

**DEPARTMENT OF MASS COMMUNICATION
MA SYLLABUS**

Paper Code	Name of the Paper	Credit
SEMESTER I		
MAS-PG-C101	Theoretical Perspectives on Communication	4
MAS-PG-C102	Evolution of Media policies in India	4
MAS-PG-C103	Print Journalism	4
MAS-PG-C104	ICT, Web and the Media	4
SEMESTER II		
MAS-PG-C201	Media Law and Ethics	4
MAS-PG-C202	Media and Communication Research	4
MAS-PG-C203	Broadcast and Online Journalism	4
MAS-PG-C204	Radio Production	4
SEMESTER III		
MAS-PG-O301	Media and Politics (Open Paper)	4
MAS-PG-C302	Development Communication	4
MAS-PG-C303	Advertising	4
MAS-PG-C304	Television Production	4
SEMESTER IV		
MAS-PG-O401	Public Relations and Corporate Communications (Open Paper)	4
MAS-PG-C402	Intercultural communication	4
MAS-PG-C403	Media movement and Rights	4
MAS-PG-C404	Project work/ dissertation^	4

^ Concerned teachers will give time to respective students every week.

MAS-PG-CI01: Theoretical Perspectives on Communication

Unit 1: Introduction to Communication

- 1.1 Mass Communication concepts, definitions, two schools- process and semiotics, models (linear models vs. dialogical and discursive), cultivation theory, Empiricism, Organism, Division of Labour, Functionalism, Scientism.
- 1.2 Effects Studies – Theories of persuasion, agenda-setting, knowledge-gap hypothesis; Historical eras- Powerful effects, limited effects and cumulative traditions; cognitive consistency theories.
- 1.3 Normative media theory and critique of normative theory- Authoritarian theory, libertarian theory, social responsibility theory, soviet media theory, development communication theory, democratization theory.
- 1.4 Cybernetics and Information Society, redundancy and entropy

Unit 2: Communication and Culture

- 2.1 Communication and Culture: Anthropological Understanding.
- 2.2 Anthropological meaning of Communication, Cultural interpretation of Communication, Symbolic meaning of Communication.
- 2.3 Mass culture, popular culture, Frankfurt school, Birmingham School.
- 2.4 Culture and consumption: cultural ‘goods’, structure and movement of cultural meaning.

Unit 3: Communication, meaning and signs

- 3.1 Semiotics: signs and meanings, categories of signs, the organization of signs
- 3.2 Codes: Encoding and Decoding, codes and commonality, conventions and use.
- 3.3 Signification: denotation, connotation, myth, symbols, metaphors.
- 3.4 Language and symbolic power, habitus, forms of capital- economic, cultural, social, symbolic.

Unit 4: Media and Audiences

- 4.1 The audience as ‘market’/ ‘public’, the two-step flow of communication
- 4.2 Audience ethnographies, cultures and sub-cultures, aberrant decoding, collective representations.
- 4.3 Children and the mass media, Representation of women and the minority in the media.
- 4.4 Political Economy, Hegemony, understanding ideologies, resistances.

Essential Readings

- Adorno, T. W. and Horkheimer, M. 1944. ‘The Culture Industry: Enlightenment as Mass Deception’ in *Dialectic of Enlightenment*, trans. J. Cumming. New York: Herder and Herder. (1972).
- Bel, B. (ed.) 2010. *Communication, Culture and Confrontation*. New Delhi: Sage.
- Bel, B. et al. 2007. *Communication Processes, Vol I : Media and Mediation*. New Delhi: Sage.
- Fiske, J. 1990. *Introduction to Communication Studies*. London and New York: Routledge (2nd edition).
- McLuhan, M. 1980. *Understanding Media*. London: Mentor.
- McQuail, D. 2000, (4th ed.). *McQuail’s Mass Communication Theory*. New Delhi: Sage.
- McQuail, D. ed., 2002. *McQuail’s Reader in Mass Communication Theory*. London: Sage.

- Mosco, V.1996. *The Political Economy of Communication: Rethinking and Renewal*. London: Sage.
- Scannel, P. 2007. *Media and Communication*. New Delhi: Sage.
- Severin, W. & J. W. Tankard. (5th ed). 2000. *Communication theories: Origins, methods and uses in the Mass media*. Addison Wesley Longman.

MAS-PG-C102: Evolution of Media Policy in India

Unit I: Media & Technology in pre-independence period

- 1.1 Mediating Technology-** Telegraph as Infrastructure- Telegraph in North India; Publics & Spheres of Print- Publishing in the 19th Century north India
- 1.2 Evolving Information Order:** Press & Nationalism-Politics and Press in Colonial Setting; Radio & Informatisation (Competing Models)- Colonial Discourse and Radio Broadcasting in India.
- 1.3 Administering Mass Media:** Policing Space and Meaning- Policing Silent Film Exhibition in Colonial South India, Centralising Policy Frame- Colonial Forms of Knowledge about Cinema
- 1.4 Propaganda:** Film Advisory Board- Film Advisory Board and the making of British propaganda films in India; Informatisation and War- Wartime Policies of State Censorship and the Civilian Population

Unit II: Independence and the Instrumentality of the Media

- 2.1 Building the Nation:** Films Division - The Films Division and the visual practices of the nation state; Origin & growth of the Indian Press and News Agency
- 2.2 Media-centric Development:** National Infrastructure- Television for development- Science Policy and national development; Information environment and policy in India.
- 2.3 Media Autonomy:** Media & Emergency- Fulcrums of Censorship; Autonomy & Decentralisation – issues, debates and prescriptions
- 2.4 Public Service Imperatives:** Creating a Mixed Model - Prasar Bharati & Public interest- models of Public Service Broadcasting; Reformulating Public Service-Sponsored Programming & Commercialisation of DD.

Unit III: Policy Thrusts under Liberalisation

- 3.1 Emergent Milieu-** Evolution of Reforms- Economic Reforms in India since 1991; Traits of emergent milieu- Perspectives on Media, Technology and Governance
- 3.2 De-regulation of Media:** Entry of Foreign media into the Press- Issues and Implications; De-regulation of Radio (FM & CR) - Foreign Media Entry into the Press Issues and Implications
- 3.3 Policy Instruments in Telecom:** Telecommunications Reform and the State in India- The contradiction of Private Control and Government Competition; Evolution of TRAI
- 3.4 Accessing Technology:** Internet Policy; Issues in Ownership (including Concentration & Diversity)

Unit IV: Media Policy Analysis and Contemporary Policy Issues in India

- 4.1 Mapping Policy Environment:** Tools and Techniques- types of media policies- implication of media policies on daily life
- 4.2 Digitisation of Television-** issues
- 4.3 Broadcasting Bill-** content code- issues and debates

