

PCEMA20 - MASS COMMUNICATION AND JOURNALISM

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|---------------------------------|--------------------------------|--|-------------------------------|---------------------------------|-----------------|---------------------|---------------------|
| Year: I Sem: I | Course Code: PCEMA20 | Title of the Course: Mass Communication And Journalism | Course Type: Theory | Course Category: Core | H/W 5 | Credits 4 | Marks 100 |
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Course Objective

To introduce the broad field of mass communication and journalism to students including the models, theories and ethics in the field of media

Course Outcomes (CO)

The learners will be able to

CO1: Review the Basics of Communication and Mass Culture.

CO2: Analyze and Understand the Western Models and Theories of Communication.

CO3: Acquiring Knowledge about the inception of Journalism.

CO4: Analyse the Journalistic Values and Various News Paper Organizations.

CO5: Evaluate the Concept of Journalistic Writing and Editing.

| CO | PSO | | | | | |
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| CO3 | H | H | H | H | H | M |
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| CO5 | H | H | H | H | H | H |

(Low- L, Medium - M, High - H)

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| CO2 | H | H | H | M | H | H |
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| CO5 | H | H | H | M | H | H |
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(Low- L, Medium - M, High - H)

Course Syllabus

Unit I: Communication Basics

(15 Hours)

- 1.1 Communication, Need of Communication (K1, K2)
- 1.2 Functions of Communication, Levels of Communication, Patterns of Communication (K1, K2, K3)
- 1.3 The Mass concept, Mass Communication process, the Mass Audience (K1, K2, K3, K4)
- 1.4 Mass Culture and popular culture (K3, K4)
- 1.5 Barriers of Communication (K3, K4, K5)
- 1.6 Media democracy (K5, K6)

Unit II: Models of Communication

(15 Hours)

- 2.1 Transmission model, Ritual or Expressive model (K1, K2)
- 2.2 Publicity model., Reception model, Lass well Model (K1, K2, K3)
- 2.3 Shannon & Weaver model, Osgood and Schramm Circular model. (K2, K3, K4)
- 2.4 Two Steps flow model, Westley and Maclean model (K3, K4, K5)
- 2.5 Agenda Setting model, Spiral of Silence model (K3, K4, K5, K6)
- 2.6 Indian theories of communication (K4, K5, K6)

Unit III: Basics of Journalism

(15 Hours)

- 3.1 Basics of writing and editing (K1, K2)
- 3.2 News values. (K1, K2, K3)
- 3.3 Sources of news and confidentiality (K2, K3, K4)
- 3.4 Makeup, Newspaper organisation (K2, K3, K4)
- 3.5 Press council (K3, K4, K5, K6)
- 3.6 Press commission (K4, K5, K6)

Unit IV: Journalistic Principles

(15 Hours)

- 4.1 Journalism and the concept of news (K1, K2)
- 4.2 Journalism principles(K1, K2, K3)
- 4.3 Brief history of press in the world, India and Tamilnadu (K2, K3, K4)
- 4.4 Online Journalism (K2, K4)
- 4.5 Tabloid Journalism (K2, K4, K5, K6)
- 4.6 Yellow Journalism (K3, K4, K5, K6)

Unit V:Journalistic Skills

(15 Hours)

- 5.1 Art of writing a new paper story (K1, K2, K3)
- 5.2 Inverted pyramid style(K2, K3, K4)
- 5.3 Feature writing (K1, K3, K4, K5)
- 5.4 Qualities of a Reporter, (K2, K3, K4)
- 5.5 Role of Editor (K2, K4, K5, K6)
- 5.6 Copy flow, Proof reading (K4, K5, K6)

Books for Study and Reference:

1. Mc Quail Denis – Mass Communication Theory 5th Edition
2. Keval J Kumar – Mass Communication in India 3rd Edition – Jaico publication 1982
3. Arthur Asa Berger-Essentials of Mass Communication Theory-Sage Publication 2000
4. Alfred Laurence Lorenz John Vivian–News Reporting and Writing–Pearson education – 2005.
5. D.S. Mehta – Mass Communication and Journalism in India–Allied Publication- 2003
6. T Rejshekar – Journalism Ethics and Objectives -Sonali Publication – 2009
7. RangaswamyParthasarthy – Journalism in India – Sterling Publication -Delhi – 2005
8. Ahuja B.N. - Concise Course In Reporting For Newspaper Magazine Radio And television – Surjeet Publication, Delhi - 1988

Web Reference:

Communicationtheory.org

PEEMB20 - ELECTIVE – I B: BROADCAST JOURNALISM

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|---------------------------------|--------------------------------|---|-------------------------------|-------------------------------------|-----------------|---------------------|---------------------|
| Year: I Sem: I | Course Code: PEEMB20 | Title of the Course: Broadcast Journalism | Course Type: theory | Course Category: Elective | H/W 5 | Credits 4 | Marks 100 |
|---------------------------------|--------------------------------|---|-------------------------------|-------------------------------------|-----------------|---------------------|---------------------|

Course Objective

To learn in-depth about the various fields of broadcast journalism and the best practices

Course Outcomes (CO)

The Learners will be able to

CO1:Discussing the basic concepts of Journalism.

CO2: Analysing the ethical codes and ethical standards of journalism in the contemporary media.

CO3: Acquiring in depth knowledge in television news process.

CO4: Adapting the techniques of news writing process for a radio medium.

CO5: Evaluating the legal aspects and procedures of launching the Broadcast news channel.

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| CO2 | H | H | H | H | H | H |
| CO3 | H | H | H | H | H | H |
| CO4 | H | H | H | H | H | H |
| CO5 | H | H | M | H | H | H |

(Low- L, Medium - M, High - H)

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| CO1 | H | H | H | H | H | H |
| CO2 | H | H | H | M | H | H |
| CO3 | H | H | H | M | H | H |
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| CO5 | H | H | H | M | H | H |
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(Low- L, Medium - M, High - H)

Course Syllabus

Unit I: Journalism Basics (15 hours)

- 1.1. Introduction to journalism, Journalism basics. (K2, K3, K4)
- 1.2. Sources of News.(K2, K3, K4, K5)
- 1.3. Editorial department. (K3, K4, K5, K6)
- 1.4. What is News? News values. (K2, K3, K4, K5)
- 1.5. Construction of News, News frames. (K3, K4, K5)
- 1.6. News selection. (K4, K5, K6)

Unit II: Journalism Ethics (15 hours)

- 2.1. Journalism Ethics & standards, Code of conduct. (K3, K4, K5)
- 2.2. Press council. (K3, K4, K5)
- 2.3. The journalist in the society. (K3, K4, K5)
- 2.4. Critical review of media, Democracy & Journalism. (K3, K4, K5, K6)
- 2.5. The growing importance of the press. (K4, K5, K6)
- 2.6. Current issues of journalism.(K4, K5, K6)

Unit III: Television News (15 hours)

- 3.1 TV Newsroom. (K2, K3, K4)
- 3.2 TV Rundowns, TV news gathering. (K3, K4, K5)
- 3.3 TV news writing, TV features. (K4, K5, K6)
- 3.4 TV documentaries writing & shooting. (K4, K5, K6)
- 3.5 TV interviews. (K4, K5, K6)
- 3.6 Special TV programs- News, Features, Social, Cultural, Educational, Sports, Women's, Children's, Matching visuals with stories.(K4, K5, K6)

Unit IV: Radio News (15 hours)

- 4.1 Reporting for radio. (K2, K3, K4)
- 4.2 News writing, News gathering. (K3, K4, K5)
- 4.3 Radio rundowns. (K3, K4, K5)
- 4.4 Use of tape recorder, Field spot. (K4, K5, K6)
- 4.5 Special reporting, Radio talks, Radio interviews. (K3, K4, K5)
- 4.6 Radio discussions, Radio conferences, Bridge radio.(K4, K5, K6)

Unit V: Broadcasting Journalism**(15 hours)**

- 5.1 Broadcasting – Business, Legal, Financial, Commercial. (K3, K4, K5)
- 5.2 Aspects, Public, Private & global radio systems and their working program costing. (K3, K4, K5)
- 5.3 Budget & marketing. (K4, K5, K6)
- 5.4 Audience research. (K4, K5, K6)
- 5.5 TRPs in radio & TV. (K4, K5, K6)
- 5.6 Online journalism. (K4, K5, K6)

Books for Study & Reference

1. Hillard - Writing for Television, Radio & New media, Seventh Edition, 2011.
2. Tony Harcup - Journalism principles & practice, Second Edition, 2009
3. Awasthy, G.C. - Broadcasting in India, Allied Publishers, 2007

PIEMB20 - INDEPENDENT ELECTIVE-ELECTRONIC JOURNALISM

| | | | | | | | |
|----------------|---------------------|------------------------------|---------------------|-------------------------|------------|----------------|--------------|
| Year: I | Course Code: | Title of the Course: | Course Type: | Course Category: | H/W | Credits | Marks |
| Sem: II | PIEMB20 | Electronic Journalism | Theory | Independent Elective | | 2 | 100 |

Course Objectives:

To provide the insight knowledge about the electronic news production and Produce the competent journalists and news producers for the current information world.

