

Assam Don Bosco University

Programme Project Report (PPR)

MA in Mass Communication

i. Programme's Mission and Objectives

The media world today is witnessing a rare convergence where the specialist is in reality a jack of all trades –he/she is a producer, director, cameo actor, scriptwriter, copywriter, video/audio editor, PR campaigner, cameraman, journalist, reporter, advocacy enthusiast...

Then there is another world out there for critical commentators to keep a tab on the ways in which the media reflects, represents and influences the world. The media platforms are so varied, pervasive, influential and fast changing that it is a continuous challenge to keep pace with the latest trends in media-related industries.

Our programme is designed to equip the students with a thorough knowledge of this rolling media landscape - the entire media spectrum from Journalism to Digital Video Production, the gamut of New Media, Citizen Journalism, Development Communication and Con-vergent Media and Technologies and the world of Public Relations.

MA Mass Communication in ADBU offers specialization in New Media, Public Relation and Media Management, Development Communication, Digital Film and Television Production.

The New Media revolution and its consequences for media and communication studies requires an upgraded discipline. MA in Mass Communication in ADBU lays a special focus on the use of free and open-source software (FOSS) leading to the innovative venture of Media Studies 2.0. The future is here at Don Bosco University.

ii. Relevance of Program with the Assam Don Bosco University Mission & Goals

The programmes mission and objectives are in alignment with the University's mission, vision and goals, as detailed below.

Vision

The vision of Don Bosco University is:

'To mould young persons into intellectually competent, morally upright, socially committed and spiritually inspired citizens at the service of India and the world of today and tomorrow, by imparting holistic and personalized education.'

Guided by this vision and leveraging its century-old expertise in education in India and abroad, Don Bosco University is envisaged to be a centre of excellence in study and research focusing upon the following:

- Providing easier access to higher education for the under-privileged.
- Harmonizing technical excellence with human and religious values.

- Employment-oriented courses in emerging areas of contemporary technology and service.
- 'Teacher Education' as a privileged area of interest to accelerate the pace, reach and quality of education.
- Impetus to research initiatives with practical and social relevance.
- Providing a forum for debate and research on key human issues like religion & culture, peace & justice.
- Contributing to the socio-economic development of North-East India.
- Boosting international linkages and collaboration in university education.

The spirit of the university has been encapsulated in its emblem which has five distinct elements:

- The Cross' signifies its underlying Christian inspiration;
- 'The Profile of St. John Bosco' denotes its distinctive educational philosophy;
- 'The book emphasizes its commitment to academic excellence;
- 'The rays of the Rising Sun' stand for its dynamism and commitment to society; and,
- The motto, 'Carpe Diem' which meaning 'Seize the Day' challenging every Bosconian to grasp the opportunities presented by each new day and attain 'life in its fullness.'

Mission

*Built on a great legacy inherited from our founding fathers, our mission is to create an environment of stimulating intellectual dialogue across disciplines and harvest **knowledge with a cutting-edge through high quality teaching, research, and extension activities** leading to the generation of students who would provide leadership, vision and direction to society.*

Goal

*Our goal is to realize this vision by 2025. **Our strategy is to develop innovative programmes in basic and emerging disciplines** in a phased manner and to update them periodically so as to keep ourselves on track and on time. Our commitment is to involve the faculty and students in **interactive learning environment both within and outside the University through contextual and experiential programmes** so that they would be builders of a **worldwide-network of knowledge-sharing** and excel in their performance with a winning edge in the wider context of globalization.*

iii. Nature of Prospective Target Group of Learners

This Program is designed to target working individuals who wish to further their professional and academic qualification.

iv. Appropriateness of Programme to be conducted in Online Learning mode to acquire specific skills and competence

A program of this nature is apt for delivery in the online mode, given its

theoretical nature.

v. ***Instructional Design***

a. ***Curriculum Design***

As per University Curriculum in place for campus programs.(Attached)

b. ***For Online Mode:***

E-Learning Materials Quality Standard:

The online courses should comply with the following Quality standards, namely:-

(i) The courses should follow the following four quadrant approach, as per the SWAYAM Guidelines:-

(a) Quadrant-I is e-Tutorial; which shall contain: Video and Audio Content in an organized form, Animation, Simulations, video demonstrations, Virtual Labs, etc, along with the transcription of the video.

(b) Quadrant-II is e-Content; which shall contain; self-instructional material (digital Self Learning Material), e-Books, illustrations, case studies, presentations etc, and also contain Web Resources such as further references, Related Links, Open source Content on Internet, Video, Case Studies, books including e-books, research papers and journals, Anecdotal information, Historical development of the subject, Articles, etc.

(c) Quadrant-III is the Discussion forum; for raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team.

