alert services: SMS alert facility is a part of mobile learning system where learners can subscribe for up to date news and other announcements of the university. Learners can subscribe as free SMSs via email. The people who subscribe to the email alerts get updated about the examination routine, syllabus etc.

d) Social media as an interactive platform : Information about the functioning of the University, examination routine, course curriculum etc. are easily available through various social networking platforms like Facebook (<https://www.facebook.com/groups/272636986264210/>) and Twitter (<https://twitter.com/kkhsou>). The members of the social network sites can log on to the home page of the University and can post comments, queries or start a discussion on any topic of interest.

e) Availability of online job portal: In order to create awareness among the masses about the different job opportunities, KKHSOU job portal (<http://www.kkhsoujobportal.in/>) was inaugurated in 2013. Within a period of two years, it has been able to garner the support of the learners who have given positive feedback regarding its functioning. Its importance can be gauged from the fact that the portal won the 5th e-North East Award for the year 2014 in the category of e-livelihood and enterprise.

f) Availability of E-SLM: Study materials from different subjects including Journalism and Mass Communication have been uploaded in online format (<http://eslm.kkhsou.in/?dir=DEGREE/BA>) for the benefit of the learners. Online audio lectures of Mass Communication (<http://www.kkhsou.in/web/QuestionPaperRepository/AllFiles/?dir=Audio%20Lectures/Mass%20Communication>) have been made available in the website of K.K Handiqui State Open University. These lectures have been recorded at the community radio station's studio of the University where experts have deliberated and discussed on different issues of Journalism and Mass Communication.

1.5.11 Identification of media–print, audio or video, online, computer aided: All the learners are provided with Self Learning Materials, which is comprehensive in terms of contents in the syllabi. These learning resources are prepared with the help of resource persons across the country. Senior Professors from different Universities of the region are engaged as Editors of the SLMs.

Apart from the Print Self Learning Materials, audio and video materials on certain modules are also offered to the learners. In addition, certain topics are also covered through community radio programmes broadcasted through the *90.4 FM Jnan Taranga* Community Service Station of the University.

Eklavya, a radio programme broadcasted from All India Radio Station, Guwahati and simultaneously broadcasted by All India Radio Station, Dibrugarh, also covers topics on Economics and personal enrichment.

Live Phone-in-programme is broadcasted by All India Radio, Guwahati each Thursday (9.15 am – 10.15 am). In this programme, learners get live support to their queries, while the general public in general can also interact with officials/faculty members of the University on varied issues.

Most of the Audio-Visual programmes are also made available online through YouTube videos.

1.5.12 Learner Support Services: The student support services available in the BA programme in Journalism and Mass Communication include the following:

- Self-Learning Materials covering the entire syllabi.
- Counselling sessions at study centres.
- Access to library services at study centres and the Central Library of the University as well.
- Audio-Video materials on selected modules, available at study centres.
- Community Radio programmes on selected topics.
- *Eklavya*, a radio programme broadcasted from All India Radio Station, Guwahati and simultaneously broadcasted by All India Radio Station, Dibrugarh.
- Live Phone-in-programme is broadcasted by All India Radio, Guwahati each Thursday (9.15 am – 10.15 am). In this programme, learners get live support to their queries, while the general public in general can also interact with officials/faculty members of the University on varied issues.
- Most of the Audio-Video programmes are also made available online through YouTube videos.
- 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. Queries raised through email to this email id are redressed by concerned official/faculty members of the University.
- A Facebook account is also available where the learners can communicate with the administration of the University related to various academic issues. The System Analyst of the University has been assigned as the Administrator of the account.
- An Android App “KKHSOU” has also been designed. This Android App can be downloaded free of cost from Google Play Store. Through this App, the learners can get detail information of academic programmes available, district-wise and course-wise list of study centres, contact information of the study centres, University etc. This Android App of the University has also been widely recognised and has received an Excellence Award from IGNOU.
- Learners can register for a free SMS service. This SMS services keeps the learner updated on schedules of Examinations, Declaration of results, Admission schedules and other important events.

1.6 PROCEDURE OF ADMISSION, CURRICULUM TRANSACTION AND EVALUATION

1.6.1 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) Admission for the 2018-19 session would be undertaken through the Study Centres, spread across the state of Assam only.
- iii) For Admission to a particular programme, course fee is to be paid through the Bank challan at any branch of State Bank of India. Application along with necessary enclosures and a copy of the challan returned by the Bank after payment is required to be submitted at the recognised study centers within due date. Course fee may also be paid in the form of Bank Draft drawn in favour of “Krishna Kanta Handiqui State Open University” and payable at Guwahati. The University has also introduced the system of online receipt through SBI.
- iv) The Study Centre will undertake initial scrutiny of the application forms as per the norms and qualifications required for each programme.
- v) After scrutiny, the eligible applicants will be provisionally admitted by the Study Centre.
- vi) Intending learners with incomplete application may be given conditional admission at the University’s discretion with the condition that required eligibility documents are to be submitted latest by the dates prescribed for the purpose. Their enrolment will be confirmed on fulfillment of the eligibility requirements. To appear in the examinations, confirmation of enrolment will be necessary.
- vii) All the enrolled learners will be provided with the registration number, programme guidelines and identity cards.
- viii) Those learners who are unable to complete the programme within the specified validity period will be required to register themselves afresh by paying the requisite fee as per the University regulations.

1.6.2 Fee Structure

The fee structure of the MA programme in Journalism and Mass Communication is as follows:

Semester-wise break-up of Fee Structure:

Semester	Fee (In Rupees)
First	5950.00 (inclusive of enrolment 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

The detail break-up of fee has also been provided in the University Prospectus.

1.6.3 Financial assistance:

The University offers free education to jail inmates and differently-abled learners. At present, the University provided education free of cost to the jail inmates in 13 district jails of the state. The University is in the process of adding more of central/district jails in the Academic Session 2018-19.

The University also offers subsidised education to the learners living below the poverty line. On production of BPL (Below Poverty Line) certificate from competent authority, the University offers 50% discount on course fee.