4.4 Media education- Policy and environment- issues – comparative studies

Essential Readings

- Lahiri Choudhury, D. (2005) 'Beyond the reach of monkeys and men': The Telegraph in North India, 1830-1856 in B. Bel, J. Brouwer, B. Das, V. Parthasarathi & G. Poitevin (Ed.) *Communication Process: Vol. 1. Media and Mediation*. New Delhi: Sage.
- Orsini, F. (2004) 'Pandits, Printers & Others Publishing in Nineteenth-Century Benares', in A. Gupta & S. Chakravorty (Ed.) *Print Areas: Book History in India*. New Delhi: Permanent Black. (pp103-138).
- Das, B. (2005) 'Mediating Modernity: Colonial Discourse and Radio Broadcasting in India', in B. Bel, J. Brouwer, B. Das, V. Parthasarathi, G. Poitevin (Ed.) *Communication Processes – Vol. 1: Media and Mediation*. New Delhi: Sage.
- Zivin, J. (1998) 'The Imagined Reign of the Iron Lecturer: Village Broadcasting in Colonial India'; *Modern Asian Studies* Vol.32, No. 3 (pp. 717-738)
- Hughes, S. (2002) 'Policing Silent Film Exhibition in Colonial South India', in R. Vasudevan (Ed.) *Making Meaning in Indian Cinema*. New Delhi: OUP. (pp. 39-64)
- Sarabhai, V. (1974) 'Television for Development', *Science Policy and National Development* (edited by Kamla Chowdhury); Nehru Foundation, Ahmedabad (pp. 54-87)
- Ghorpade, S (1986) 'Retrospect and Prospect: the Information Environment and Policy in India'; *International Communication Gazette*; Vol. 38 pp.5-28
- Bhowmick, S. (2003) 'From Coercion to Power Relations: Film Censorship in Post-Colonial India'; *Economic & Political Weekly* July 26 (pp. 3148-3152)
- Ram, N. (1994) 'Foreign Media Entry into the Press Issues and Implications', *Economic and Political Weekly*, Vol. 29, No. 43, pp. 2787-2790 + 3.2.1 Sonwalkar, Prasun (2001) 'Opposition to the Entry of the Foreign Press in India, 1991-1995: The Hidden Agenda'; *Modern Asian Studies* Vol.35 No.3 pp.743-763.

MAS-PG-CI03: Print Journalism

Unit I: Fundamentals of Writing & Basics of Reporting

- 1.1 Fundamentals: Difference between oral and written communication. Fundamentals of writing, Generating ideas, concept mapping, 7cs of communication, Basic Journalism skills
- 1.2 Basic concepts of news: Definition of News, Elements of News, News Values. Reporting cannons- factual rigour, objectivity, credibility, impartiality, balance. Types of News- hard news and soft news. News Gathering- Sources and cultivation of sources, News agencies
- 1.3 Structuring news: Structures of news reports, different styles of news writing, Lead, Types of leads, News Story Organisation- Basic organisation, Variations in News story form- Inverted pyramid, equal fact stories, chronological accounts, Story structure- Hourglass, Diamond, etc. Localising stories
- 1.4 Types of News reports: Factual Reporting, Analytical Reporting, Descriptive Reporting, In-depth research based reporting; Forms of journalism- Watchdog journalism, Alternative Journalism, Advocacy Journalism, Citizen journalism

Unit II: Reporters at Work

- 2.1 Qualities of reporter: Roles and Responsibilities of a Reporter, Types of Reporters, Reporting for News Agencies.
- 2.2 Reporting Beats: Disaster and calamities, crime, Government and Politics, Education, Sports, entertainment, etc.
- 2.3 Covering stories: Speech, meeting, conferences, press release, press conference. Use of attributes, numbers and using statistics for interpretation.

2.4 . Advanced Reporting: conducting informal polls, Investigative reporting, Business, peace and conflict, science reporting, environment and ecology.

Unit III: Writing for Newspapers

3.1 Interviews: Purpose, preparation, Techniques of conducting and writing the interview, Qualities of the interviewer.

3.2 Features: Meaning, principles, news and non-news feature, Types of features, structures of features.

3.3 Opinion writing: Editorial-types of Editorials, leads in editorials; articles.

3.4 Specialised types of stories: Brights, follow-ups, roundups, sidebars

Unit IV: Editing, layouts and Photo Journalism

4.1 .Structure of a news room and personnel- roles and responsibilities

4.2 Editing: Rewriting, Headline writing; Layout and design

4.3 Photo journalism: Tools and Techniques, History and definition of photo journalism, Types of photo journalism, Handling a Camera, photo editing, photo feature, caption writing.

4.4 Lab journal (Compulsory)

Practical is inbuilt in the course and will constitute the following:

I. Lab Journal

II. Reporting actual events (Students will be given assignments from time to time to cover events including political, social, crime, sports, entertainment, disaster, labour and industry, science and technology, religion, investigative stories, etc.)

Essential Readings

- Branston, G. and Stafford, R., (1997). The Media Student's Handbook. London: Routledge.
- E.C. Thomas, (1998). Economic and Business Journalism. New Delhi: Sterling Publishers.
- Hough, G.A.(1988). News Writing. New Delhi: Kanishka Publications.
- NDTV Style Book, New Delhi.
- Kamath, M.V. (1995). The Journalists Handbook. New Delhi: Vikas Publishing House.
- Meikbe, G. (1994). Interpreting News. New York: Palgrave Macmillan. 2009 [Parthsarathi, Ranngswami,
- Here is the News: Reporting for Media, Sterling Publishers, New Delhi.
- Srivastava, K.M. (1995). News Reporting and Editing. New Delhi: Sterling Publishers.
- Strentz, H (1992). News Reporters and News Sources. New Delhi: Prentice Hall of India.
- Ward, M. (2002). Journalism Online. Oxford: Focal Press.
- Wilson, J., (1996). Understanding Journalism: A Guide to Issues, London: Routledge.
- Fedler F, et.al., (2005) Reporting for the Media, London: Oxford University Press.

MAS-PG-CI04: ICT, Web and the Media

Unit I: Essentials of Information Technology

1.1 Introduction to computers: History and development of computers, machine and operating systems, Programming software

1.2 Internet and connectivity: Email and Browser, TCP/IP, HTML; LAN, WAN, WI-FI; Administration of internet and types of internet connectivity

- 1.3 Communication technologies: Optical fibres;; GSM; CDMA; Satellite; Radio and wireless
- 1.4 Multimedia: Combining video, audio, images, text; Creativity and learning

Unit II: Publishing content online and offline

- 2.1 Graphic design and layout tools – I: InDesign, Quark Xpress or Pagemaker; Corel Draw or Adobe Illustrator
- 2.2 Graphic design and layout tools – II: Adobe Photoshop and Image Ready; Coffee Cup
- 2.3 Publishing and presenting tools: PowerPoint; Printing; Files for printing, web publishing; Standard file formats – html, pdf, jpg, tif, gif, png, avi. mp3, mp4
- 2.4 Distributing content: Facebook; Twitter; YouTube; Engaging bloggers; Press releases