Course Outcomes (CO)

The Learners will be able to

CO1: Indicating the origin and development of electronic journalism

CO2: Analysing the concept of radio news production and its genres

CO3: Applying the concept of television news production techniques and live news

CO4: Elaborating the features and development of online journalism

CO5: Compiling the technologies used for electronic journalism

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| CO2 | H | H | H | H | H | H |
| CO3 | H | H | H | H | H | H |
| CO4 | H | H | H | H | H | H |
| CO5 | H | H | H | H | H | H |

(Low- L, Medium - M, High - H)

| CO | PO | | | | | |
|-----|----|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| CO1 | H | H | H | H | H | H |
| CO2 | H | H | H | M | H | H |
| CO3 | H | H | H | M | H | H |
| CO4 | H | H | H | M | H | H |
| CO5 | H | H | H | M | H | H |

(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Introduction to Electronic Journalism

- 1.1. Origin and Development of Electronic News Broadcasting (K2, K3)
- 1.2. Differences between Print and Electronic Journalism (K3, K4)
- 1.3. Citizen Journalism (K2, K3, K4)
- 1.4. Consumption pattern of news in Television, Radio and Online (K3, K4, K5, K6)
- 1.5. Importance of Sound and visuals (K3, K4)
- 1.6. Emergence of electronic news gathering tools and practice. (K3, K4, K5, K6)

Unit II: Radio News Production

- 2.1. Basics of Radio News (K2, K3)
- 2.2. Components of News (K3, K4)
- 2.3. Radio news room set-up, Radio News Reporting (K3, K4, K5)
- 2.4. News writing and presentation, Elements of editing, (K3, K4)
- 2.5. Integrating audio bytes (K2, K3)
- 2.6. Radio talks and discussions, radio interviews. (K3, K4, K5, K6)

Unit III: Television News Production

- 3.1. TV News room work process (K3, K4, K5)
- 3.2. Basics of TV News, sources and contacts (K4, K5, K6)
- 3.3. News research and planning, hour glass structure (K4, K5, K6)
- 3.4. TV interviewing techniques (K4, K5, K6)
- 3.5. Piece - to - camera, Process of Live inputs (K3, K4, and K5)
- 3.6. News anchoring. (K3, K4)

Unit IV: Online Journalism

- 4.1. Development of the online news media (K2, K3)
- 4.2. Features of online media: interactivity and hypertextuality, online storytelling (K3, K4, K5)
- 4.3. Presentation with audio recording and editing, photo shooting and editing, slide show, character driven narrative (K4, K5, K6)
- 4.4. Identification of relative stories for hyper linking (K2, K3)
- 4.5. Search engine optimization (SEO) (K2, K3, K4)
- 4.6. User engagement, user generated content, Use of Twitter, Face book, YouTube, Flickr, LinkedIn, blog.(K2, K3, K4, K5, K6)

Unit V: Technologies for Electronic Journalism

- 5.1. Outside Broadcast van and its functions (K2, K3, K4)

- 5.2. Mobile technology and its role in aiding news coverage (K3, K4, K5)
- 5.3. Bi-media reporting (K3, K4)
- 5.4. Convergence newsroom (K4, K5, K6)
- 5.5. Multi-skilling (K4, K5)
- 5.6. Broadcasting software's (K3,K4)

Text Books:

1. Andrew Boyd, Broadcast Journalism, Focal Press, 2007
2. Mitchell Stephens and Beth M. Olson, Broadcast News, Fourth Edition, Thomson Wordsworth, 2005.
3. Eric K. Gormly, Writing and Producing Television News, 2nd Edition, Surjeet Publications, New Delhi, 2005.
4. Singh PP., Jonge De., Hakemulder, Jan 'Broadcast Journalism' – Anmol Publication, New Delhi, India, 2005.