1.6.4 Continuous Admission:

- a) After completion of a particular semester, admission into the next semester is required within one month of the last examination of the previous semester. Admission in subsequent semester does not depend on the result of the earlier semester. Admission will have to be taken continuously in the programmes without any break. A learner will be allowed to appear in all the examinations including back within the stipulated time of a programme.

- b) A learner will have to take admission to the next semester within one month from the last date of examination of the previous semester.
- c) A learner will be allowed to take admission to the next semester beyond one month but within two months from the last date of examination of the previous semester with a fine of Rs. 500.
- d) Under special circumstances and on special consideration, a learner may be allowed admission in the next semester even beyond two months but before issue of notification for filling up of forms for examination of that semester by the University on individual application with sufficient reasons and on payment of a fine of Rs. 1000.
- e) A learner will however be allowed to take admission even after the issue of notification for filling up of forms for examination, but such learners will be allowed to appear in examination of that semester in the next year only. A learner is not charged any fine on such admission.

1.6.5 Refusal/Cancellation of Admission:

Notwithstanding, anything contained in the prospectus, the University reserves the right to refuse/cancel admission of any individual.

1.6.6 Curriculum Transaction and Activity Planner:

An activity planner, that guides the overall academic activities in the MA programme (with Major) shall be made available prior to the admission schedule of the University. The newly constituted CIQA office as per UGC guidelines and the office of the Academic Dean would upload the Academic Plan and month wise Academic Calendar to enable the learners to plan their studies and activities accordingly.

1.6.7 Evaluation system of the programme

- a) The University adopts both ongoing and term end evaluation. Ongoing evaluation is conducted in two modes: internal and external. The internal evaluation is to be undertaken by the learner himself. For this, the University has designed some Check Your Progress questions, which would help the learners to self-check his progress of study. However, this is undertaken at the learners' end themselves and is non-credit based. For overall evaluation of a course, the University follows the two types of evaluation:
 - Continuous Evaluation (Assignments) : Weightage assigned 20%.
 - Term End Evaluation (Semester-end Examinations) : Weightage assigned 80%.
- b) The learners have to submit the assignments within the schedule of a semester at the respective study centres. The counsellors at the study centres evaluate the assignments and return them to the learners with feedback.

- c) Term end examinations are conducted on scheduled dates at select examinations centres. Evaluations are done by the external examiners at zonal centres. After evaluation, further scrutiny is done, followed by moderation. Results are declared within scheduled dates as laid down in the Activity Planner.
- d) Learners would be able to get their scripts re-evaluated if they are not satisfied with evaluation.
- e) Questions for the Semester end paper would be set as per the Evaluation policy of the University to have coverage of all the modules of the respective courses.
- f) The University is in the process of using high security and eco-friendly synthetic (water proof and termite proof) papers for mark sheets and certificates. Moreover uses of interactive kiosk at study centres for issue of admit cards and modification of the existing EDPS (Examination Data Processing System) for quick publication of results of examinations is also being planned. Similarly, introduction of biometric identity of learners is also being planned.

1.7 REQUIREMENT OF THE LABORATORY SUPPORT AND LIBRARY RESOURCES:

Since the M.A. in Journalism and Mass Communication programme requires practical based courses to be integrated with conventional text based courses, so laboratory and library facilities are an important requirement in this area. A state-of-the-art editing room has been constituted at the city office of the University located at Housefed Complex, Beltola for the purpose of editing audio and video programme. 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 at Rani, Guwahati. 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 libraries located at the study centres. Some of the important subject specific books that are widely available at the central library are –

- a) Aggarwal, VirBala, V.S Gupta (2002). *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company.
- b) Adler, Ronald B., Rodman, George R. (2000). *Understanding Human Communication*. Harcourt Brace College Publishers.

- c) DeVito, Joseph A. (2002)*Essentials of Human Communication*. Boston: Allyn& Bacon.
- d) Fiske, John (1990).*Introduction to Communication Studies*. New York:Routledge.
- e)Kumar, Keval J. (2006).*Mass Communication in India*. Mumbai: Jaico Publishing House.
- f) Moran, Terence P. (2010). *Introduction to the History of Communication*. New York: Peter Lang Publishing.
- g) Narula, Uma (2001).*Mass Communication: Theory and Practice*. New Delhi:Har-Anand publications Pvt. Ltd.
- h) Singhal, Arvind, Everett M. Rogers (2001). *India's Communication Revolution*. Sage Publications Pvt. Ltd.
- i) Tomasello, Michael (2008).*Origins of Human Communication*. Massachusetts: MIT Press.
- j) Vilanilam, J.V (2005).*Mass Communication in India*. New Delhi: Sage Publications.

1.8 COST ESTIMATE OF THE PROGRAMME AND PROVISIONS:

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 Expert Committee, honorarium to be 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.

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 M.A. programme on Journalism and Mass Communication.

1.8.1 Programme Development Cost: Rs.17,52,000.00

The office of the Finance Officer of KKHSOU has worked out the following also.

- a. SLM Development Cost for Master Degree Programme
English medium per Unit Rs. 7,300/-

- b. Printing Cost per SLM Rs. 56/-
- c. Cost of CD per unit Rs. 23/-

1.8.2 Programme Delivery Cost:

The SLMs prepared have to be delivered to various study centres located at the far flung remote areas. On an average, the University delivers about 15 kgs of study materials per student. The cost of delivery of 1 kg of such material is Rs.10. Accordingly, depending upon the number of candidates, the cost for the M.A. in Journalism and Mass Communication programme will be provisioned by the University. The office of the Finance Officer has calculated the delivery cost of SLM per student at Rs. 150/-.

1.8.3 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 programme, but will also benefit the learners of other programmes. The University will also bear the cost of organizing the meeting of Syllabus Revision Committee 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 Degree programmes per student for Journalism is Rs. 2,250.00/-

The figures as indicated above will be applicable for the M.A. programme in Journalism and Mass Communication of the University as well. The University will keep adequate financial provision for development, delivery, and maintenance of the programme presented as per the Programme Project Report.

1.9 QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES:

1.9.1 Quality Assurance Mechanism: With regard to the quality concerns of the course materials, the department is involved in the following activities:

- a) 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 expert Committee (CCS) is helped by the in-house department faculties while preparing the framework of the programme.