(d) Quadrant-IV is Assessment; which shall contain; Problems and Solutions, which could be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.

c. ***Duration of the Program***

As per University duration policy for on campus programs, in conjunction with the UGC regulation in place.

d. ***Faculty and Support Staff Requirement***

As per UGC Regulations

e. Instructional Delivery Mechanisms

Courses to be delivered in an 'online' mode with learning material in the form of E-SLM's, and Self Assessments being available for the students. Additionally, virtual live lectures and recorded lecture sessions to be provided as per a fixed schedule towards the end of each term.

f. Student Support Systems

Learner Support Service via Web, Chat, Call Support. Access to counsellors at Department on University campus. Access to E-Learning Library resources in the student portal.

vi. Procedure for admissions, curriculum transaction and evaluation

a. Admission Policy

Admissions to be conducted twice a year (January and July), and as per common regulation for online programs already in place and in effect at the time, in conjunction with UGC Regulations.

b. Minimum Eligibility

As per common regulation for online programs already in place and in effect at the time, in conjunction with UGC Regulations.

c. Fee Structure

As per fee structure in place for online programs, and as decided by fee committee from time to time.

d. Programme Delivery Methodology

Courses to be delivered under the 'online' mode of learning, with students being provided Self learning material in eBook format, along with access to online Self Assessment tools. Contact Programs Sessions to be conducted online once per semester.

e. Web Based Tools

A Web based Portal which shall allow the student access to the following

- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway
- Prospectus, Regulations & Syllabus
- Notifications (Admissions, fees, examinations etc)
- Course List, with completion status and scores / results

- eBook's of SLM's.
- Self Assessment Tests (unscored)
- Internal Assessments - IA1 & IA2
- Online PCP Lectures (Recorded or via Virtual Classroom session) as conducted each semester.
- Online Learners forum, for student to student interaction.
- Online Copy of the Grade sheet.
- Access to online support in the form of web chat, ticketed email support etc.

f. Evaluation Methodology – Tools & Methods

Internal Assessment marks to comprise the results of Internal Assessment Tests (IA1 & IA2) over the duration of the Semester/Term towards 30% of the final marks, whereas the End Term Assessment , conducted at Examination centres (as per UGC Regulations) to comprise of the remaining 70%.

End Term Exam Regulations to be as per regulations governing on campus programs.

Being an online program, there shall be no provision or requirement to repeat or drop a year within the program.

vii. Requirement of the laboratory support and Library Resources

As per the syllabus / curriculum, no laboratory support required. Library resources can be accessed online.

viii. Cost Estimate of the Programme and the provisions

Upon receipt of approval from the UGC, the Finance Committee may set aside budgetary provisions towards Programme Development, Programme Delivery, Programme Maintenance. Once the programs are operational, fee receipts from the program may be used to cover the same, as per the guidance of the Syndicate and Finance Committee.

ix. Quality Assurance mechanism and expected programme outcomes

The expected outcome from these programs is a measurable increase in the skills and knowledge of the student in his/her area of study, and that increase should be reflected in a proportional increase in available job opportunities / role or profile changes in his or her current job or industry, and a change / increment in earning capability .

A Centre for Internal Quality Assurance shall be setup within 1 year of the

launch of these programs (as per UGC requirements). The CIQA, working in collaboration with the Department , shall put in place a continuous quality measurement and improvement framework, using both student – teacher feedback, and outcome measurement on data gathered from students during and after completion of their programs via surveys. The findings, action taken report and results shall be published and made available via the CIQA each year in the form of a report.

Master of Arts in Mass Communication

Term	Course	Credits
1	History and Development of Communication Media	5
1	Introduction to Digital Video Production	5
1	Introduction to Public Relations	5
1	Introduction to Radio Production	5
1	Society and Social Problems	5
2	Event Management	5
2	Media Law and Ethics	5
2	Communication Research Methodology	5
2	Models and Theories of Communication	5
2	Educational Technology	5
3	Principles and Practice of Journalism	5
3	Advertising	5
3	Digital Media	5
3	Web Designing	5
3	Eastern Approaches to Psychology and Counselling	5
4	Investigative and Data Driven Journalism	5
4	Philosophy of Communication	5
4	Media and Cultural Studies	5
4	Film Appreciation	5
4	Project Work	8

MA Mass Communication

Syllabus

Semester I

History and Development of Communication Media

Module I - Early History of Communication and the Printing Era

Communication in pre-historic Era, Development of printing in Europe and India, Development of newspapers and magazines, History of Press in India : Colonial Period, Press in India in the period after 1900, Overview of press after Independence.

Module II - Development of Electronic Media

a) Introduction to electronic media, Role of electronic media, History of radio, Characteristics of radio as a mass medium, History of television, Evolution of all India Radio (AIR) programming.

b) Commercial Broadcasting, Mass Media - doordarshan, Prasar Bharati, Cable and Satellite Television, Commercialization of the Indian Television Industry, Invasion from the Skies: The Coming of transnational television (1990s).

Module III - Development of Visual Media and Folk Media

a) The history of Lithography and Photography, History of Cinema in India, Cinema as a medium of communication and mass communication, Important legends of Indian Cinema, New trends in Indian cinema, Impact and relevance of films and Problems of Indian Cinema.

b) Traditional Media/Folk Media: Meaning and practices, Use of traditional Media in Communication, Potential of traditional folk as rural media, Significance of traditional folk as effective communication, Strength of folk media, Using of folk media for social change, Role of folk media in promoting health & nutrition, Role of traditional folk media in communicating modern themes, Role of theatre and folk media in promoting social development, Folk Art as an effective mass media, Using folk arts and traditional media involving theatre for development, Folk vs. Electronic Media.