Unit III: Web 2.0 and social media

- 3.1 Web 2.0 and social media – critical perspectives: Technology, culture, politics and globalisation
- 3.2 The key social media platforms and spreading the word: Social media content strategy; Creating buzz on social media; Critical studies of Facebook and Twitter
- 3.3 Engaging with community – I: Groups; Fan pages; Setting up a Facebook page
- 3.4 Engaging with community – II: Gaming, social gaming; Campaigning, social organization, protest, advertising and publicity on social media

Unit IV: Content publishing project

- 4.1 Strategies for content and briefing: Selecting content to engage with audience; Writing and delivering to content briefs; Branding of Content
- 4.2 Secondary research: Library research; Online research
- 4.3 Primary research: Fieldwork; Documentation; Interviews
- 4.4 Publishing: Blogs; Videos; Photographs; Facebook page; Web landing page; YouTube channel; Linking from Facebook and Twitter accounts

Essential Readings

- Atton, C. 2004. Fan Culture and the Internet. In *An Alternative Internet*. Edinburgh: Edinburgh University Press. pp. 138-155
- Avgerou, C, 2010. Discourses on ICT and Development. ITID 6(3) pp. 1-18.
- Boyd, d. 2010. Social Network Sites as Networked Publics: Affordances, Dynamics, and Implications. In Z. A. Papacharissi (ed.) *Networked Self: Identity, Community, and Culture on Social Network Sites*. Oxford: Routledge.
- Hogan, B. 2010. The Presentation of Self in the Age of Social Media: Distinguishing Performances and Exhibitions Online. *Bulletin of Science Technology and Society*. 30(6) pp. 377-386
- Liszkiewicz, A J P, 2010. Cultivated Play Farmville. Berfrois.
- McKinsey Global Institute whitepaper, 2011. Big data: The next frontier for innovation, competition, and productivity.
- Lewis, S, et. al. 2010. Beyond participation to co-creation of meaning: mobile social media in generative learning communities. *Social Science Information*.49(3) pp. 1-19
- Sapien Nitro whitepaper, 2012. Metadata, Content Models, and Taxonomies: Strategies for Smart Content Management.
- Sutko, D, 2007. Real Plus Digital Equals Woah. *Aether* (1) pp. 56-58.
- Thornton, S. 2007. Introduction: Thinking women/media/feminism. In *Women, Feminism and Media*. Edinburgh: Edinburgh University Press.

- Wilson, S and Peterson, L, 2002. The Anthropology of Online Communities. Annual Review of Anthropology (31), pp. 449-467
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MAS-PG-C201: Media Laws and Ethics

Unit I: Constitutional Scope of Freedom

- 1.1 Freedom of Expression: Overview of the Constitution of India,
- 1.2 Freedom of the Press- Substance of Article 19, interpretation of Article 19 and reasonable restrictions.
- 1.3 Limits of Transparency: Privileges of the legislature - Article 105 and Article 19 (A); Judiciary and contempt of Court
- 1.4 Information and the bureaucracy: Official Secrets Act; Lokpal; RTI

Unit II: Jurisprudence and Media

- 2.1 Boundaries of Freedom of Expression: Media content- morality, public interest, women & minorities; Advertisement
- 2.2 Defending Individual Rights: Trial by Media, Defamation- IPC Article 499-500, Libel, Slander, provisions for defences; Interpreting Right to Privacy
- 2.3 Protecting the State: Colonial legacies; Restrictions through IPC and CrPC; Censorship and Prscription
- 2.4 Accumulation of Interests: Anti-Trust ideas; Consumer protection and Consumer Courts; Liability and Foreign Media

Unit III: Media Laws in India

- 3.1 Registration of Books and Newspaper Act, 1867; Copyright Act, 1957.
- 3.2 Working Journalist Act, 1955 and Wage Boards
- 3.3 Cyber Laws in India
- 3.4 Institutional agencies: RNI and its duties, Broadcast regulations and I&B Ministry, Press Commissions and their recommendations, Press Council of India- formation, composition, role, power, guidelines; Censor board, Censorship Act and procedures.

Unit IV: Media Ethics

- 4.1 Ethics: what and why of ethics; Truth, fairness and Objectivity, Case studies from India context; Tangible Property- Knowledge and Copyright; Ownership and Usage right, Fair Use and Piracy
- 4.2 Basics of Media Ethics: Press Council code of ethics, PCI Guidelines on privacy and Public Interest; Advertising Standards Council of India guidelines; News Broadcasters' Association Code
- 4.3 Ideas of Commons: Ethical issues of copyright and the idea of commons/ creative commons
- 4.4 Ethics in Sting journalism; Media Trial; Internet- plagiarism, obscenity and indecency; Issues in Governance- Self-regulation and Ombudsman;

Essential Readings

- Basu, D.D, *Laws of the Press*
- Basu, D.D. (2004), *Introduction to the Constitution of India*, Prentice-Hall of India
- Bhatiya, Sita, *Freedom of the Press: Political, Legal Aspects of Press Legislation in India*.
- Fackler, Mark et. al., *Media Ethics- Cases and Moral Reasoning*, Longman. (1995).

- Frankena, William K., *Ethics*, Prentice Hall India. (2002)
- Guha Thakurta, Paranjoy (2009): *Media Ethics-Truth, Fairness and Objectivity*. New Delhi: Oxford University Press.
- Lillie, William, *Introduction to Ethics*, Allied Publishers. (2003).
- Prabhakar, M. et. al., *A Compendium of Codes of Conduct for Media Professional*, University Book House. (1999).
- Singh, P.P. et. al., *Media, Ethics and Laws*, Anmol. (1998).
- Umrigar, K. D., *Laws of the Press in India*

MAS-PG-C202: Media and Communication Research

Unit I: Understanding Research

- 1.1 Scientific method: Logic of inquiry in natural sciences and social sciences.
- 1.2 Positivist and critique of positivism paradigms; Inductive and deductive logics, Theoretical Vs Empirical method.
- 1.3 Types of research methods: Historical, comparative, Evaluative and Experiential; qualitative and quantitative research.
- 1.4 Review of literature, writing a proposal.

Unit II: Quantitative research

- 2.1 Overview of quantitative research, Quantitative research basics, units or cases, variables, frequencies, mean, standard deviation, Reliability and validity, hypothesis, Sampling: probability and non-probability.
- 2.2 Data collection methods: Questionnaire, Survey –questionnaire design, validation, and panel design, Cross-sectional studies & single experiments, Longitudinal studies & repeated measures, Content analysis, Experimental design, statistical analysis
- 2.3 Coding and Data analysis (SPSS training: Basic navigation x 2, Evaluating Means, Correlation and Association between categorical variables, Linear Regression x 2, Logistic Regression, and ANOVA/ ANCOV)
- 2.4 Report writing: Nuances and steps, ethical concerns, format and content, bibliography and references.

Unit III: Qualitative researches

- 3.1 Ethnographic research: participant/observer continuum, entering, watching, listening, memoing, recording.
- 3.2 Unstructured and semi-structured interviews.
- 3.3 Discourse analysis, Focus group discussion, Case study
- 3.4 Data analysis: grounded theory, semiotics, critical discourse analysis and ethnomethodology. Computer Programs for Qualitative Data Analysis: ATLAS, NUDIST and ETHNOGRAPH.