- b) 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.
- c) 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.
- d) Since the M.A. programme in Journalism and Mass Communication is prepared in a bi-lingual format, the units post content editing are then sent for Assamese translation to a selected list of outsourced translators. Later, the materials are sent to the Language Editor, who then looks into the contents of the material written in Assamese and give their necessary suggestions to be incorporated by the coordinator of the particular programme. The next step is that of printing and distributing the SLMs to the respective study centres. Arrangements would be made to distribute the SLMs to the learners at the time of admission.
- e) The newly constituted CIQA (Centre for Internal Quality Assessment) Office is planning to conduct stakeholders meeting; SLM Audit and Counseling Workshops which is expected to provide the University and the Department with required inputs for quality enhancement.
- f) In order to keep the 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.

1.9.2 Expected Programme Outcomes: The outcomes of the programme are manifold:

- a) It will enable the learners to acquire knowledge enabling them to articulate well the condition around them.
- b) 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.
- c) The programme will also encourage the learners to go for higher studies.
- d) 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.

ANNEXURE I

MASTER OF ARTS

JOURNALISM AND MASS COMMUNICATION

Programme Structure: The M.A. programme with Journalism and Mass Communication as Major has a total of 16 courses. These courses are-

Name of Course	Semester
i. Concept of Communication	: Semester I
ii. Communication Theory	: Semester I
iii. Media Sociology	: Semester I
iv. Media Laws and Ethics	: Semester I
v. Reporting for Print Media	: Semester II
vi. Editing for Print	: Semester II
vii. Advertising and Corporate Communication	: Semester II
viii. New Media and Computer Application	: Semester II
ix. Development Communication	: Semester III
x. International Communication	: Semester III
xi. Radio	: Semester III
xii. Television	: Semester III
xiii. Communication Research	: Semester IV
xiv. Science Communication/Media Management/Film Studies	: Semester IV
xv. Dissertation/Audio-visual project	: Semester IV
xvi. Viva - Voce	: Semester IV

DETAILED SYLLABI

FIRST SEMESTER

COURSE – 1 : CONCEPT OF COMMUNICATION

Unit 1: Concept of Communication

Definitions of communication, communication process, 7 C's of Communication

Unit 2: History and development of Communication

From Stone Age to digital era, Early communication systems in India, present status and development, phases in the development of human communication

Unit 3 : Journalism in India

Early efforts in publishing newspapers in the country, role of newspapers in freedom struggle and role of media, pre-Independence era of mass media

Unit 4: Functions of Communication

Functions of communication, functions identified by Lasswell, McQuail, Marshall McLuhan

Unit 5: Types of Communication

Intrapersonal, Interpersonal, Group, Public communication, Mass Communication, Verbal and non-verbal communication, classroom communication- speech delivery, eye contact, attention pulling devices

Unit 6 : Communication Methods

Oral Communication, Network Communication, Intra-Management Communication, vertical communication, horizontal communication, Complementary Communication, symmetrical Communication

Unit 7: Communication Barriers

Barriers of Communication- physical barriers, psychological barriers, semantic barriers

Unit 8: Mass Communication

Definitions of mass communication, types of mass communication, characteristics of mass communication, functions of mass communication

Unit 9 : Evolution of mass media

Print, radio, television

Unit 10: Process of Communication

How communication takes place, elements in the communication process—sender, receiver, message, channel, feedback

Unit 11: Communication and Society

Role of communication in society, impact of society on communication processes, communication and social change, communication and culture, concepts of Information and knowledge society

Unit 12: Media audience

Definitions of audience, characteristics of audience, types of audience

Unit 13: Grassroots communication

Definition, characteristics, alternative media for micro level communication

Unit 14 : Communication and Popular Culture

Communication and culture, role of communication in popular culture – music videos, albums and corporatization of culture, mass media as cultural institution

Unit – 15 : Cultural Communication

Concept of cultural communication, Intercultural Communication Models- Communication model for Acculturation, Multivariate Model for Immigration Adaptation Process, perception, retention, components of cultural communication, value system and communication.

Recommended books:

Aggarwal, VirBala, 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.

COURSE – 2 : COMMUNICATION THEORY**Unit 1: Concept of Communication Theory**

Concept of communication model & theory, importance of communication theory,

Unit 2 : Basic Communication Models

Linear and non-linear – Symbolic models, Physical models, Mental models, Verbal models, Iconic models, Analog models and Mathematical models

Unit 3: Communication Models – I

Aristotle's model, SMR, SMCR, Circular model (Schramm and Osgood)

Unit 4: Communication Models – II

Lasswell's Model, Shannon and Weaver's model, Denis De Deflevr Model,

Unit 5: Communication Models – III

Katz and Lazarsfeld's two step flow model of mass media and personal influence, Wilbur Schramm's model, White's Gatekeeping Model

Unit 6: Communication Models – IV

Newcombe's Model, Westley and McLean's Model, Gerbner's Model,

Unit 7 : Development Communication Models

Learner Model of Development, Roger's Basic Diffusion Model

Unit - 8: International Communication Models

Global Communication Model, Global Interdependency Model, Global Technology Networking Communication Model – 1 & 2.

Unit - 9: Communication Management Models

Knowledge Management Model, Conflict Management Model, Conflict Process Model, Conflict Variables Model

Unit 10: Communication Effects Theories – I

Hypodermic or Bullet Theory, Uses and Gratification theory, Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation Analysis,

Unit 11: Communication Effects Theories – II

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

Unit 12: Normative Theories

Authoritarian theory, Libertarian theory, Social responsibility theory, soviet communist theory, development media theory, democratic participant media theory

Unit 13: Indian Theories of Communication

Bharat's Natyashastra – Sadharanikaran Theory, Bharat Muni's advisory as public communication and debate, Journalism as Mission Theory (as emerged during the age of reformation in India).

Unit 14: Comparative analysis of any two models of your choice (practical based unit)

Take any two communication models of your choice and make a comparative analysis between the two models.