Introduction to Digital Video Production

Module I - Visual Language

Visual Grammar – Principles of visual grammar, Shots - Classification of shots, Film vs Video.

Module II - Video Camera and Support Systems

Parts of Video camera, Types of Video cameras: Tape and Tapeless, Basics and Advanced Video Cameras, How the camera works, Camera features and their effects, camera support systems, moving the camera, Working with a video camera and Camera care.

Module III - Production Process and Production Coordination

a) Production Personnel: Role and Responsibilities - Personnel for video Production, Personnel for news.

b) Single Camera Production: The Process - Pre-Production: The planning Stage, Storyboard software, Production – The shooting stage, Post production- The completion.

c) Introduction to Multicamera Production: The Video Studio – Introduction to Multi-camera production, single vs multi-camera production, Multi-camera studio, Virtual studios, Make your own Teleprompter, Mobile Production Units, Production Personnel and Responsibilities, Production process, Multi-camera production: Cues and commands.

Module IV - Scriptwriting: Elements of Video Production

Writing for video, Writing TV News, Scripting documentaries, Scripting Fiction, Scriptwriting Software, Music Videos and The Beat Sheet.

Module V - Lighting: Elements of Video Production

Properties of Light, Factors that influence lightning Needs, Lighting Instruments, Using reflectors and Some lighting tips.

Module VI - Sound: Elements of Video Production

Basics of Sound, Properties of Sound, Types of Programme Sounds, Functions of Sound effects, Transition types, using music, Microphones, Some Terms used in Audio Recording, Sync and Non -Sync Sound, Audio Faders and Mixers, Audio Formats and Sound Design.

Module VII - Editing: Elements of Video Production

Editing: An Introduction, How VTR Works, Grammar of Edit, Transitions, Editing Theories, Concerns of an Editor, Editing Modes, Linear Editing and Non- Linear Editing.

Suggested Readings -

1) Video Production by Vasuki Belavadi

Introduction to Public Relations

Module I - Fundamentals of Public Relations

Introduction – Meaning, Public Relations, Relationships, Internal Public and External Public-Requirements, Definition - Public Relations, A Science and Art-Public Relations, A Social Process-Public Relations. A Discipline-Growth and Development - Historical Perspectives of Public Relations - Growth of Public Relations in India - Essentials of Good Public Relations - Human Relations and Public Relations-Men are Interdependent- Human Nature Demands Team Work- Reasons for Growth of Public Relations - Scope of Public Relations – Significance of Public Relations Management – Objectives of Public Relations – Value of Public.

Module II - Public Relations (PR) Department and Functions

Role of PR- Public Relations Department – Designation- Public Relations – A staff Function-Line – Staff – Organisational Features of Staff Functions – No Power to direct Functional relationship with Line – Public Relations as a line Function- Public Relations- Both Line and Staff – Advantages of Line and Staff – Conflict between PR and line manager, Functions of PR-Managerial Functions- Operative Functions- Advisory Functions-Staffing- Responsibility for Staffing- Reasons for significance of staffing Function- Staffing Functions- Public Relations Place in Total Organisation.

Module III - Public Relations and Media

House Journal – Meaning and Nature- Nature and Characteristics- Classification of House Journals-House Journals Editorials- Merits of House Journal- Demerits of House Journal-Suggestions for Good House Journals- Determinants – Contents – Photographs – Drawings - Fairs, Festivals and Exhibits - Objectives – Features-Stand Design and Construction – Types of Fairs - Advantages-Meaning- A Trade Fair stand- Exhibits- Public Affairs- Colours – Flip Over chart – Display, Window Display- Types of Displays- Advantages- Window Display – Types of Displays- Advantages- Window Display steps - Precautions-Overhead Projector – Film Strips and Slides- Advantages- Disadvantages- Conferencing- Meetings and Business – Advantages of Teleconferencing Limitations- Telephony-types of telephones - Letters and Post Cards- Letter styles or layout-Newsletters- Signs and Symbols- Outdoor Media-Posters- Bulletin Boards-Spectaculars-Booklets-Pamphlets-Brochures-Handbook-other Media-Pictorial-Graphic Media-Types of Graphic Presentation- Graphs-Diagrams-Difference Between graphs And Diagrams-Pictograms- cartogram- Advantages of graphic Media- Disadvantages of graphic media-

advertising- Publicity- Diplomacy- promotion-campaign- Lobbying.

Module IV - Public Relations and Press Relations

Journalism – Meaning and nature – Origin – Definitions- Journalist- Scope of Journalism – Freelance Journalists- Subject choice – Choice of magazine- Working Journalist- Types of Journalism- Interaction between Public relations and Journalism-Case study-Press relations- Press conference-Guidelines for holding press conference -Press Release - Meaning and Nature -Good Qualities of press release -Press Visit- Key to Media relationships-Preparation of materials for media- Preparing material for radio -Preparing material for Television-News and News reporting-News, meaning and Nature-categories for news-news value-Lead principle-News reporting-Types of reporters-Qualities of a reporter-Editorial-Meaning and Nature-subjects for article writing-Features of articles-Problems of Article writing in India-Letters to the Editor-Scope-subjects-some letters to the editor

Module V - Corporate Public Relations

Corporate citizenship-Public relations Personnel- Code of corporate ethics, The catalytic role of public relations in planning for corporate citizenship- Public relations for social conscience of corporate bodies- A philosophy of democracy in the work place- social audit- public relations is a management function- Case studies- Public relations for health education- Public relations for public utilities- public relations strategy- Force content of lectures series- Traffic management for safe driving- Environmental pollution- Air Pollution, Noise pollution and Information Pollution.