References:

1. Alfred Lawrence Lorenz and John Vivian, News Reporting and Writing, Pearson. 2006
2. Lynette Sheridan Burns, Understanding Journalism, Vistaar Publications, 2006
3. Robert L. Hilliard, Writing for TV, Radio and New Media, Thomson Publications, 2003
4. N.C Pant, Modern Journalism, Kanishka Publishers, 2002
5. R.K. Ravindran, Radio, TV, Broadcast Journalism, Anmol Publications, 2000

PCEMM20 - PUBLIC RELATIONS AND CORPORATE COMMUNICATION

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|--------------------|---------------------|---|-------------------------------|---------------------------------|-----------------|---------------------|---------------------|
| Year: II | Course Code: | Title of the Course: Public Relations and Corporate Communication | Course Type: Theory | Course Category: Core | H/W 5 | Credits 4 | Marks 100 |
| Sem: III | PCEMM20 | | | | | | |

Course Objective:

To initiate students to the field of Public Relations and Corporate Communication by giving them a background, trends and techniques in PR

Course Outcomes (CO)**The Learners will be able to**

CO1: Review the concepts of public relations and different models of PR.

CO2: Evaluating the functions of PR and PR Writing.

CO3: Analysing the role of PR in press and other media relations.

CO4: Acquiring the knowledge on corporate communication.

CO5: Elaborate the PR profession and PR in the digital Era.

| CO | PSO | | | | | |
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| CO1 | H | H | H | H | H | M |
| CO2 | H | H | H | H | H | H |
| CO3 | H | H | H | H | H | H |
| CO4 | H | H | H | H | H | H |
| CO5 | H | H | M | H | H | H |

(Low- L, Medium - M, High - H)

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| | 1 | 2 | 3 | 4 | 5 | 6 |
| CO1 | H | H | H | H | H | H |
| CO2 | H | H | H | M | H | H |
| CO3 | H | H | H | M | H | H |
| CO4 | H | H | H | M | H | H |

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| CO5 | H | H | H | M | H | H |
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(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Introduction to Public Relations (15 hours)

- 1.1 Brief History of Public Relations – Definition of PR (K2, K3)
- 1.2 Public relations and Communication (K2, K3, K4)
- 1.3 Functions of Public Relations (K4, K5)
- 1.4 Benefits of PR - Models of PR – PR and Politics (K3, K4, K5)
- 1.5 Government PR – The Lobby – Spin and Image Management (K4, K5, K6)
- 1.6 Political Communication and the Public Sphere – Triads of PR (K3, K4, K5)

Unit II: Functions of PR (15 hours)

- 2.1 Publics – Internal and External(K3, K4)
- 2.2 Tools and activities for Internal PR(K4, K5)
- 2.3 Necessity and Goals of Employee Communication (K3, K4, K5)
- 2.4 Tools for External PR, (K2, K3, K4)
- 2.5 PR Writing, writing speeches, scripts, features, Newsletters, annual reports, direct mail, brochures, proposals (K3, K4, K5)
- 2.6 Writing for the web (K4, K5, K6)

Unit III: Press and PR (15 hours)

- 3.1 Press Releases and its Types (K2, K3, K4)
- 3.2 Writing Tips and Distribution(K3, K4, K5)
- 3.3 Audio News Release, Video News Release, Press Conferences (K3, K4, K5)
- 3.4 Prime-time/ National, Photo-op and Joint PC (K2, K3, K4)
- 3.5 Press Briefing, Embargoes, Background Briefings (K3, K4, K5)
- 3.6 Media Relations (K3, K4, K5)

Unit IV: Corporate Communication (15 hours)

- 4.1 Corporate Communication (K3, K4)
- 4.2 Corporate Image and Identity (K3, K4, K5)
- 4.3 House Magazines and Newsletters (K3, K4, K5)
- 4.4 Risk, Issues and Crisis Management (K3, K4, K5, K6)
- 4.5 Corporate Social Responsibility, Corporate Community Involvement and cause-related marketing (K2, K3, K4, K5)
- 4.6 Business to Business PR, Financial PR (K4, K5, K6)

Unit V: Digital PR and PR Profession**(15 hours)**

- 5.1 PR in the Digital Era (K2, K3, K4)
- 5.2 Revolution or evolution (K2, K3, K4)
- 5.3 Social media influences, writing for websites (K4, K5, K6)
- 5.4 Futures challenges for PR and Corporate Communication (K4, K5, K6)
- 5.5 PR Agencies, Structure and Hierarchy, Professional Organisations (K5, K6)
- 5.6 Ethics in PR practice and writing, Codes of Practice (K4, K5, K6)

Books for Study and Reference:

1. Alison Theaker - The Public Relations Handbook - Routledge Publishers, 2012.
2. J. V. Vilanilam - Public Relations in India - Sage Publications, 2011.
3. K. M Shrivastava - Public Relations in the Digital Era - Pilgrims Publishing, 2007.
4. Donald Treadwell, Jill B. Treadwell - Public Relations Writing - Sage Publications, 2005.
5. Dr. G.C. Banik - PR and Media Relations - Jaico Publishing House, 2005.
6. Doug Newsom, Bob Carrell - Public Relations Writing Form and Style - Wadsworth, 2001.
7. Scott M. Cutlip, Allen H. Center, Glen M. Broom - Effective Public Relations – Pearson Education, 2000.