Unit 15: Take any theory and make a critical analysis in the present day context (practical based unit)**Recommended books:**

Aggarwal, VirBala, 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.

COURSE – 3: MEDIA SOCIOLOGY**Unit 1 : Mass media as a social institution**

Media for social communication, media relation with other social institutions

Unit 2 : Media and social issues

Racism, inequality and subjugation

Unit 3 : Media and juvenile delinquency

Mediated deviancy, media and violence, mediated crimes, trial by media, concept of pluralistic ignorance

Unit 4 : Media and youth

Impact, uses, peer group influence, need for counselling, issues and case studies

Unit 5: Mediated stereotypes

Media portrayal of women, issues of empowerment

Unit 6: Media and feminist movements

Contexts and consequences

Unit 7: Media and social movements

A critique of Indian movements

Unit 8: Media and national integration

Assessment of promotional campaigns, case studies

Unit 9 : Media for peace initiatives

Gandhian perspective, recent media campaigns

Unit 10 : Media and religious communication in Indian context

Treatment and promotion of secularism

Unit 11 : Mass media and social ad campaigns

Literacy, health, nutrition, cleanliness, pure water and power

Unit 12 : Mass media and third sector

Communication strategies of third sector, comparison of public sector and third sector communication initiatives vis-à-vis social sector

Unit 13 : Media prompted mass hysteria

Moral panics, media as tools of national and international propaganda, misinformation and disinformation campaigns

Unit 14 : Media content as a product

Manufacturing of consent, media as asynchronous filters, producers of flak- arguments of Chomsky and Herman

Unit 15 : Mass media as power

As ideological apparatus, media and politics in India, an evaluative discourse of political role of media in post Independence India

Recommended books:

Aggarwal, VirBala, 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.

COURSE – 4: MEDIA LAWS& ETHICS**Unit - 1: Introduction to Ethics**

Introduction to ethical thinking, Concept of applied ethics, relational ethics and descriptive ethics, contributions by Immanuel Kant, Stuart Mill

Unit - 2: Code of Ethics

Concept of media ethics, need and importance of media code of ethics

Unit -3: Ethics of Print Journalism

Editors' Charter 1953, AINEC Code of Ethics 1968, Press Council Code 1954, Press Council Code on Communal Matters, Parliamentary Code 1976

Unit-4 : Defamation

Defamation, types of defamation, libel- types, slander, other legal issues – courtroom reporting, copyright, case studies.

Unit- 5: Statutes governing the press

Obscene publications, Young persons (Harmful Publications) Act of 1956, Indian Telegraph Act, Press and Registration of Books Act 1867, The Parliamentary Proceedings (Protection of Public) Act 1956, The Copyright Act 1957

Unit 6 : Copyright and Intellectual Property Right

Copyright, types, remedies for copyright violation, exceptions to copyright, Indian copyright act, case studies, IPR and GATT, concept of copyleft and creative commons

Unit- 7: Emergency Provisions and Parliamentary Privileges

Emergency and State of Emergency: Concepts , Constitutional Emergency Provisions , Code of Conduct for the Press, 1971, Effect of Emergency Provisions on Media freedom Parliamentary and Legislative Privileges: Concept , Constitutional Provisions on Parliamentary and Legislative Privileges, Freedom of speech Right of publication of proceedings Law Courts and Privileges, Some points on Parliamentary and Legislative Privileges , Effect of Parliamentary and Legislative Privileges on Media Reporting, Contempt of Court, Contempt of Court Act

Unit- 8: Right to Information

Concept of RTI, characteristics, advantages and limitations, RTI Vs Official Secrets Act, merits and demerits of Official Secrets Act

Unit- 9: Rights of Journalists

Working Journalist Act, Press Council of India – composition, functions and criticisms

Unit- 10: 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

Unit 11: Freedom of Speech and Expression under Indian Constitution

Reasonable restrictions – case studies

Unit 12: Censorship

Concept of censorship, historical overview, types of censorship, censorship provisions under the Indian Constitution, censorship during emergency, case studies

Unit – 13: Ethics in Photojournalism

Ethics in Photojournalism, Use of Photoshop and publishing of photographs, Internet and Ethics, Code of Ethics of Photographers

Unit- 14: Regulatory Organisations

Ombudsman, Press Ombudsman, Readers’ Editors, Press Commission, Press commissions of India, Proposed Broadcasting Services Regulation Bill, 2006

Unit- 15: Media Self-Regulation and Professional Organisation

Concept of self-regulation, Media Self-regulation, Code of conduct of different, organisations for media personnel, Editors’ Guild of India, All India Newspaper Editors’ Conference (AINEC), The Indian Newspaper Society (INS), Objectives and Administration of INS, Functions of INS, ILNA

Recommended books:

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

**SECOND SEMESTER
COURSE – 5:
REPORTING FOR PRINT**

Unit 1: News and news values

Concept of news, important definitions, constructs, elements of news, what is news value, the news values – timeliness, proximity, prominence, human interest, cause, consequence

Unit 2: Basics of reporting

What is reporting, concept of news reporting, projecting objectivity in news reporting, job of a reporter, where reporters work, difference between the terms reporter, correspondent, stringer, liner, freelancer

Unit 3: Sources of News

Sources of news for a news organization, news sources for a reporter, embargo, anonymous sources, spot news reporting

Unit 4: Structure of news

Basic structure, headline, byline, lead, body, pyramid style, inverted pyramid style of news writing, recent trends in news narration

Unit 5: Beat reporting

What is beat, the beat reporter, some important beats – political, cultural, development, sports, science, legal, crime, education etc.

Unit 6: Types of news reporting

Objective, investigative, interpretative, crime reporting

Unit 7: Opinion writing

Writing editorials- the fundamentals, Importance of editorial writing, the role of the editor, style of editorial writing, writing articles, Techniques of good writing, rewriting, feature writing, freelance writing, writing news and press releases

Unit 8: Reporting techniques

Traditional methods of reporting for print media, Interviews, observation, documents, what is interview, preparing for an interview, conducting the interview, telephonic interview, face to face interview, text of interviewing, note taking for print media

Unit 9: News Writing

Who writes the news, characteristics of a good news report, examples of a few well-written news reports.