Module VI - PR and Employee Relations

Introduction-Employee relationship as an internal communication system requirements for effective employee communication – employee communication and Media- Selection of Media – Downward Communication -Meaning and Nature-Purpose of Downward communication-What should be communicated downward-Media of Downward communication-Upward communication-Meaning and Nature- Media of upward communication- Public in Public relations- Internal Public and External Public - Various public for public relations- Stockholder's Public-general Public- Customer Public- Government Public- Dealer public Interorganisational public Employee public, Suppliers public- Wholesale Public- Communities Public- Complaints- Public Opinion- Meaning of Public,

Module VII - Communications and PR

Introduction- Meaning of Communication- Definition of communication-Is communication an Art or a Science- Communication an Inborn Quality-Communication is a human process- Elements of communication process- communication is a universal process- Ten commandments of Good communication-the Seven C's of communication- Oral communication-Introduction-principles of effective Oral communication, Written Communication- Essentials of effective written communication-The art of listening- Definitions and views of listening- why one should listen to you- Be a good listener-bad listening habits-Barriers in Listening- Principles for Good Listening-Other factors of importance-Benefits-Make the recipient understand it was important to him-The key to communication is perception- The five principles of improved communication – Techniques of communication – The communication process – Method of communication, communication by symbols- why good communication is so important? Communicator's objectives- components-Forms of communication-Media of communication- The stance of communicator in the world of exaggeration- Music as a powerful medium of communication- A poser to modern communication- Information culture for meaningful communication.

Module VIII - Ethics and Professional Code

Introduction-Code-Ethics- Example- Principles- Evolution of Ethical Standards-The curtain Raiser- Professional Code- Public Relations, Code of Ethics-Personal Credo of Bateman -Ethics and Challenges of Public Relations- The code of Athens- International public relations associations, Code of Conduct – The European code of professional conduct- Code of Lisbon-Summary- Need to Establish Professional standards- Public Relations Personnel- Code of Corporate Ethics- uniform code of ethics.

Suggested Readings-

1) Principles of Public Relations by C.S Rayadu and K.R. Balayan

Society and Social Problems

Module I - Basic Sociological Concepts and Theories

a) Sociology - Definition, Nature and Scope of Sociology, Importance of Sociology, Three major theoretical Perspectives of Sociology: Functionalist Perspective, Conflict Perspective and the Interactionist Perspective - An Evaluation. Methods of Sociology: Comparative Method, Historical Method, Statistical Method, Functional Method, Scientific Method and Sociology as a science.

b) Concept of Society and Culture - Social Institutions, Social Groups, Social Control, Social Change, Social Norms and Social Values.

Module II - Major Social Institutions, Social Structure and Social Stratification

a) Marriage, Family, Religion, Education, Economy, Politics - Structure and functions.

b) Caste, class, ethnic groups, power and authority

c) Social Stratification: Marxist, Functionalist and Weberian approaches

Module III - Social Problems

Social Problems - Causes and Consequences; Major Social Problems - Poverty, Casteism, Unemployment, substance abuse, problems concerning Women and Children, Delinquency, Development Induced Migration and Displacement, Ecological Problems, Child Labour, Insurgency, Militancy, Ethnic Conflicts.

Suggested Readings-

1. Sociology: Principles of Sociology with an introduction to Social thought by C.N. Shankar Rao

Introduction to Radio Production

Module I - Radio as a medium of Communication

Introduction to radio medium, Characteristics of radio, Strengths and weaknesses of radio as a medium, Radio in India, Model of radio in India, Production and Functionaries of Radio.

Module II - Radio Programmes

Techniques of writing different radio programmes - Radio formats, Radio News Writing, Radio script writing, Radio Interview, Radio Jingles, Radio Feature, Radio documentary, Radio Magazine, Radio drama and docudrama, Radio for entertainment.

Module III - Broadcasting Channels

AIR, Public service broadcasting, Outdoor broadcasting, Educational broadcasting.

Module IV - Special Audience Radio Programmes

Types of Audience, Types of Programmes, programmes for special audience, Talk-based

programmes, Special Interest programmes.

Module V - Current Trends in India

FM Revolution in India, Community radio, Researching for radio, Radio for development, Legal regulations and ethics for radio in India.

Suggested Readings -

1) Radio Programme Production by M. Neelamalar

MA Mass Communication

Semester II

Syllabus

Event Management

Module I – Introduction to Event Management

Meaning, Definition, Characteristics, Categories of Events, Analysis of Events, Scope of Event Management, Need for Event Management, Establishing policies and Procedures.

Module II – Event Management Procedures

The successful code of conduct of event, Permission – policies, government and Local authorities, Emergency procedures and Activities in Event Management.

Module III – Conduct of Events

Preparing an Event Schedule, Event Proposal, Assigning responsibilities, Communication, Preparing budget for events, Computer aided event management and Role and responsibilities of event manager.