PIEMC20 - INDEPENDENT ELCTIVE -WOMEN AND ADVERTISING

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|-----------------|-----------------------------|---|----------------------------|--|------------|---------------------|---------------------|
| Year: II | Course Code: PIEMC20 | Title of the Course: Women and Advertising | Course Type: Theory | Course Category: Independent Elective | H/W | Credits 2 | Marks 100 |
|-----------------|-----------------------------|---|----------------------------|--|------------|---------------------|---------------------|

Course Objective: To provide the basic understanding about the role of women in the field of advertisement and to develop career opportunities.

Course Outcomes(CO)

The Learners will be able to

CO1:Describing the role of women in Advertising

CO2:Analysing the portrayal of women in advertising

CO3:Evaluating the ethical codes of advertising

CO4:Exploring on the women entrepreneurship in India

CO5:Compiling the notable emerging women leaders in Advertising

| CO | PSO | | | | | |
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| CO1 | H | H | H | H | H | M |
| CO2 | H | H | H | H | H | H |
| CO3 | H | H | H | H | H | H |
| CO4 | H | H | H | H | H | H |
| CO5 | H | M | H | H | H | H |

(Low- L, Medium - M, High - H)

| CO | PO | | | | | |
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| | 1 | 2 | 3 | 4 | 5 | 6 |
| CO1 | H | H | H | H | H | H |
| CO2 | H | H | H | M | H | H |
| CO3 | H | H | H | M | H | H |
| CO4 | H | H | H | M | H | H |
| CO5 | H | H | H | M | H | H |

(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Women in Advertising

- 1.1. Commoditization of women in advertising (K2, K3, K4)
- 1.2. Commodity Feminism-feminist and Advertising (K3, K4,K5)
- 1.3. Advertisement as gender scripts (K3,K4,K5)
- 1.4. Textually and Mediated Identities (K4.K5)
- 1.5. Representation: Role, Character Traits and body Types (K4,K5,K6)
- 1.6. Trends in Advertisements - Advertising false ideals.(K1, K2, K3, K4, K5, K6)

Unit II: Projection of Women in Advertisements

- 2.1. Sexism in advertising (K2, K3)
- 2.2. Female objectification of women (K3, K4)
- 2.3. Women through the lens of commercial advertising (K3, K4, K5)
- 2.4. Women- be sexualized case Study (K4, K5, K6)
- 2.5. Modern Advertisement-women as consumers, women as objects (K3, K4, K5, K6)
- 2.6. Changing the portrayal of women in advertisement in Social transformations.(K2, K3, K4, K5, K6)

Unit III: Ethics in Advertising

- 3.1. Ethical issues in advertising (K2, K3, and K4)
- 3.2. NARB-ASCI-ASCI Codes & Guidelines (K2, K3,K4)
- 3.3. Case study on-Decisions by ASCI for unethical Ads(K4,K5,K6)
- 3.4. Laws Governing Advertisements-(K2,K3)
- 3.5. Drugs and cosmetics act 1940, Drugs and Magic Remedies Act 1954, (K4, K5, K6)
- 3.6. Indecent representation of women act 1986, Patent Act 1970, Copy right act 1957, Trademarks Act 1999.(K2, K3, K4, K5, K6)

Unit IV: Women as Entrepreneurs

- 4.1. Creative women: Their potential (K2, K3, K4)
- 4.2. Creative women: Their personality (K2, K3, K4)
- 4.3. Creative women: Their Productivity (K2, K3, K4)
- 4.4. Evolution of women entrepreneurship in India (K4, K5, K6)
- 4.5. Skills & requirements for women (K4, K5, K6)
- 4.6. Role of women entrepreneurship in economic development. (K2, K3, K4, K5, K6)

Unit V: Careers in Advertising

- 5.1. Growth of Advertising Industry in India (K3, K4, K5)