Unit 10: Qualities of a good reporter

Qualities and responsibilities of a good reporter, challenges of news reporters

Unit 11: Reporting skills

Necessary of having reporting skills- a nose for news, outgoing nature, ability to establish contacts, clarity of expression, team spirit, ability to cope with pressure, fundamental qualities in reporting- accurate, balance, objective, clarity, impactful

Unit 12: Principles of good writing

Language and style of Indian media, language and style for print and cyber media, Basic rules for writing headline, lead, body

Unit 13: Writing for different areas

Importance of science and technology writing, different types of science writing, Do's and don'ts of science writing, Importance of culture and sports writing, how to write for the culture beat, how to write for the sports beat, do's and don'ts, Importance of political writing, how to write a political news, reporting conflicts

Unit –14: Writing for the press

Techniques of good writing, rewriting, feature writing, freelance writing, writing news and press releases

Unit –15: Ethics of news reporting

Importance of ethics in news reporting, ethics and standards in practice

Recommended books:

- a. Aggarwal, VirBala (2006) *Essentials of Practical Journalism*. New Delhi: Concept Publishing Company.
- b. Chakravarty, Suhas, N.C Pant (2009) *News reporting, presentation and style*. New Delhi: Kanishka Publishers, Distributors.
- c. Ganesh, T.K. (2006) *News reporting and editing in digital age*. New Delhi: Gnosis.

- d. Ganesh, T.K (2008) Essentials of Mass Media Writing. New Delhi:Authorspress.
- e. Tripathy, Manoranjan (2007) Introduction to News Reporting. New Delhi: Authorspress.
- f. Usmani, B.D (2007) Writing and reporting in modern journalism. New Delhi: Anmol Publications Pvt. Ltd.

COURSE – 6: EDITING FOR PRINT

Unit -1: Concept and principles of editing

Meaning, concept and definitions, why is it important to edit

Unit- 2: News room set-up

Hierarchy of the news room, role of each personnel, digital editing tools in a newsroom-computers, word processing system, desktop publishing, page designing

Unit -3: Being a good editor

Qualities of a good editor, duties and responsibilities of editor- technical, legal and ethical

Unit – 4: News Editing

Principles of copy editing, how to edit each of the different elements of a news story, functions of a copy desk, duties and qualities of a copy editor, tools of a copy editor, language and grammar

Unit – 5: Editorial department in a print media establishment

Organisational structure in an editorial department, working of editorial department- editor, news editor, bureau chief, special correspondents, reporters, liner, stringer, working at the desk-the sub-editor

Unit – 6: Headlines

Headlines writing, types and styles, concept and purpose

Unit -7: Photo Editing

Photo editor, cropping, scaling, caption writing

Unit -8: News Agency and Editing of Agency Copy

Different types of news agencies and their functions, how to edit an agency copy

Unit -9: Editing symbols and proof reading

Different types of symbols, its uses, proofreading symbols, abbreviation, strategies, galley proof, fact checker

Unit -10: Page make up and layout

Definition, its uses, definition of layout, different types of layout, Introduction, elements of typography

Unit -11: Review and criticism

Basics of review and criticism, theories of criticism, methods of criticisms – impressionistic, authoritarian, review writing for books, films, music, performing arts ,middle, letters to the editor, Methods of writing column, types of columns.

Unit -12: Grammar and usage

Sequence of tenses, voice, narration, punctuation, common errors, vocabulary, rewriting, same word having different meanings, diction

Unit 13: Editorial Ethics

Press controlling body, morality in practice, legal aspects

Unit –14: Writing headlines (practical based unit)

Write five different types of headlines and explain the significance of each headline

Unit -15: Photo editing (Practical based unit)

Select any ten photographs and then write an appropriate caption

Recommended books

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

COURSE – 7: ADVERTISING & CORPORATE COMMUNICATIONS

Unit – 1: Concept of Advertising

Concept of Advertising: Concept, Objectives, Function; Classification of Advertising - based on function, region, target markets, company demand, desired responses, 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 & Types

Concept of Advertising Media - Concept, Print advertising, Radio advertising, Television advertising; Concept of Media buying and space selling, Impact of advertising, Outdoor Advertising, Film Advertising, Corporate Advertising, Financial advertising, Social Marketing Concept

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, 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, Concept of Advertising Campaign, Advertising Campaign Strategy, Research for advertising campaign

Unit – 5: Advertising Theory

Maslow's Theory, the Stimulus Response Theory, The Starch Model, AIDA, AIDCA, DAGMAR Model

Unit – 6: The art of advertising copywriting

Concept of advertising copywriting, techniques for writing a copy, copy writing for radio, television and film

Unit- 7: Advertising campaign

Concept of advertising campaign, advertising campaign strategy, research for advertising

Unit – 8: Concept of Corporate Communications

Nature and scope of corporate communication, difference between corporate communication and public relations, definition of corporate communication, objectives of corporate communication, basic functions of corporate communication, Nature of corporate communication, Growth and Development of corporate communication, Pioneers of corporate communication, corporate communication in India, prospect, Target audience

Unit – 9: Public Relations Practitioner and Organizations

Propaganda and publicity, Corporate Communication Manager – Duties and Responsibilities, Qualities of a good Public Relations Manager, 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, PR in Central Govt., PR in State Govt., PR in Public Sector Undertakings, Public Relations in a crisis situation, corporate communication in private sector

Unit -11: Publicity Media for corporate communication

Types of publicity media- print media, television, radio, film, New media, recent trends in corporate communication media

Unit – 12: Media Relations in PR

Organizing Press Conference - How to organize a Press Conference, Differences between Press Meet and Meet the press, Press Briefings, Press Tours, Releases and Written Materials to Media - Press Release, Backgrounder, Rejoinders.