Module IV – Public Relations

Introduction, Nature and Form of Public Relations, The scope of public relation, Tools of public relations, Public relation strategies, Brainstorming sessions, Event as a marketing tool, Events and the Economy and Writings for public relations.

Module V – Corporate Events

Meaning, Purpose of conducting corporate events, Planning of Corporate Event, Job Responsibility of Corporate events organizer, Arrangements and Safety of guests and participants.

Media Law and Ethics

Module I - Indian Constitution Historical Background and Development

Historical background of Indian Constitution and its development , Making of the Constitution , Salient features of the Preamble and Fundamental Rights and duties.

Module II - Directive Principles of State Policy and Provisions for Press

Directive principles of State Policy , Article 19 (1A) and Article 19 (2) , Freedom of press under Article 19(1)(a) of Indian Constitution , Indian Judiciary and Parliamentary System AND Press as the fourth estate of Democracy.

Module III - Historical evolution of Media and Press Laws in India

History of Media and Press in India , Beginning of Vernacular Press in India , Press in India after 1900 and Press Post Independence.

Module IV - Media Laws

Defamation , Contempt of Courts Act, 1971 , Right to Information Act, 2005 AND Cyber Laws (IT Act 2000).

Module V - Media & Ethical Principles

Media Ethics , Truth, Fairness & Objectivity and Right to Privacy.

Module VI - Ethical Code of Conduct

Ethics in Print and Broad Media and Ethics in Advertising and Films .

Communication Research Methodology

Module I- Introduction to Communication Research

Introduction structure and Steps in the Research Process.

Module II - Writing Research Reports

Interpretation & Writing Research Reports , Techniques for Interpretation , Report Writing , Aids For Writing Research Reports and Summary And Executive Summary.

Module III - Techniques of Data Collection

Introduction, Types of data , Primary Data Collection , Observation Method , Interview Method , Questionnaire Method , Content Analysis and Secondary Data Collection.

Module IV - Qualitative and Quantitative Research Methods

Qualitative Research Methods , Quantitative Research Methods , Difference between Qualitative and Quantitative Research and Audience Research in print and electronic media.

Module V - Statistical Applications I

Statistical Applications - Classification and Tabulation of Data , Classification of Data , Tabulation of Data , Univariate & Bivariate , Diagrammatic And Graphical Presentation and Sampling .

Module VI - Statistical Applications II

Test of Hypothesis , Basic Concepts Concerning Testing Of Hypotheses , Probability , Statistical Tests, Measures of Central Tendency & Measures of Variability , Central Tendency, Basic Correlation Statistics and Measurement Scales.

Models and Theories of Communication

Module I

Unit 1 – Introduction to Communication

Definition of Communication, Basic forms of Communication and Process and elements of communication

Unit 2 - Types of Communication

Introduction, Types of communication, Mass Communication – Features, Effects, Limitations and Barriers in the process of communication.

Module II

Unit 3 - Models of the Communication Process

Introduction - Types of Communication Models, Aristotle's Model, Harold Lasswell's Model, Shannon and Weaver's Model, Osgood and Schramm Model, David Berlo's Model.

Unit 4 – Other Communication Models

Theodore M Newcomb's Model, George Gerbner's Model , Westley & Maclean's Model , Dance's Helix Model and Maletzke's model.

Module III - Early Effect Theories

Unit 5 – Early Effect Theories

Magic Bullet/Hypodermic Needle Theory , Two-Step Flow Theory, Diffusion of Innovation Theory and Cognitive Dissonance Theory.

Unit 6 - Limited Effects Theories

Magic Bullet/Hypodermic Needle Theory , Two-Step Flow Theory , Diffusion of Innovation Theory and Cognitive Dissonance Theory.

Module IV

Unit 7 -Normative Theories

Authoritarian Theory , Libertarian Theory , Soviet Communist Theory , Social Responsibility Theory , Democratic Participatory Theory and Development Theory.

Unit 8 - Understanding the Practicality of Communication Theories

Magic Bullet Theory , Two-step Flow Theory , Diffusion of Innovation Theory, Cognitive Dissonance Theory , Cultivation Theory , Uses & Gratification Theory , Agenda Setting Theory and Gate Keeping Theory.

Educational Technology

Module I - Introduction to Educational Technology

Meaning and Definitions, Nature, Objectives, Forms, Scope and Significance of Educational Technology, Use and Significance of Educational Technology in Indian Context. Role of Educational Technology in Distance Education.

Module II - Approaches to Educational Technology

Hardware Approach, Hardware Instructional Aids, Software Approach, Software Instructional Aids, and System Approach.

Module III - Teaching-Learning

Concept of Teaching and Learning, Task of Teaching, Theories of Teaching, Principles and maxims of Successful Teaching.

Module IV – Programmed Learning or Instruction

Meaning, Characteristics, Fundamentals Principles, Styles of Programming , Development of the Programmed Instructional material, Advantages and Applications of Programmed Instruction and self learning Programmed Modeule.

Module V - E- Learning and Virtual Classrooms

E-learning, Nature, Characteristics, Advantages, Modes and Styles, Promotion and arrangement for e-learning in our educational Institutions.