- 5.2. Careers in Advertising- Content Writers, Content Managers, creative development, marketing, (K4, K5, K6)
- 5.3. Management - SEO (Search Engine optimization)(K2,K3,K4)
- 5.4. Digital Media Designer (K3, K4)
- 5.5. Social Media Marketing-(K4, K5, K6)
- 5.6. Emerging women leader and notable women in Advertising field. (K2, K3, K4, K5, K6)

Books for study and Reference:

1. John Philip Jones- International Advertising: Realities and Myths –Sage Publications,2000
2. Robert Cluley- Essential of advertising –Kogan Publishers, Fenruary,2017.
3. S. N. Murthy, U. Bhojana - Advertising an IMC perspective –Excel Books ,2007.
4. S.A. Chunawalla - Advertising, sales and promotion Management –Himalaya Publishing House, 2006.
5. Frank Jefkins,DanielYadin - Advertising ,4th Edition - Pearse Education, 2006
6. J.V. Vilanilam, A.K. Varghese - Advertising Basics: A resource Guide for Beginners- Response Books, 2004.
7. Sandage, Fryburger, Rotzoll-Advertising Theory and Practice,11th Edition –AITBS publishers,2004.
8. R.C. Bhatia –Marketing Communication and advertising –Galgotia Publishers,2003
9. John Philip Jones –How Advertising works –Sage publications ,1998
10. Courtland L. Bovee- Advertising Excellence-McGraw hill,1995.

PCEMQ20 - DEVELOPMENT COMMUNICATION

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|-----------------------------------|--------------------------------|--|-------------------------------|---------------------------------|-----------------|---------------------|---------------------|
| Year: II Sem: IV | Course Code: PCEMQ20 | Title of the Course: Development Communication | Course Type: Theory | Course Category: Core | H/W 5 | Credits 4 | Marks 100 |
|-----------------------------------|--------------------------------|--|-------------------------------|---------------------------------|-----------------|---------------------|---------------------|

Course Objective:

To enable students to understand the use of media in furthering development of society and the contributions of media professionals in democracy

Course Outcomes (CO)

The Learners will be able to

CO1: Review the various approaches for Development communication.

CO2: Analysing the Development communication in the global perspectives.

CO3: Acquiring the knowledge about the key concepts in development communication.

CO4: Assessing the policies of government on development perspectives.

CO5: Evaluating the role communication and empowerment strategies for development communication.

| CO | PSO | | | | | |
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| CO2 | H | H | H | H | H | H |
| CO3 | H | H | H | H | H | H |
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| CO5 | H | M | H | H | H | H |

(Low- L, Medium - M, High - H)

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| CO1 | H | H | H | H | H | H |
| CO2 | H | H | H | M | H | H |
| CO3 | H | H | H | M | H | H |
| CO4 | H | H | H | M | H | H |

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|-----|---|---|---|---|---|---|
| CO5 | H | H | H | M | H | H |
|-----|---|---|---|---|---|---|

(Low - L, Medium - M, High - H)

Course Syllabus

Unit I: Approaches to Development (15 hours)

- 1.1 Development communication. (K2, K3)
- 1.2 Critical perspective on communication and development. (K3, K4, K5, K6)
- 1.3 Modernization Models of development communication. (K3, K4, K5)
- 1.4 Kheda communications project. (K4, K5, K6)
- 1.5 Information and Communication technologies for rural development. (K4, K5)
- 1.6 Recent Projects. (K4, K5, K6)

Unit II: The world of development communication (15 hours)

- 2.1 The modernization paradigm. (K3, K4, K5)
- 2.2 Mainstream Development Discourse. (K3, K4, K5)
- 2.3 The Challenges. (K4, K5, K6)
- 2.4 Communication order. (K4, K5, K6)
- 2.5 Role of a communicator in the process of social change. (K3, K4, K5, K6)
- 2.6 Use of Media. (K4, K5, K6)

Unit III: Key Concepts

- 3.1 Key concepts in development. (K3, K4)
- 3.2 Complexities of development efforts. (k4, K5)
- 3.3 Development support communication. (K3, K4, K5)
- 3.4 Alternate path to development, Impact of Electronic media on Development. (K3, K4, K5)
- 3.5 Media Functions, structure of media companies. (K4, K5, K6)
- 3.6 Diffusion of innovation theory, 2 step flow. (K3, K4, K5, K6)

Unit IV: Policies of Government (15 hours)

- 4.1 e-Governance, e-Resource (ERP). (K3, K4, K5)
- 4.2 Electronic Records, Digital Signature. (K3, K4, K5)
- 4.3 Bridging Digital Divide, Demonetization. (K4, K5, K6)
- 4.4 Aathar, Digital wallet, LPG Subsidiary. (K4, K5, K6)
- 4.5 Cashless transactions, Electronic voting machine. (K4, K5, K6)
- 4.6 New Schemes of the Government. (K4, K5, K6)