Unit IV: Media Research Applications

- 4.1 The Social-Scientific Approach, Debating Media Influence, Identifying Causes of Effects, Experimental Methods, An Early Experiment on Media Effects, Survey Methods, Field Study Methods, Researching Media Effects in the Field
- 4.2 Functions of Mass Media: Social Functions of Communication, Audience Uses of Media, Studying Media Use among different social groups, Media Socialization and Group Identity.
- 4.3 Effects Research: News and Politics, Researching the Nature of News, Media Agenda Setting, Media Priming and Framing, Ideological Effects of the Media; Media, Community, and the Public Sphere; Studying the Impact of News Frames, Effects Research: Media Violence and Sex, Media and Violence, Media and Sexual Behavior, Studying Media Use

and Self-Image, Effects Research: Persuasion, Education, and Social Marketing, Advertising and Persuasion, Consumerism and Culture, Studying Tobacco Advertising, Public Communication Campaigns, Diffusion of Innovations, Studying a Communication Intervention.

4.4 New Media and their Impact: New Communication Technologies, Socio-Political impact of the Internet, Studying Effects of Internet Use, Media Technology and Culture.

Essential readings

- Babbie, E. 2004. (10th edition), *The Practice of Social Research*. Chennai: Wadsworth/Thompson. Ch 14, 16.
- Berger, A. 2000. *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. London: Sage.
- Brooker, W and D. Jermyn. eds. 2003. *The Audience Studies Reader*. London and New York: Routledge. Ch. 18.
- Bryant, J. & Thompson, S. 2002. *Fundamentals of media effects*. New York: McGraw-Hill.
- Bryman, A. 1994. *Analyzing Qualitative Data*. London and New York: Routledge.
- Bryman, A. 2004. (2nd ed.), *Social Research Methods*. London: Oxford. Selected Chapters.
- Creswell, J. 2009 (3rd ed). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. California: Sage.
- Jensen Klaus B and Jankowski, N. 1991. *A Handbook of Qualitative Methodologies for Mass Communication Research*. London and New York: Routledge. Ch 2,10.
- Machin, D. 2002. *Ethnographic research for media studies*. London: Arnold.
- Wimmer, Roger D. and Dominick, Joseph R. 1994, *Mass Media Research. An Introduction*, (4th edition), Belmont: Wadsworth. Part 1.
- Hanson, J., & Maxcy, D. J., (Eds.). 1999. *Sources: Notable selections in mass media*, 2nd edition. Guilford, CT: McGraw-Hill/Dushkin.

MAS-PG-C203: Broadcast and Online Journalism

Unit I: Reporting news for TV

- 1.1 **Television news reporting:** Covering news, collecting footages, sound bytes, interviews, etc., Piece To Camera, news script writing; Input and output desks- roles and functions; Television news Reporters- Difference between reporters in print and Television, qualities of a television news reporter; Improving story telling ability, Interview for Television, Talent performance in field reporting, Broadcasting laws, Code of ethics and standards.
- 1.2 **Telling the story:** The anchor Links- Setting up the story, Forms of anchor links, Story lead; language in TV news
- 1.3 **Building the news script:** Writing a voice over, ordering the script, transitions in news script
- 1.4 **Editing TV news and use of graphics**

Unit II: Radio news reporting and writing

- 2.1 Structure of radio news room- role and functions of different personnel in a news room
- 2.2 Reporting for Radio news
- 2.3 Radio news script writing and editing
- 2.4 Producing radio news

Unit III: Online Journalism

3.1 Introduction to Online Journalism: Origin and evolution of online journalism in India; Future of online journalism in India – emerging and evolving trends

3.2 Online journalism versus print journalism/ evolving trends: Online website and a newspaper; Difference between e-newspaper and an online website. Case studies: The Hindustan Times, and The Times of India

3.3 Content on news and current affairs website: Analysing a news and current affairs websites' content; News, Views and opinions – interactivity with the readers; Multimedia content – Photos, Videos, Podcasts

3.4 Essential skills for online media: The news story and the web & Interactive feature; The citizen journalist & Blogging and bloggers; Multimedia content: Sourcing news and presenting it online in multiple formats: text, audio, video, and photos

Unit IV: Practical Exercises

4.1 Preparation of a 15 –minute radio news bulletin- original news generation, scripting and reading (Group).

4.2 Preparation of a 25-minute TV news bulletin, TV interviews, Panel discussion (Group).

4.4 Prepare news content for on-line media.

NOTE: The end semester exam will have 50 percent practical component, (i.e. 25 marks). The written exam and practical exam will be taken separately. External examiner will be invited for the practical exam.

Essential Readings:

- Cappé, Y. 2006. Broadcast Basics: A beginner's guide to Television News reporting and production, Marion Street Press, LLC
- Broughton, I. 1981. The Art of Interviewing for Television, Radio & Film. TAB Books Inc.
- C.P. Singh, C.P. 1999. Before The Headlines: A Handbook of TV Journalism. Macmillan.
- Putting Reality Together: BBC News by Philip Schlesinger.
- White, T. 1996. Broadcast News Writing, Reporting and Producing. Oxford: Focal Press.
- Ivor Yorke. Y. 1995. Television News. Oxford: Focal Press.
- Ward, M. 2002. Journalism Online, Focal Press, Oxford: Focal Press.
- Boyd. A., Peter Stewart, and Ray Alexander. 2008. Broadcast Journalism: Techniques of Radio and Television News, Oxford: Focal Press
- NDTV's Style Sheet.
- AIR's Style sheet.

MAS-PG-C204: Radio Programme and Production

Unit I: Radio as a Medium

1.1 Evolution and Growth of Radio: Evolution of Radio, Broadcasting in India, Radio's characteristics and role in a democracy; changing forms of radio.

1.2 Broadcasting systems: Public service radio, Private commercial radio, Campus radio, Community radio, web radio.

1.3 The Grammar and aesthetics of Radio: Elements of Production- acoustic, perspective, artificial echo. Studio and equipments, types of mikes.

1.4 **Basics of Sound:** Frequency and wave length- different types of frequencies, Journey of sound, analog and digital sound.

Unit II: Radio in different settings

2.1 **Radio Formats in Public Broadcasting:** Formats in All India Radio- Old and New formats- simple announcements, interviews, reports, running commentaries, discussion, radio features, radio documentaries, radio drama, magazine, vox pop.

2.2 **Radio in Commercial Broadcasting:** Basic Concepts- Station promo, Show promo, Bumper, station ID, Kick offs, programme ID, Music promo, sparkles, teaser; Branding: Top branding, middle branding; Planning and executing events, Campaign, sales, advertisements; Preproduction, post production, live; Programme Department in FM station-Production room, Interview room and Live on Air, Radio Jockeying- skills and qualities.