Suggested Readings -

1. Essentials of Educational Technology by S.K. Mangal and Uma Mangal

MA Mass Communication
Syllabus
Semester III

Principles and Practice of Journalism

Module I - News & News Writing Principles

Concept of News, Types of News, News Values, Ethics, Concept of Reporting, Types of Reporting, Qualities of a Reporter, Roles and responsibilities of media journalists, Sources of news, Cultivation of sources, Emerging trends in journalism.

Module II - News and Features format

News format vs. Features Format, Lead writing, Types of lead, Editorial, Feature, Column, Middle, Interviews, Reviews and Special Articles, Letter to Editors, Writing Headlines and Types of Headlines.

Module III - Organisational Structure and Regulating Bodies

Editorial, Advertising, Marketing, Circulation, Accounts and Finance, News Production Hierarchy, Readership, Case study of news organisations, Registrar for Newspaper of India (RNI), Journalists' Union, Editors' Guild of India, Audit Bureau of Circulation (ABC), Press Information Bureau, Press Council of India (PCI), News Agencies.

Module IV - Editing and Layout

Meaning, Purpose, Tools & Techniques, Media language, Editing Symbols, Style Sheets, Copy testing, Proof reading, Page Layout – modular; horizontal; vertical; photo placements; photo-caption; use of art work; breaking the layout, Agency Copy Editing, Page design – innovations in the edit page.

Digital Media

Module I - Digital Communication

New Media and Information Society, The Characteristics of New Media, Hyper-textuality and Hyper Mediacy, New Media and Visual Culture, Interactivity, Mobile journalism (MOJO).

Module II - The Internet and the Public Sphere

Online News; Digital Economics, Access and the Digital Divide, Economics and Networked Media Culture, The social form of New Media, Globalisation; neo-liberalism and the Internet.

Module III - Media, Culture, Technology and Society

Relationship between Space and Identity, Ideological Connotation of the new Cyber and Participatory Culture, Intensity of Change; Intensifying Process of Globalization, Cyber-Culture, Fragmentation and Convergence.

Module IV - Online Media Praxis

Challenges and Opportunities for Journalists - Readers as Publishers, New Media Journalism; Online Edition of Newspapers-Management and Economics, Security Issues in Using Digital Technology (Malware, Phishing, Identity Thefts), Social Media and Citizen Journalism, E-governance, Internet and Live Streaming.

Web Designing

Module I - Hyper Text Markup Language

Introduction, Basic Structure, Head Section, Elements of Head Section, Meta Tags, External Link Tags, Tags - Structure, Table, Div, Frames, Content/Media, Header, Paragraph, Span, Anchor Links and Named Anchors, Image / Image Hot Spots, Iframe

XHTML: Introduction, Difference between HTML & XHTML, XHTML Basics, Introduction to Doc Types (Strict, Transitional and Mobile), XHTML Validation.

HTML5: Introduction, HTML5 DocType, New Structure Tags, SECTION, NAV, ARTICLE, ASIDE, HEADER, FOOTER, New Form Tags, search, tel, URL, e-mail, number and range, New Media Tags, Audio Tag, Video Tag, Designing a Layout using HTML5.

Module II - Forms

Working with Forms, Form Tag, POST and GET Method, Text Input, Text Area, Checkbox, Image Input and Radio, Select Option, Option Group, File Upload and Hidden Fields, Submit Button, Reset Button, Creating a Live Website Form.

Module III - Cascading Style Sheets

Introduction, Types of Style Sheets (Inline, Internal and External), CSS for Website Layout and Print Layout, Types of CSS Selectors - Universal Selector; Type Selector; Class Selector; ID Selector; Child Selector; Descendant Selector; Adjacent Sibling Selector; Attribute Selector; Query Selector; Nesting of Selectors, CSS properties - Type Properties; Background Properties; Block Properties; Box Model Properties; List Properties; Border Properties; Positioning Properties, Properties useful in Real-time Designing, Using CSS for Real-time Practical Works, Defining the Text Styles, Defining the Background Styles, Designing a Menu System (Horizontal, Vertical and Drop Down), Custom Form Designing, DIV + CSS Layout Design, PSD to CSS Conversion, CSS Optimization Tips.

Module IV - Web Hosting and User Experience Design

Introduction and Web Hosting Basics, Types of Hosting Packages, Registering domains, Defining Name Servers, Using Control Panel, Creating Emails in C-panel, Using FTP Client, Maintaining a Website, User Experience (UX) design - Introduction and concept, Elements, Design Process.

Advertising

Module I – Concept, types and Elements of Advertising

Advertising, Definitions of Advertising, Objectives of Advertising, Types of Advertising, Origin and Development of Advertising and Advertising in India, Classification of Advertising and Elements of Advertising and Models of Advertising.

Module II – Advertising Media and Agency

Advertising Media, Concept of Media buying, Impact of advertising, Advertising Agency, Concept of Advertising agency, Types of advertising agency and Organizational set up. Advertising Planning - Strategic Planning - Advertising Plan, Target Audience, Advertising and Marketing Mix.

Module III – Copywriting and Activities of Advertising Agency

Copywriting, Advertising Copywriter, Responsibilities and Skills of an Advertising Copywriter, Elements of Copywriting, Advertising Techniques, Copywriting Techniques, Copywriting for Radio and Copywriting for Television. Advertising agency activity, Advertising Campaign and Managing an Advertising campaign.