Unit – 13: Ethics in Advertising & PR

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, PR and Code of Conduct

Unit 14: Advertising

Design print ad for (a) an FMCG product (b) a public service message (c) recruitment advertisement (d) a new mobile brand (e) launch of a new newspaper

Unit 15: Press Release

Write a press release of an (a) FMCG product launch (b) strategy for campaign to fight discrimination against women (c) strategy to promote a musical event by a corporate body (d) strategy for campaign of a new scheme by the government to provide laptops to high school students (e) strategy to take planning to organize a press tour

Recommended books:

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

COURSE – 8: NEW MEDIA & COMPUTER APPLICATION

Unit -1: Introduction to New Media

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

Unit -2: Impact of New Media

Impact of New Media, users of new media, contents of cyber paper, video boom, convergence of media

Unit – 3: New Media Technologies

Using new media technologies- creativity and diversity, use of new media technologies in different fields

Unit -4: Digital Media

Digital Video Broadcasting, Radio in a box concept, Internet Radio, Digital TV/Radio, printing/ photography in a digital format

Unit -5: Cyber Journalism

Online newspapers, characteristics, differences and similarities with other media, Online journalism: Characteristics, difference between online journalism and traditional journalism, history of online journalism

Unit -6: Social media and its use in journalism

Social media, characteristics, use of social media in journalism, social media and credibility

Unit -7: Practical based unit

Write five reports for news websites and five blogs on any subject of your interest

Unit – 8: Practical based unit

- (a) Create a Facebook page of a newspaper
- (b) Scan twitter page for seven days and make a content analysis of what is trending and write a 500 page report on it.

Unit -9: Using Computers

Concept of Computers, organization of computers, types of computer, classification of a computer, Port, File management, application of computer, advantages and disadvantages of computer

Unit -10: Software and Multimedia application

Computer Software basics, System software, application software, integrated software, multimedia confronting, legal restriction on software

Unit- 11: MS Word

Starting MS Word, Basic Units of MS Word, entering and saving texts in a document, closing the MS Word document and closing MS Word programme, Opening of an existing document, copy and cut, formatting the document, finding a particular pattern, insertion, implementing formula on table contents, header and footer, page set up, indents, tabs, columns, change case

Unit- 12: MS PowerPoint and Photoshop

Starting MS PowerPoint, Parts of PowerPoint, creating PowerPoint presentation, to include slide in the chart, to impart a data sheet, formatting options, slide transitions, different views of the presentation, Photoshop, creating a Photoshop.

Unit -13: Practical based unit

- (a) Design a newspaper page using MS Word
- (b) Design a magazine content page using MS Word

Unit - 14: Practical based unit

- (a) Prepare a PowerPoint presentation on KKHSOU

(b) Design a PowerPoint on tourism potential in Assam

Unit – 15: Practical based unit

(a) Create an info graphic of growing population of India using Photoshop

(b) Design cover page of a news magazine using Photoshop

Recommended books

- a. Aggarwal, VirBala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company.
- b. Balagurusamy, E. (2009) Fundamentals of Computers. New Delhi: Tata McGraw Hill Publishing Company Limited.
- c. Hodkinson, Paul (2011) Media, Culture and Society. New Delhi : Sage Publications.
- d. Lievrouw, Leah A., Sonia Livingstone (Ed)(2009) New Media (Volume- I, II, III, IV), Sage Publications.
- e. Mehta, Malti , S.R. Sharma (2013) New Media and Its Language. New Delhi :Sarup Book Publishers Pvt. Ltd.
- f. Morley, Deborah, Charles S. Parker (2008) Fundamentals of Computer, New Delhi:Cengage Learning.
- g. Rajaraman, V. (2004), Fundamentals of Computers. New Delhi: Prentice-Hall of India Private Limited.

THIRD SEMESTER

COURSE – 9: DEVELOPMENT COMMUNICATION

Unit -1 : Development

Meaning, concept, and approaches to development, Indices of development, Dominant paradigm of development, the modernization and dependency approach, core areas of development, Development as economic growth

Unit-2: Alternative approaches to Development

Social, cultural, and political perspectives in development, Need-based approach; Sustainable development; Human development approach; Rights based approach and participatory approach to development, Development as freedom; Millennium Development Goals, Sustainable Development Goals

Unit -3: Development Journalism

Concept, origin and development, Development Journalism: Origins of development journalism , Concept and types of Journalism, Duties and responsibilities of the journalist, Role and importance of development journalism-national and international perspectives, development journalism in India, experiments- chhatera, gramyavani- meretee experiment

Unit –4: Communication for Development

Role of media in development – emerging perspectives, Strategies for development communication in India – evolutionary perspectives, Communication for nation building; Diffusion of innovation; Extension approach;

IEC and BCC approach; Role of NGO's in development, Development Communication as feedback for policy planning

Unit – 5: Development Support Communication

Scope and function, Iowa model of development support communication

Unit – 6 :Participatory Communication

Need and significance of participatory communication, different approaches and levels of participation, Perspectives of Robert chambers and Paulo Freire, PRA and RRA techniques, tools of participatory communication.

Unit – 7: Development models

Bipolar, Rostow's model, N'ache, Daniel Lerner's prescription for modernization

Unit – 8: Integrated Rural Development

Mechanistic and organic models of development, Gandhian model, Gram Swaraj

Unit – 9: Theories of modernization

Modernisation Vs Social change, reverse modernization (neo-traditionalisation), culture as a component of development

Unit -10: Role of third sector in rural development in India

Communication strategies of NGOs in rural development, knowledge transmission model

Unit – 11: Developmental reporting in India

Writing developmental news stories, features and articles, status of developmental reporting in Indian media

Unit -12: Technology and Development

ICT for Development, its societal implications, Evolution of ICT in Development Endeavour; ICT and Millennium Development Goals, Democratic and decentralized processes in development, Technology and culture: community and identity; participatory culture and ICT, community informatics.

Unit – 13: Communication strategies for Development

Writing communication strategy for development programme, conceptual models to inform communication in development programmes- ACADA, the P-Process and COMBI

Unit –14 : Community participation in development communication

Community participation levels, different methods to effectively engage the communities to participate in developmental process

Unit- 15 :Content analysis of newspaper (Practical based unit)

Do a content analysis of your favourite newspaper and find out the place of development contents in it over a period of seven days.