2.3 **Radio in Community Broadcasting:** Meaning of Community, Beginning of Community Broadcasting in some advanced nations, Indian policy on community broadcasting, concept of narrowcasting, community participation in broadcasting and management, sustenance model, community radio improvement toolkit.

2.4 **Web Radio and internet streaming :** Major achievements in web radio, status in India, streaming technology, streaming software- Adobe Flash Live Encoder, GRINS etc.

Unit IV: Working with Sound

3.1 **Recording Process:** Equipments in studio; outdoor and indoor recording.

3.2 **Software used for Radio:** Sound Forge, Nuendo, cool edit, etc.,

3.3 **Sound editing:** Converting mono to stereo, Adjusting sound effects, Editing sound files

3.4 **Special Effects:** Effects menu and synthesis; Creating CD/DVD; extracting audio from CD/DVD

Unit IV: Radio Production (Practical)

4.1 Researching for a radio feature, scripting and producing a 15-minute radio feature (Group).

4.2 Preparing radio programme for special audiences: farmer, women, children, youth, industrial worker and education (Group).

4.3 Preparing radio programmes and advertisements for FM station

Suggested Readings

- Kaempfer, R. and John Swanson (2004). The Radio Producer's Handbook. New York: Allworth Press.
- Keith, M.C. (2007). The Radio Station: Broadcast, Satellite and Internet; Burlington: Focal Press.
- McLeish, R (2005). Radio Production. Burlington: Focal Press.
- Priestman, C. (2002). Web Radio: Radio Production for Internet Streaming; Burlington: Focal Press
- Reese, D.E. Lynnes S. Gross and Brian Gross (2005). Radio Production Work text: Studio and Equipment; Burlington: Focal Press.
- Sauls. S.J. and Craig A. Stark (2013). Audio Production Worktext Concepts, Techniques and Equipments . Burlington: Focal Press
- Stephenson, A. R., David E Reese and Mary E. Beadle (2004). Broadcast Announcing Worktext: Performing for Radio, Television, and Cable; Burlington: Focal Press.
- Truesdell, C. (2007). Mastering Digital Audio Production: The Professional Music Workflow with Mac OS X. Canada: Wiley Publishing Inc.
- Whitakaer, J.C. (2003). Master Handbook of Audio Production: A Guide to Standards, Equipments and System Design. Mc Graw Hill Professional
- Woodhall, W. (2010). Audio Production and Postproduction. Jones and Bartlett Publishers.

MAS-PG-O301: MEDIA & POLITICS

Unit I: Media and the Making of Democracy

- 1.1 **Free Speech and Freedom of Expression:** Theoretical Foundation; early philosophers and early theoretical thinking- Milton, Locke, Mill
- 1.2 Philosophy of press Freedom- - Arguments for Liberty of the Press
- 1.3 **Media and Politics :** Concept of Politics- media-politics relationship- traditional versus revisionist approach
- 1.4 **Media in Democracy:** Democracy's requirement of the Media

Unit II: Media, Public Sphere and Democratisation

- 2.1 **Media and the Public Sphere:** The idea of Public Sphere and role of media, Reconfiguration of Public sphere- case study from India
- 2.2 **Media and Secularisation:** Secular Education; Secularisation of Entertainment; Civic Religion
- 2.3 **Pluralism and Multiculturalism:** Identity and Representation; Pluralist media content; Diversity of Media Ownership
- 2.4 **Democratising Media and Politics:** New media platforms and emerging trends; Case studies from India and other countries

Unit III: Ideology, Power and Media Markets

- 3.1 **Characterising Ideology:** Consensus as ideology; From consensus to manufacturing consent; Ideology & hegemony
- 3.2 **Media Power:** Media's potential for identity formation and political mobilization- Case studies
- 3.3 **State and Information:** Information as Service, and as Public Good; Propaganda & Publicity
- 3.4 **Media, Ideology, Market:** Ideology of Free Markets; Special characteristics of medias product-Autonomy of media markets; Media Oligopoly

Unit IV: Mediated Politics

- 4.1. **State and Governmentality:** Move towards federal polity; Emergence of new stakeholders; Decentralization & Participatory Democracy
- 4.2 **Mediated Politics:** Publicness of mass politics; Identity & cultural politics; Individualisation in virtual politics
- 4.3 **Media Proliferation:** From Scarcity to Abundance; Ascendancy of local media; Authenticity & Validity
- 4.4 **Media Imperialism:** Sovereignty; Public diplomacy; Information imbalance

Essential Readings

- Baker, E. 2004. Media, Markets and Democracy. New York:Cambridge University Press.
- Chomsky, Noam. 1989. 'Democracy and the Media', in Necessary Illusion: Thought Control in Democratic Societies. South End Press.
- Curan, J (ed). 2010. Media and Society. London: Bloomsbury.
- Entman, Robert M. (eds). 2001. Mediated Politics: Communication in the Future of Democracy. New York: Cambridge University Press.
- Gunther, R and Mughan, A. 1994. (eds): Democracy and the Media: A Comparative perspective. New York: Cambridge University Press.
- Habermas, J. 2006. 'The Public Sphere: An Encyclopaedia Article' in Media and Cultural Studies- Key Works by Meenakshi Gigi, et.al. (Eds). Oxford: Blackwell Publishing.

- Herman, Edward and Chomsky, N. 1998. *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books.
- Keane, J. 1991. *Media and Democracy*. Oxford: Willey Blackwell
- Ninan, S. 2007. *Headline from the Heartland- Reinventing the Hindi Public Sphere*. Sage: New Delhi.
- Overholser G & K.H. Jamieson (Eds) (2005) *The Press*, Annenberg Foundation Trust. Oxford: Oxford University Press
- Woods, J. 2007. 'Democracy and the Press: A Comparative analysis of Pluralism in the International Print Media', *Social Science Journal* Vol. 44 No. 2. pp.213-230.

MAS-PG-C302: Development Communication

Unit I: Understanding Development and Development Communication

- 1.1 Concepts of 'Development', Development Communication as a field of Mass Communication studies, Evolution of the theory and practice of Development Communication.
- 1.2 Major Paradigms of development communication: Modernization theory, Dependency theory, World Systems Theory, Mass Media and development: the Indian experience – SITE, Kheda Communication Project.
- 1.3 Communication approach of the dominant paradigm: Diffusion of Innovation, Mass media and modernization, Media and national development: social marketing of family planning, health and pro-social innovations.
- 1.4 Critique of the dominant paradigm; development and under development, centre-periphery debate and Third World Perspectives, empowerment paradigm, Communitarian theory: Liberation Theology and Conscientization.

Unit II: Actors and Agencies

- 2.1 State as an Actor, Market as a determinant, Role of civil Society organizations. UN bodies, UNESCO's approach to communication and Development
- 2.2 AID based development strategies, Poverty alleviation, ICT for rural development.
- 2.3 Ecology and Sustainability, Human Rights and Marginal groups.
- 2.4 Women's Movement and Empowerment, Social Development and Human rights, e-governance initiatives.