Unit V: Communication and Empowerment (15 hours)

- 5.2 Communication strategies for development, communitarian theory. (K2, K3)
- 5.3 Communication effects approach. (K3, K4, K5, K6)

- 5.4 Mass media and modernization. (K4, K5, K6)
- 5.5 Social marketing (family, health, agriculture, HIV awareness). (K4, K5, K6)
- 5.6 ICT for social development. (K4, K5, K6)
- 5.7 ICT for Educational development. (K2, K3, K4, K5, K6)

Books for Study and Reference:

1. Dipankar Sinha – Development Communication , contexts for the Twenty – first Century – Orient BlackSwan, 2013.
2. Kevel J. Kumar – Mass Communication in India, 4th Edition – Jaico Publications, 2011.
3. Roger L. Sadha – Electronic Media Law – Sage Publication, 2005.
4. Srinivas R. Melkote, H. Leslie Steeves – Communication for Development in the Third World: Theory and Practice for Empowerment, 2nd Edition – Sage Publications, 2001.

PCEMS20 - PRACTICAL – VII: RESEARCH PROJECT

| | | | | | | | |
|-----------------------------------|--------------------------------|--|----------------------------------|---------------------------------|-----------------|---------------------|---------------------|
| Year: II Sem: IV | Course Code: PCEMS20 | Title of the Course: Research Project | Course Type: Practical | Course Category: Core | H/W 3 | Credits 4 | Marks 100 |
|-----------------------------------|--------------------------------|--|----------------------------------|---------------------------------|-----------------|---------------------|---------------------|

Course Objective:

To put to practice the methods of research by undertaking a study in a relevant field of media

Course Syllabus:

The students will independently work on a research project. It will emphasize on literature review, theory-building skills, matching theory to methods and developing appropriate instruments. It will provide an orientation to database search techniques and also using Internet effectively for research. Students will work on any area of their choice within the broad field of electronic media and communications subjected to approval of their guide. They are expected to undertake a thorough study/research of the chosen subject, systematically and rigorously. They are expected to read relevant journals (some available on-line and of line) and books. Students should consult the respective guide at every stage of the research work. At the end of summer holidays, students are expected to submit a research proposal containing the following: Topic, Complete Literature Review, Research Design- Hypothesis/Research Questions, unit of Analysis, Variables/Issues to be Studied, Methods, Sampling Design Data Analysis Techniques, Questionnaire/ instrument to be used for analysis. Students can also carry out the fieldwork. The project report will have to be submitted at the end of the semester.

Course Outcomes (CO)

The Learners will be able to

CO1: Describe the Basic concepts of Qualitative and Quantitative Research Methods.

CO2: Analysing the topic and choosing the topic related to their rate of interest.

CO3: Evaluating the Research and choosing the desired methodology for conducting research.

CO4: Compiling the data collected and pointing the Key findings.

CO5: Constructing the desired conclusion and writing the Research Report.

| CO | PSO | | | | | |
|-----|-----|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| CO1 | H | H | H | H | H | M |
| CO2 | H | H | H | H | H | H |
| CO3 | H | H | H | H | H | H |
| CO4 | H | H | H | H | H | H |
| CO5 | H | M | H | H | H | H |

| CO | PO | | | | | |
|-----|----|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| CO1 | H | H | H | H | H | H |
| CO2 | H | H | H | M | H | H |
| CO3 | H | H | H | M | H | H |
| CO4 | H | H | H | M | H | H |
| CO5 | H | H | H | M | H | H |

Low- L, Medium - M, High - H)

From 1 - 2 (20 hours), 3 - 4 (15 hours), 5 - 6 (10 hours)

Order of details expected in the Project Report

College Certificate

Acknowledgements

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1. Introduction

1.1. Objective

1.2. Scope and Limitations

1.3. Sources of Data

1.4. Sampling Characteristics

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4. Data Analysis and Interpretation

5. Key Findings

6. Conclusion

Appendix

Bibliography

Cognitive Level:K1,K2,K3,K4,K5,K6

The Internal Evaluation for 40 Marks is based on the completion of work at each stage of the project, PowerPoint presentation of the project details and a model viva.

The Semester Evaluation is based on the final Project Report (20 Marks) and the Viva-Voce (40 Marks).