COURSE – 10: INTERNATIONAL COMMUNICATION

Unit -1: Concept of International Communication

Concept of international communication, Features of International Communication, International Communication in the age of Internet

Unit –2: Approaches to Theorizing International Communication

Modernization Theory, Dependency Theory, World Systems, Structural Imperialism, Hegemony, Propaganda, Global Village, Technological Determinism, Globalization, Cultural Imperialism, Theories of Information Society

Unit – 3: MacBride Commission

Composition, terms of reference, major recommendations

Unit -4: Communication co-operation initiatives in South Asia

SAVE, issues and impediments

Unit – 5: Issues in global media ownership

Cultural imperialism, use of micro media and social media for political rights, Arab spring, occupy Wall Street movements

Unit – 6: Indian achievements in satellite communication

ISRO, types of satellites launched by ISRO, purposes, prospects

Unit -7: Political ideologies and international communication

Borderless communication and nation-state censorship, impediments to right to communication, issues of media density and freedom of speech and expression- lessons from Gulf war, embedded journalism

Unit – 8 : International agencies for freedom of media and individual expression

Amnesty International, reporters without frontiers, publications, IFEX, Censorship Index, Article 19

Unit –9 : Media and communication cultures

Media and communication cultures -their local and global contexts

Unit –10 : International communication and politics

The emerging dichotomies of globalism and localization in international media and communications

Unit –11 : Media and communication in transcultural environments

Media and communication in transcultural environments: A comparative perspective, Assessment of contextual factors (local political, economic and cultural conditions) and global trends (such as transnationalization, globalization, commercialization, convergence, media concentration, secularization, etc.) of contemporary transnational communication and media developments

Unit -12 : The rise of transnational communication culture

Transnational communicative spaces and their local impacts (the rise of virtual, networking, socially empowering and participatory communication)

Unit –13 : Communication and global economy

Perspectives of media commercialization and concentration, media convergence and its effects

Unit – 14 : Key figures in International Communication

Ralph Akinfeleye, Marshall McLuhan, Ted Warner, Bill Gates, Noam Chomsky, Herbert Schiller, Walter Lippmann, Edward Herman, John Merrill, CeesMahelink, Annabelle Sreberny, Hamid Mowlana, Sean McBride

Unit - 15: Global trends in International Communication

Anglo-American dominance, Resurgence of culture, A global culture, Triumph of Independent Journalism, New Media Moguls

Recommended books

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2. Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi.

3. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai.
4. Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi.
5. Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi.
6. Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi.
7. Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi.
8. Pushkar, Niranjan (2009), Development Communication, Authorspress, New Delhi.
9. Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi.

COURSE – 11: ELECTRONIC MEDIA - RADIO

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

History of AIR, AIR news service, external service, Vividh Bharti, Yuva Vani, Special Audience Programmes- radio talks and discussions, radio programmes for rural audience, educational programmes, family welfare programmes, programmes for the armed forces, Radio plays and features, 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, Podcasting and 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, Innovations in radio news coverage

Unit -6: Reporting For Radio

Introduction to radio reporting, going about reporting for radio, Qualities and responsibilities of radio reporter

Unit -7 Writing for Radio

Basic Steps of Writing News for Radio, Language and style for radio, News Style for Radio, Radio News Bulletin Structure, Rules for radio news writing, Preparing radio copy (format, names and titles, symbols and numbers, quotations and attributions, correcting copy etc.), Writing for radio features and current affairs programmes

Unit -8 Interviewing For Radio

Interviewing (art of interviewing, types, sound bytes etc.) Types of interview and Approach

Unit -9 – Radio presentation

Voice culture, Pronunciation, General principles of radio presentation

Unit -10 : Stages of radio production

Steps in radio production, Digital editing - examples of digital audio editing software programs (Adobe Audition 3, Sony Sound Forge 9, Digi design Pro Tools)

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 : Practical based unit

Write a radio news report on a recent event at your locality. Please indicate the sound bites to be put in.

Unit -13 : Practical based unit

Write script of a 10 minutes radio feature on Rongali Bihu of Assam

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

Recommended books:

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

COURSE – 12: ELECTRONIC MEDIA - 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 (World Scenario), History and growth of TV in India

Unit 2: Regulatory bodies

Chanda Committee, Verghese Working Group, Joshi Working Group, Prasar Bharati Act, Broadcasting Bill, The Prasar Bharati (Broadcasting Cooperation of India) Act, 1990, Cable Television Network (Regulation) Act, Cable Television Networks (Regulation) Amendment Act, 2002, Broadcast Content Complaints Council (BCCC)

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

Terrestrial transmission, cable and satellite transmission, Digital video broadcasting

Unit 5: TV News

Basic features of TV news, Structure of TV news bulletin, Different types of TV news, Panel Discussions, interviews, documentaries and current affairs programmes in TV

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 of Television, Educational television

Unit 8: Some Basic Concepts and Writing for TV News

Some basic concepts, Principles of TV news writing, Preparing News copy, Rules for writing TV news

Unit 9: TV News Editing

Concepts and Principles of 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

News presentation (reading vs. anchoring), News anchor – Working conditions and responsibilities, Voice culture, pronunciation and articulation, Pronunciation and articulation, Voice culture, Interview, Principles of Effective Interviewing, Phrasing the question

UNIT 11: Shots & Movements

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

Unit -12: Television as an industry

Emerging growth of television as an industry, Revenue generated from advertisements, Growth of television industry in India- market capitalization, size of the industry, contribution to economic growth, leading companies, television rating points (TRP)

Unit – 13: Trends in television journalism

Impact of 24- hours news channels, News values: redefining what's newsworthy, importance of audience in the field of television broadcasting: catering to diverse group of people, some important concepts- Direct-to-Home (DTH), Internet Protocol Television (IPTV), Headend-in-the-sky(HITS), Conditional Access System(CAS)

Unit – 14 : Practical based unit

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

Unit – 15 : Practical based unit

- (a) Plan a 10 minutes radio feature on 'Brahmaputra'.