Module IV – Advertising Marketing and Manager

Advertising manager - The duties and responsibilities of an advertising manager, Job activities performed by an advertising manager, Qualities of an advertising manager, Knowledge and education required for an advertising manager. Advertising and Marketing - Out door Advertising, Film Advertising, Corporate Advertising, Financial advertising and Social Marketing Concept.

Module V – Advertising and Society and Codes of Advertising

Impact of Advertising, Impact of Advertisements on Children, Ethics in Advertising, Corporate Social Responsibility. Codes of Advertising - Ethics in Advertising, AAAI, ASCI, Codes and guidelines for advertising, Growth of Indian Advertising Industry, Advertising Spend on Sectors, Roadmap of Advertising sector, Role of Advertising agency, Structure of Advertising agency, Types of agencies and Top 10 Advertising agencies in India.

Eastern Approaches to Psychology and Counselling

Module I – Introduction to the Eastern Approach to Psychology

Unit 1 - Understanding the concept of Psychology, Nature of psychology, Scope of psychology, Indigenous and Indian Approach to Psychology and Eastern Approach to Psychology.

Unit 2 - Roots of Eastern Approach to Psychology, Daoism, Buddhism, Traditional Chinese Medicine (TCM), A comparison between Eastern and Western Approach to Psychology, Evolutionary Perspectives on Culture and The emergence of non- Western and Indigenous Perspectives to Psychology.

Module II – Indian and Eastern Psychology – Approaches and Applications

Unit 3 - Basics of Indian Psychology, Contribution of Indian civilization to Psychology, Application of Indian Psychology, Contemporary Research in the Indian approaches to Psychology.

Unit 4 - Chinese Approach to Psychology, Taoism, Confucianism, Japanese Approach to Psychology, Morita and Naikan Therapies.

Module III – Indian and Eastern Approaches to Self, Transpersonal, Health and Well Being

Unit 5 - The concept of self, Understanding Self and Consciousness through the viewpoint of different eastern approaches, Transpersonal phenomena and consciousness and Transpersonal psychology.

Unit 6 - Purusharthas and goal of life, The Role of Yoga Rituals in Psychological and Physical Well being, Traditional Chinese Medicine and Ayurveda.

MA Mass Communication
Semester 4
Syllabus

Philosophy of Communication

Module 1 - Concept of Communication

Elements of Communication, Process of Communication, Role; Scope and Need of Communication in Society, Barriers to Communication, Types of Communication, Types and Characteristics of Mass Media Audiences, Functions of Mass and Social Communication.

Module 2 - Philosophy and Knowledge

Epistemology, Ontology, Dialectic – Hegelian and universal, Buddhist philosophy of communication, Positivist and Postpositivist, Locke's account of knowledge, Phenomenology, Hyper-realism, Hegemony, Political economy and Frankfurt School, Marxist Media Theory, Propaganda model.

Module 3 - Psychoanalysis of Communication

Philosophy of the unconscious, Oedipus concept, Id, Ego, Superego, Sexuality, Idea of myth.

Suggested Readings-

- 1) An Essay concerning human understanding, John Locke, 1997, Penguin
- 2) Capital, Karl Marx, 2016, Fingerprint Publishing
- 3) Mythologies, Roland Barthes, 1972, Hill and Wang, Vintage
- 4) Manufacturing Consent: The Political Economy of the Mass Media, Noam Chomsky, and Edward S. Herman, 2002, Knopf Doubleday Publishing Group
- 5) The Unconscious, Antony Easthope, 2003, Routledge Publication
- 6) The Ego and the Id, Sigmund Freud, 1962, Martino Fine Books

Media and Cultural Studies

Module 1 - Media and Culture

Concept of Culture - meaning; dimensions, Basic theoretical framework - Critical Cultural Theory; Frankfurt School; Chicago School, Mass media and postmodern culture, Culture industries, Popular and mass culture, Multiculturalism and subcultures, Mediated culture, cultural hybridity.

Module 2 - Media and Society

Media Manufacturing of Culture, Pluralism and Counter-Culture, Mediated Culture, Media & Margins, Media influence on culture, Gender; culture and space, Media and gender.

Module 3 - Media, Culture and Identity

Identity and Culture, Mediated Identity, Gender, Body and the Culture of Modernity, Contesting Cultures, Techno-Culture, Cyberculture, Media Representations, Under-Representation, Gendered Representation, Visual Pleasure, Internet as a Cultural Platform.