PEEMH20 - ELECTIVE IV B: WOMEN AND MEDIA

| | | | | | | | |
|-----------------|--------------------------------|---|-------------------------------|-------------------------------------|-----------------|---------------------|---------------------|
| Year: II | Course Code: PEEMH20 | Title of the Course: Women and Media | Course Type: Theory | Course Category: Elective | H/W 5 | Credits 4 | Marks 100 |
|-----------------|--------------------------------|---|-------------------------------|-------------------------------------|-----------------|---------------------|---------------------|

Course Objective:

- To enlighten students on the role of media in empowering women in society and the contributions of women in growing the media field

Course Outcomes (CO)**The Learners will be able to**

CO1: Discuss the Concept of Portrayal of women in Media.

CO2: Analysing the concept of Media for Development.

CO3: Examining the portrayal of women in Media

CO4: Acquiring Knowledge about Development of women in Media.

CO5: Evaluating the role of Women in Media.

| CO | PO | | | | | |
|-----|----|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| CO1 | H | H | H | H | H | H |
| CO2 | H | H | H | M | H | H |
| CO3 | H | H | H | M | H | H |
| CO4 | H | H | H | M | H | H |
| CO5 | H | H | H | M | H | H |

(Low- L, Medium - M, High - H)

| CO | PSO | | | | | |
|-----|-----|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| CO1 | H | H | H | H | H | M |
| CO2 | H | H | H | H | H | H |
| CO3 | H | H | H | H | H | H |
| CO4 | H | H | H | H | H | H |
| CO5 | H | M | H | H | H | H |

(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Portrayal of women in Media

(15 hours)

- 1.1. Types of media, Portrayal of women in India (K2, K3, K4)
- 1.2. Mythology vs. Media (K4, K5)
- 1.3. Theories of Media Effects and Media uses: Limited effect theory (K3, K4, K5)
- 1.4. Catharsis and Narcissistic Incidental effects (K3, K4, K5)
- 1.5. Uses and gratification, cultivation theory, Reflects effect (K3, K4, K5)
- 1.6. Representation of Women in Social media (K3, K4, K5, K6)

Unit II: Media for Development

(15 hours)

- 2.1. Communication Research on Women and Children (K3, K4, K5)
- 2.2. Television research in India (K2, K3)
- 2.3. Family and Television (K3, K4)
- 2.4. Use of Television for women Development (K4, K5)
- 2.5. Effect of Media on Education (K4, K5, K6)
- 2.6. Mass Media and Indian Family (K4, K5, K6)

Unit III: Women Empowerment

(15 hours)

- 3.1. Women in Print Media, Magazine (K3, K4)
- 3.2. Women in Radio (K4, K5)
- 3.3. Women in Films (K4, K5)
- 3.4. Role of New Media in Women's Development (K4, K5, K6)
- 3.5. Children and Mass Media (K3, K4, K5)
- 3.6. Representation of women in Mass Media, Women behind Camera. (K3, K4, K5, K6)

Unit IV: Development of Women

(15 hours)

- 4.1. Media & Women's Development (K3, K4)
- 4.2. Image of Women in Media (K4, K5)
- 4.3. Women Journalist in the Globe (K4, K5, K6)
- 4.4. Women Journalist in India (K4, K5, K6)
- 4.5. Famous Women Directors in the Globe (K4, K5, K6)
- 4.6. Famous Women Directors in India. (K3, K4, K5, K6)

Unit V: Women role in Media

(15 hours)

- 5.1. Women in Doordharshan vs. other channels (K3, K4, K5, and K6)
- 5.2. Women in Radio Program (K3, K4, K5, K6)
- 5.3. Women in Print Media (K3, K4, K5, K6)
- 5.4. Women in Media Profession (K3, K4, K5, K6)

5.5. Women in Media Violence (K3, K4, K5, K6)

5.6. Women empowerment in Social Media. (K3, K4, K5, K6)

Book for Study and Reference:

1. Jaya Chakravarthy – Women in Journalism, Media and Women’s Development – Sarup& Sons, New Delhi – 2007.
2. Amnu Joseph and Kalpana Sharma, Whose News, Sage Publication, 2006
3. LeelaGulati and JasodharaBagchi, A Space of her own, Sage Publication, 2005
4. Asha Hans and Annie Patri, Women, Disability and Identity, Sage Publication 2002
5. SakuntalaNarasimhan, Empowering Women, Sage Publication, 1999
6. Bhargavi V. Davar, Mental Health of Indian Women, Sage Publication, 1998