Recommended books :

- a. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- b. Ahuja, B.N (2006), Audio Visual Journalism, Surjeet Publications, New Delhi.
- c. Chauhan, Swati, Navin Chandra (2010), Global Sourcebook of Mass Communication Journalism and Media Management, Part 1, Kanishka Publishers, Distributors, New Delhi.
- d. Cushion, Stephen (2012), Television Journalism, Sage Publications, New Delhi.
- e. Donald, Ralph, Thomas Spann (2004), Fundamentals of Television Production, Surjeet Publications, New Delhi.

- f. Kumar, Keval J. (2007) Mass Communication in India, Jaico Books Pvt Ltd., Mumbai.
- g. Kapoor, D.N (2006), Broadcast Journalism, Mohit Publications, New Delhi.
- h. Mehta, Nalin (2009), Television in India, Routledge.

FOURTH SEMESTER

COURSE – 13 : COMMUNICATION RESEARCH

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

Importance 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 , loss 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

Recommended books:

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

COURSE – 14 (A) :EMERGING DISCIPLINE IN MASS COMMUNICATION – I (SCIENCE COMMUNICATION) OPTIONAL

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 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

Recommended books:

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- a. Bucchi, Massimiano, Brian Trench (2008), Handbook of Public Communication of Science and Technology, Routledge, USA.
 - b. Bauer, Martin W., MassimianoBucchi (2007), Journalism, Science and Society, Routledge, New York.
 - c. Gosling, David L. (2007), Science and the Indian Tradition, Routledge, New York.
 - d. Kulshreshtha, S.P. (2011), Teaching of Science, R. Lass Book Depot, Meerut.
 - e. Misra, Karuna Shankar (2008), Effective Science Teaching, Anubhav Publishing House, Allahabad.
 - f. Swami, Shashi Kant (2008) Media and Communication Management. New Delhi: Cyber Tech Publications.
 - g. Wilson, Anthony (1999), Handbook of Science Communication, IOP Publishing Limited, UK.
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COURSE – 14 (B): EMERGING DISCIPLINE IN MASS COMMUNICATION – II (MEDIA MANAGEMENT) OPTIONAL

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: Media Organizations

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

Unit -4: 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 -5: 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 -6: Organizational Structure of Radio station

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

Unit -7: 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 -8: 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 – 9 :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 – 10 :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 - 11: Observations of first and second press commissions on newspaper management

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

Unit -12 : Issues related to regulation and self-regulation of Media Organisations

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

Unit -13 : Managerial decisions in media organizations

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

Unit -14:Career in Media

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

Unit- 15 : Media Legislation, Regulation and Governance

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

Recommended books :

- a. Aggarwal, VirBala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- b. Bovee, Courtland L. , John V. Thill (2005), Business Communication Today, Dorling Kindersley (India) Pvt Ltd, New Delhi.
- c. Chaturvedi, P.D, MukeshChaturvedi (2006), Business Communication, Dorling Kindersley (India) Pvt. Ltd, New Delhi.
- d. Chaturvedi, B.K (2009), Media Management, Global Vision Publishing House, New Delhi.
- e. Kumar, Dr. Rakesh (2010), Media Management, Surendra Publications, New Delhi.
- f. Lesikar, Raymond, V., Marie E. Flayley (2005), Basic Business Communication, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- g. Narula, Uma (2006), Business Communication Practices, Atlantic Publishers & Distributors, New Delhi.
- h. Riel, Cees B.M. van, Charles J. Fombrun (2007), Essentials of corporate Communication, Routledge, UK.
- i. Soori, Sanjeev (2010), Business Journalism, Axis Publications, New Delhi.
- j. Taylor, Shirley (2005), Communication for Business, Dorling Kindersley (India) Pvt. Ltd, New Delhi.
- k. Yadav, K.P (2006), Media Management, Adhyayan Publishers & Distributors, New Delhi.

COURSE – 14 (C): EMERGING DISCIPLINE IN MASS COMMUNICATION – III (FILM STUDIES) OPTIONAL

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, Jyotiprasad 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: Script writing

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

Recommended books:

- a. Andrew, J. Dudley (2008) The major film theories. New York : Oxford University Press.
- b. Bhowmik, Someswar (2009) Cinema and Censorship. New Delhi: Orient Blackswan Private Limited.
- c. Barpujari, Manoj, GarimaKalita (Ed) (2007) Perspectives on Cinema of Assam. Guwahati: Gauhati Cine Club.
- d. Gokulsing, K. Moti, Wimal Dissanayake (1998) Indian Popular Cinema. New Delhi : Orient Longman Private Limited.
- e. Jain, Jabir, SudhaRai (Ed) (2002) New Delhi: RawatPubn.

COURSE – 15: DISSERTATION OR AUDIO VISUAL PROJECT**I. 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 either of the reports before the completion of the programme.

II. TIME SCHEDULE FOR THE PROJECT:

Sl. No	Topic	Date
1	Submission of the synopsis of the project at the respective Study Centre	By the end of May
2	Viva-voce to be conducted. Candidate should bring three copies of the project report along with them at the time of Viva-Voce	Within the month of August

III. FEES FOR PROJECT: A Challan of Rs 1000/- as Project fees should be enclosed with the copy of the project report (which will be sent to the university), if not paid the fee during the admission time.

IV. TYPES OF PROJECT: The dissertation may be 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 organizations.
- 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.

V. 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) of 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/she will have to justify his/her 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. Their time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis.

VI. 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.

VII. 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.

VIII. PROJECT PROFORMA

• The Project Report should be typed in double line space, with 1.5 inches of margin in left side 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.

IX. 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.

X. MARKS DISTRIBUTION

A total of 100 marks have been assigned for the dissertation/audio-visual project.

COURSE – 16: VIVA - VOCE

After the submission of the dissertation/audio-visual reports, viva voce will be conducted in the presence of both an Internal and External Evaluator at designated study centres or at the University headquarter.

Learners should preserve their copies of project report for future reference. The University may ask the learners to present a brief overview of their project work even after the submission of the project anytime within commencement of the programme. Therefore, the learners should preserve their copies till the final result is declared.

MARKS DISTRIBUTION

Total marks assigned for viva voce is 100.

Thus, overall a total of 200 marks have been assigned for the completion of the project as well as for appearing in the viva voce.