Unit III: Participatory communication for social change

- 3.1 Concept and philosophy of 'participation'; approaches to participatory communication for development.
- 3.2 Conceptual framework for participatory message development, Emergence of Participatory Communication, themes and perspectives in participatory communication. Elite Vs. local knowledge.
- 3.3 Tools and techniques of participatory research, Participatory Action Research (PAR), IEC Vs BCC approaches towards Health communication
- 3.4 Traditional and folk media for social change, aspects of cultural proximity, credibility, utilization of familiar signs and symbols, community participation, collective presentation, interactivity.

Unit IV: Case Studies of community newspapers, community radio, participatory video, theatre, other development communication initiatives

NEDF initiatives like eNGO, Digital Panchayat, Boat Clinics (CNES), Agricultural Programmes of DD and AIR, Northeast Zonal Cultural Centre, Community newspapers in Mizoram, Gaon

connection, Radio Luit, Video volunteers, Mobile Vani, Sangham Radio, Khabar Lahariya, Video Sewa, Jnan Taranga and other northeast area-specific communication initiatives.

Essential Readings

1. Mefalopoulos, P. 2008. Development Communication Sourcebook: Broadening the boundaries of communication. World Bank Publication.
2. Melkote, S. & H. L. Steeves. 2001. Communication for Development in the Third World, 2nd edition, Sage.
3. Mody, B. (ed.). 2003. International and Development Communication: A 21st – Century Perspective. New Delhi: Sage.
4. Nair, S & S. White (eds). 1993. Perspectives on Development Communication, Sage.
5. Rogers, E. M. & A Singhal. 2001. India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage.
6. Sen, A. 1999. Development as Freedom. Oxford University Press.
7. Servaes, J., ed. 2008. Communication for Development and Social Change. New Delhi: Sage Publications.
8. Servaes, J & T Jacobson & S. White (eds). 1996. Participatory Communication for Social Change. Sage.

MAS-PG-C303: Advertising

Unit I: Branding and branded communications

- 1.1. Branding and culture.** Definition of branding; Brands and communication – positioning, benefits; Brands in culture – youth, music, sport; Milward Brown iconic brands – myth making, reference to myth as defined by Levi-Strauss, Barthes, case – Snapples; Clotaire Rapaille – Culture Code; Theoretical perspectives in culture studies
- 1.2. Brand ownership, organization structure and process.** Corporate brand, product or service brand, personal branding, nation or geographical region brands, non-profit and campaign brands; Concepts in marketing – markets and categories; Brand management; Social marketing – use of brands in non-profits and causes; Healthcare marketing – the expert brand; Marketing, market research PR and advertising agencies – structure and process; Leading groups and agency networks
- 1.3. Brand strategy and communication, brand architecture.** Brand decisions; Brand architecture; Brand experience; Brand loyalty; Kim and Mabourgne – Blue Ocean Strategy and case; Use of media, concepts – paid and earned media; Media vehicles – TV, press, radio, social media, direct; Media relations and PR; Media planning and buying; Customer, CRM
- 1.4. Brand leadership, models, tools and metrics.** Brand leadership as defined by Aaker; Salience; Brand value, BVA; Y&R archetypes model; Hofstede with examples; Brand Key with examples; Kapferer's Brand Identity Prism with examples

Each student will start exploring one local, national or international brand **with footprint in Sikkim** through the course – such as Sikkim Tourism, Cafe Coffee Day, Haldiram, Fastrack, Nike, Benetton, Allen Solly, Puma, etc. – and this brand will be the basis for the project report they have to submit at the end of the course.

Unit II: Audience, segmentation, market research – the science of branded communications.

- 1.5. Audiences.** Internal and external; Interactivity; Crowd-sourcing and co-creation; Shoppers; Consumers; Customers; Advocates and prosumers; Shareholders; Employees; State; Media; Community
- 1.6. Segmentation.** Segmentation methods – psychographic, demographic, geographic, cultural; Market Tiers; SEC; User segmentation in specific categories – cell-phone hardware; Chris Rose –Three Worlds
- 1.7. Market research- basics:** The need for market research in managing communications; Market research methods – qualitative and quantitative; Commissioning research – problem definition, choosing method; Attributes to study – Appeal, comprehension, credibility, imagery, relevance, brand metrics, audience behaviour, U&A.
- 1.8. Market research- Methods and Tools:** Research design; Pre and post testing; Concept testing; Milward Brown Link; Brand track; Focus groups, interviews; Market ethnography; Retail ethnography – Envirosell technique; Media research; Big data and analytics; Reading and interpreting market research

Unit III: Advertising and marketing communications

- 1.9. Process in creating communications.** Concept of IMC; Strategy, IMC and touch point planning, media planning, digital planning; The integrated agency; Effective briefing of creative, digital, CRM, PR, media; Copy writing for television, outdoor, print and web; Visualization, graphic design, 3D design, experience design; Messaging – brand, customer
- 1.10. Engagement.** Customer life cycle and converting people; Insight – from research, from planning, from creative; Cultural strategy – case study Haagen-Dazs (BBH UK), Toyota Prius; Disruption as a creative strategy – the TBWA model – Absolut; Interactivity – games and applications
- 1.11. Experience.** Experience levels; Brand image and customer experience – case study – BMW experience zones; Experience and retail – innovations at the store – case study; Brand and service experience across touch points – Indigo Airlines (W+K Delhi) – television, mailers, airport and flight service experience
- 1.12. Community.** Formation of community – case study Enfield India; Co-creating meaning with the customer – managing the social presence of brands; Fan culture and brands – case study – Virgin Records, Coca-Cola, Arsenal, Mumbai Indians; Community in social marketing; Community control on brands – emerging paradigm

Unit IV: Project

Detailed study of brand chosen to produce communications strategy or creative communication products

Option 1: Strategy

- Selection of brand
- Definition of category and competition
- Competitive communication analysis
- Analysis of brand's communication on TV, print, outdoor, retail, social media
- Study of customer touch points, such as retail, where possible
- Mapping of brand on model
- Recommendation of a strategic way forward
- Concept card for communication strategy and testing on class members
- Creative brief

Option 2: Creative Ideas

- Selection of brand

- Definition of category and competition
- Competitive communication analysis
- Analysis of brand's communication on TV, print, outdoor, retail, social media
- Concept card for creative approach and testing on class members
- Film idea
- Design OR copy – poster, newsprint ad, outdoor, web banner
- Mock Facebook page OR copy for website OR interactive idea
- Idea for experiential

Essential Readings

- Aaker, D. A. et. al., 2002. *Brand Leadership*. London: The Free Press.
- Abraham, M. and A. Taylor. 2011. 'Brand Housing: Best Practice for Brand Architecture'. *Admap, February 2011*.
- Hartley, J. 2011. *Communication, Cultural and Media Studies: The Key Concepts*. London: Routledge.
- Holt, D. 2003. 'How to Build an Iconic Brand'. *Market Leader, Summer 2003*.
- Kim, W. C. and R. Mabourgne. 2004. 'Blue Ocean Strategy'. *Harvard Business Review, October 2004*.
- Kotler, Philip, 2000. *Marketing Management*. Upper Saddle River, NJ: Prentice Hall. (Chapters on brand and advertising)
- Ries, A. and J. Trout. (1981) 1993. *Positioning: The Battle for Your Mind*. New York: Warner.
- Team Pinnacle. 2013. 'Cadbury Dairy Milk: Happily Married – chocolate and mishti (traditional sweet)'. WARC Prize for Asian Strategy Shortlist.
- Williams, A. et. al. 2013. 'Big Data: P&G says thank you to moms'. *Admap, September 2013*.