Suggested Readings-

- 1) Cultural Studies: Texts and Contexts, First Edition, Prantik Banerjee, 2021, Dattsons

- 2) Communication as Culture, James W. Carey, 2008, Routledge
- 3) Media and Culture: An Introduction, Campbell, Richard, Martin, Christopher R, and Fabos Bettina, 2011
- 4) Media and Cultural Studies: Key Works, Gigi Meenakshi Durham and Douglas M. Kellner (eds.), 2006, Blackwell
- 5) Questions of Cultural Identity, Stuart Hall and Paul Du Gay (ed), 1996, Sage Publications
- 6) Representation: Cultural Representations and Signifying Practices - Vol. 2 (Culture), 1997, Stuart Hall, Sage
- 7) Sociology of Indian Culture, D.P. Mukerji, 1979, Rawat Publishers
- 8) What is Cultural Studies? A Reader., John Storey (Ed), John Storey, 2009, Hodder Education

Film Appreciation

Module 1 - Growth and Development of Cinema

Origin and evolution of film - Meaning of cinema, Cinema and society, National and International perspective on cinema, Origin and evolution of film, Thomas Alva Edison, Lumiere Brothers, George Melies, Edwin S. Porter, D.W. Griffith. Global history of cinema - Beginning of cinema in America and Europe, Emerging of Hollywood studios, Growth of cinema in Japan and Latin America, Alternative cinema. History of Indian cinema - Beginning of cinema in India, Hindi cinema, regional cinema, Parallel film movements, Crossover cinema. History of cinema in Northeast - Status of cinema in different states of Northeast, Cinema in Assam, Cinema in Manipur.

Module 2 - Film Language, Structure and Narrative

Film Structure – Form and content of film, Structure: camera movement, lighting, editing, acting, sound, Computer Generated Imagery (CGI), Special effects. Film Language - Semiotic theory of cinema, signs, symbols, codes, iconography, Mise- en-scene, Montage, Connotative and Denotative meanings. Film Narrative - Fictional and non-fictional narrative, Significance and structural elements of narrative, Story and plot, Subplots, Deviant plot structure, Principles of plot construction.

Module 3 - Film Movements, Theories and Genre

Film Movements – Soviet formalism, Avant garde, German expressionism, Italian neorealism, French new wave, Indian new wave. Film Theories – Auteur theory, Psychoanalytic model, Feminist model, Cognitive model, Ideological model Film Genre – Meaning and functions, Film genre and their characteristics, Classical Hollywood genre, Indian formula films.

Module 4 - Technology and Film Criticism

Film and technology – Digital technology and cinema, YouTube Film Criticism – Aesthetics of film, Writing film review and criticism, Film as art, Film Analysis, Textual and contextual analysis of films.

Suggested Readings –

- 1) Gokulsing, K. Moti & Dissanayake. Handbook of Indian Cinemas (Routledge, 2018)
- 2) Hill, John & Gibson, Pamela Church. Film Studies (Oxford Univ. Press, 2000).
- 3) Ray, Satyajit. Our Films Their Films (Orient Publishers, 1993).

- 4) Roberts, Graham & Wallis, Heather. *Introducing Film* (Arnold Publishers, 2003).
- 5) Stam, Robert. *Film Theory: An Introduction* (Blackwell Publishers, 2000).
- 6) Saran, Renu. *History of Indian Cinema* (Diamond Books)

Investigative and Data Driven Journalism

Module 1 - Basics of Investigative Journalism

Concept, meaning and definition of Investigative Journalism, types and history, Sources, Research, Fact checking and editing, Role of investigative reporting in a democratic society, Trends in Investigative Reporting, Investigative techniques, Case studies, Associations of Investigative Journalists, The soul of the investigative reporter, ethics of investigative reporting.

Module 2 - Digital Investigation

Understanding Digital Investigation, Computer Assisted Reporting, Web research and data collection, Data Literacy, Data Mining Tools, Open-Source Intelligence Tools (OSINT), Social Media Auditing, Online Fact Checking and Verification.

Module 3 - Data Journalism

Concept, meaning, definition of Data Journalism, Data-driven Storytelling, Data Acquisition, Data Analytics, Reporting with Data, Public, Private and Open-Source Database, Overcoming Information Overload.

Module 4 - Tools and Techniques of Data Driven Journalism

Analysis and Design, Tools and Techniques, Challenges with Data: Finding and Cleaning, Statistical Tools and Methods, Open-Source Software.

Module 5 - Practicum

Develop an investigative pitch/plan for a major investigative story, Data Visualisation, Online Fact Checking, and Social Auditing.

Suggested Readings-

- 1) *Computer-Assisted Reporting: A Practical Guide*, Brant Houston, 2003, Routledge
- 2) *Data Literacy: A User's Guide*, David Herzog, 2015, Sage Publication
- 3) *Data Smart: Using Data Science to Transform Information into Insight*, John Foreman, 2013 Wiley
- 4) *Data Journalism: Past, Present and Future*, John Mair, Richard Keeble and Megan Lucero, 2017, Theschoolbook.com
- 5) *Data-Driven Storytelling*, Nathalie H. Riche, Nicholas Diakopoulos, Christophe Hunter and Seelagh Carpendale, 2018, AK Peters/CRC Press
- 6) *Investigative Journalism: Proven Strategies for Reporting the Story*. William C Gaines, 2007, CQ Press

- 7) The Functional Art: An Introduction to Information Graphics and Visualization, Alberto Cairo, 2012, New Riders
- 8) The Investigative Reporter's Handbook: A Guide to Documents, Databases and Techniques. Brant Houston, 2002, Bedford/St. Martins
- 9) The Data Journalism Handbook, Jonathan Gray Liliana Bounegru, and Lucy Chambers, 2012, Shroff/O'Reilly
- 10) Visualization Analysis and Design, Tamara Munzner, 2014, AK Peters/CRC Press


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