Instructor's readings:

The instructor may, depending on the progress of the course and class response, choose to share selected readings from this list with the class members.

- Barthes, Roland, 1972. 'What is myth, today?' In *Mythologies*. New York: Hill and Wang.
- Dru, J-M. 2002. *Beyond Disruption: Changing the Rules in the Marketplace*. New York: AdWeek.
- Milward Brown, 2013. Brand Z Top 100 Most Valuable Global Brands 2013. Report.
- Levi-Strauss, C. 1963. The Structural Study of Myth. In *Structural Anthropology*. New York: Basic Books.
- Rose, C, 2011. *What Makes People Tick*. Leicester: Troubadour. (Selected readings)
- Underhill, Paco. 2009. *Why We Buy: The Science of Shopping*. New York: Simon and Schuster.
- Rapaille, C. 2006. *The Culture Code*. New York: Broadway Books.

Periodicals/subscriptions

Campaign India

AdWeek

WARC

Agencyfaqs.com

MAS-PG-C304: Television Production

Unit I: Basics of Television Production

- 1.1 Basics of camera and controls, shot sizes and their significance
- 1.2 Camera movements, visual grammar, shot composition,
- 1.3 Lighting, genres, single and multi-camera production,
- 1.4 Production Control Room (PCR).

Unit II: Pre-production Stage

- 2.1 Ideation, writing a proposal
- 2.2 Scripting
- 2.3 Talent scouting, scheduling.
- 2.4 Location survey.

Unit III: Editing techniques

- 3.1 Editing: procedures and practices, putting together visuals
- 3.2 Voice, music
- 3.3 Sound effects
- 3.4 Graphics.

Unit IV: Practical

Students will be required to research, script and produce a full-length documentary. Documentaries will be team-evaluated (which means everybody in the team gets the same marks) by an external examiner too.

Classroom sessions will be held initially to introduce the students to Television Production. However, as the course proceeds, it will be a 'learn-as-you-do' exercise. A total of 50 percent marks will be devoted to Practicals.

Essential readings:

1. Broughton, I. 1981. *The Art of Interviewing for Television, Radio & Film*. TAB Books.
2. Millerson, G and Owens, J. 2009. (14th ed). *Television Production*, Focal Press
3. Berger, John. 1980. *Ways of seeing*. London: BBC.
4. Nichols, B. 2010. *Introduction to documentary*. Bloomington: Indiana University Press.
5. Zettl, H. 2005. (9th ed). *Television production handbook*. Wadsworth Production.

MAS-PG-O401: Public Relations and Corporate Communications

Unit I: Audiences – Internal and External

- 1.1 Media as external audience:** Concept of earned media; Proactive and reactive media relations; Media selection – general, business media, specialized media; Search engines; Synergy between Corporate Communications and Marketing – use of PR as marketing tool
- 1.2 Internal audience and employer branding:** Recruitment; Welfare; Motivation; Synergy between Corporate Communications and HR Management; Employee policies and corporate image – case studies – Tata Steel, SAIL

1.3 Stakeholders: Shareholders; State; Community; Different kinds of stakeholders for different kinds of organizations / industries – such as infrastructure, IT, agriculture, banking and finance, government, non-profits

1.4 Industry bodies, Chambers of Commerce, think tanks: Industry bodies – case study – Cellular Operators Association of India; Chambers of Commerce – CII, ASSOCHAM and FICCI; Research and consulting organizations as think tanks – McKinsey, KPMG, Deloitte

Unit II: Corporate Governance and Corporate Communications

2.1 Corporate Governance: Regulatory frameworks, company law and compliance; Global standards on product safety, labour, emissions, forest, etc.; Good governance concepts and aberrations – case study Berkshire Hathaway

2.2 CSR: CSR and regulatory in India; Relationship between CSR, corporate brand and product/service brands – emerging paradigm ; CSR case study – WIPRO and Azim Premjee Foundation, ITC and e-Choupal

2.3 Sustainability policy: Supply chain ethics and the corporate brand image – case study – Chipotle; Sustainability policy – best practice case studies – Ikea, Starbucks

2.4 Crisis management: Role of corporate communication in crisis and disaster management

Crisis management – symmetrical and asymmetrical models; Case studies – Coca-Cola and pesticide, Benetton, Zara, H&M in Rana Plaza disaster; Bad publicity and damage control – Abercrombie and Fitch.

Unit III: Public relations: tools and techniques

3.1 Press release: Press release, online press release; SEO; Social presence; Online Reputation Management; Media monitoring; Media metrics

3.2 Press conference and events: Press conferences; Press kit; Conducted tours; Special events and exclusive TV rights; Sponsored events – industry events; Use of celebrities; Public and charitable events

3.3 Paid media: Corporate Advertising before IPO, public offering – case study – Coal India; Advertorials; Campaigns and media properties – Toyota NDTV Greenathon

3.4 Corporate publications: Corporate website; Posters; Newsletters; Annual Report, Sustainability Reports; Facebook Pages, Blogs of senior managers on website, Guest blogging by experts, Twitter accounts of senior managers, Whitepapers, Sponsored publications with academic organizations

Unit IV: Project

Detailed case study of an organization's public relations. The organization could be a non-profit or a business in the public or private sector. Following aspects need to be studied:

- Selection of organization – in what vertical is their primary business?
- Overview of vertical
- Appraisal of organization's brand – strengths and weaknesses
- Analysis of organization's product/service brands
- Competitive analysis
- Real time analysis of public perception – all Google first page content
- Analysis of stories on the organization published in media
- Analysis of their communications – website
- Analysis of their sustainability policy / supply chain ethics – how credibly stated
- Analysis of their crisis response if any in the past
- Recommendation of a strategic way forward

Reading List

- Barry, A. 2005. *PR Power: Inside Secrets from the World of Spin*. London: Virgin Books.
- Bhimani, R. 1995. *Corporate Peacock: New Plumes of Public Relations*. Delhi: Rupa.
- Campbell, A. 2013. 'Unsexy Social: How Social Media is Adding Value to Regulated Industries in Unexpected Ways'. Sapient Nitro whitepaper.
- Christensen, L, et. al., 2008. *Corporate Communications: Convention, Complexity and Critique*. London: Sage. (Selected readings)
- Cutlip, S. M. and A. H. Center. 1971. *Effective Public Relations*. New York: Prentice Hall. (Selected readings)
- Kitchen, P. J. and D. Moss. 1995. 'Marketing and Public Relations: an Exploratory Study'. Amsterdam : ESOMAR white paper.
- Kotler, Philip, 2000. *Marketing Management*. Upper Saddle River, NJ: Prentice Hall. (Selected readings)
- McKee, K B et. al., 2005. *Applied Public Relations: Cases in Stakeholder Management*. New York: Routledge. (Selected readings)

Periodicals and websites

Campaign India

AdWeek

WARC

Agencyfaqs.com

Websites of all organizations mentioned in the case studies

Corporate films and TVCs

Press and outdoor advertising

Annual Reports

MAS-PG-C402: Intercultural communication

Unit I: Introduction & Overview of ICC Field

- 1.1 Overview and Relevance of ICC, Contexts and Origins of Contemporary Intercultural Communication, Perception, Meaning, Reality & Axioms
- 1.2 Macrocultures & Microcultures, Elements of Cultural System
- 1.3 Cultural Identity, Ethnocentrism, Cultural Relativity, essentialism and otherization in multi-cultural contexts.
- 1.4 Elements of Cultural System

Unit II: Social Perception

- 2.1 Cultural Patterns, Perception and Stereotyping
- 2.2 Intro to Nonverbal Communication & the Concept of Time
- 2.3 High- and Low-Context Cultures
- 2.4 Underlying Dimensions of Culture, Hofstede's Cultural Dimensions

Unit III: Linguistic Diversity and ICC

- 4.1 Language differences, Verbal style and the culture of language
- 4.2 Haptics and Kinesics
- 4.3 Proxemics and Use of Space, ICC and Non-verbal Messages, Silence and Listening
- 4.4 Adapting to a Culture, Culture Shock, Returning Home, Reverse Culture Shock, Dealing with and Managing Intercultural Conflict, Cross-cultural Differences in Values and Beliefs, Value Clarification, Intercultural and Interracial Marriage

Unit IV: Culture and Globalisation

- 4.1 Third world concerns, Multinationals and development, Environmentalists, labour unions, Cultural politics of globalisation, Media hegemony, Legitimisation of global cultures, North-South, rich nations- poor nations divide,
- 4.2 The us-them oppositions, Anti-globalization protests, Homogenization, heterogenization, De-terretorialization, death of distance, flattening of the world.
- 4.3 Inclusion, exclusion. Mediated “global village” Case studies like blogs, airports etc
- 4.4 Social Influence of Network Culture and Information Flow: The Homophily Principle, Social Influence of Network Culture and Information Flow, Media as a shaper of Cultural Thought Processes, Diversity and the mass media, Media as a Source of Influence on ICC, Managing Diversity

Essential Readings:

- Asante, M., Miike, Y., & Yin, J. (Eds). 2008. The Global Intercultural Communication Reader. New York: Routledge.
- Chen, G., & Starosta, W. 1998. Foundations of Intercultural Communication. London: Allyn and Bacon.
- Hofstede, G. 1991. Cultures and organizations: Software of the mind. London: McGraw-Hill.
- Jandt, F. E. 2007. An introduction to intercultural communication: Identities in a global community. CA: Sage Publications.
- Kraidy, M. M. 2005. Hybridity or the cultural logic of globalization. Philadelphia: Temple University Press.
- Mathews, G. 2000. Global Culture/Individual Identity: Searching for Home in the Cultural Supermarket. New York: Routledge.
- Min-Sunkim. 2002. Non-Western Perspectives on Human Communication: Implications for Theory and Practice. London: Sage Publications.
- Shaules, J. 2007. Deep Culture: The Hidden Challenges of Global Living. Toronto: Multilingual Matters
- Terhi, R. 2005. The Media and Globalisation. London: Sage.
- Tomlinson, J. 1999. Globalization and culture. Chicago: University of Chicago Press.
- Journal of Intercultural Communication. <http://www.immi.se/intercultural>.

MAS-PG-C403: Media Movement and Rights

Unit I: Parallel process and Citizenship

- 1.1 Non-party as an alternative, Civil Society in India, Interrelationship between civil society and state Movements to Coalitions.
- 1.2 Overview of Social Movement, Movement as Empowerment , Social cohesion & participation, New Social Movement, Social Dynamics.
- 1.3 Arts of Resistance, Interrogating Public Sphere, Active Citizenship
- 1.4 Cultural meaning of Citizenship, Identity Politics, Audience to Consumers

Unit II: Alternative Media

- 2.1 Community Media: Background and importance, Public Access Movement, Empowerment and Community Media
- 2.2 Community Radio: Community Radio in the information Age, Localisation to community building, Refining the concept of community

- 2.3 Online Activism: Internet and Right to know, Social Technological Mediation, Telephone as social activism
- 2.4 Issues and Prospects: Democratisation of Media, Information economy to communicative society, Media Rights as Social Democracy

Unit III: Advocacy in the Digital Age

- 3.1 Conceptual Foundation: Understanding Advocacy, Media & Advocacy, Digital empowerment
- 3.2 Digital Divide: Communication Right, Social shaping of technology, Access & Equity
- 3.3 Media Reforms: Freedom of Expression and Digital media, Media Justice, Media Pluralism
- 3.4 Multilateral Initiatives: Internet Governance, Information Society, Cultural exclusion to diversity

Unit IV: Case studies

Women's movement in Manipur (Meira Paibi), Affected Citizens of Teesta (ACT), Lower Subansiri Mega Dam Project (KMSS led movement), Gorkhaland movement, Nagalim Movement and other relevant movements.

Essential Readings:

- Atton, C. 2002. *Alternative Media*. London: Sage.
- Castells, Manuel. 2012. *Networks of Outrage and Hope: Social Movements in the Internet Age*. Polity.
- Howley, K. 2010. *Understanding Community Media*. Sage.
- Kothari, R. 2005. *Democracy, Participation, Theory & Growth of Non-Party Political Process in Rethinking Democracy*. New Delhi: Orient Longman.
- Murdock, G. 1999. 'Rights and Representation: Public Discourse and Cultural Citizenship', in J. Gripsrud (ed.) *Television and Common Knowledge*; London: Routledge.
- Oommen, T.K. 2004. *Nation, Civil Society and Social Movement*. New Delhi: Sage.
- Scott, J. C. 1990. *Domination and the Arts of Resistance*. New Haven: Yale University Press.
- Tilly, C. & Wood L J. 2012. *Social Movements (3rd ed): 1768-2012*. Paradigm Publishers.
- Zuckerman, E. B. 2007. 'Why Cell Phones May Be the Most Important Technical Innovation of the Decade, Center for Internet and Society at Harvard Law School, Cambridge/MA.

MAS-PG-C404: Dissertation/ Project Work

Individual students will have to opt for either dissertation or project work at the beginning of the semester (first week) as per the deadline set by the department. This has to be declared by the students in writing. For those opting for Dissertation, the Department will, in a formal meeting of faculty members, allocate guides to respective students.

The Project work will be based on production work based on print, radio, television or web. Teachers handling respective courses will guide students accordingly. The submission and evaluation norms for the paper will be as per the University norms.