

Faculty of Mass Communication

Pacific University

MA Journalism & Mass Communication

SEMESTER II

1. Media Law (MJM-201)
2. Reporting & Feature writing (MJM-202)
3. Cyber Journalism & New Media Technology (MJM-203)
4. Advertising (MJM-204)
5. Communication & Soft Skills (MJM-205)
6. Practical 1: Digital Media (MJM-206)
7. Practical 2: Ad Designing (MJM-207)

Media Law

Unit 1

Indian constitution – Salient Features – Fundamental rights – Article 19 (1)(A)- freedom of the press, freedom of speech and expression and their limits, provisions of declaring emergency and their effects on media

Unit 2

Official secrets Act , 1923 – Books and Registration of newspapers Act, 1867 – Working Journalists Act , 1955 Press and Publication (Parliamentary Proceedings) Act , 1976

Unit 3

Press Council of India Act , 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of court

Unit 4

Code of Conduct, Prasar Act, Press council of India, Media Case Study- Freedom of the press – Ramesh Tapar vs state of Madras – Brij Bhushan vs state of Delhi– Virendra vs state of Punjab – Ramji Lal Modivs State of Uttar Pradesh – Sakal Newspapers vs Union of India – Benett Coleman and Co vs Union of India _ IndianExpress vs Union of India (1986)

Unit 5

Censorship Law and Internet – Laws and Cyberspace– Laws relating to cable and satellite TV

Reference books

1. B.N.Pandey: Indian constitution, Cental Law Publications
2. D.D.Basu: Introduction to Indian constitution.
3. D.D.Basu: Press law

Reporting & Feature Writing

Unit 1

Detailed analysis of news – definition, concepts, components, sources, press conference, Interviews. Qualifications and responsibilities of reporter – ethical aspects.

Unit 2

Reporting special events – disasters and accidents – Reporting Rural issues, sports – budget — speech reporting – investigative reporting – science reporting . News campaigns. Difference between routine and exclusive coverage.

Unit 3

Features – definitions – scope – types of features- news features – historical features – seasonal – how - to - do it – photo features – scientific features – human interest features – profiles – syndicate features.

Unit 4

Reviews – definitions – scope – types of reviews – books – films – music – theatre – TV programs – performing arts – contemporary trends in reviews.

Unit 5

Understanding beat reporting- general Beat (Crime, accident, cultural, life style, tourism, education and city beats), Specialized beat reporting (parliament, court, defense, Religious, political)

Reference books

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenberg: The professional journalist
3. Ralph S. Izard: Reporting the citizen's news
4. M. V. Kamath: Professional journalism
5. Curtis Macdougall (1953): Interpretative reporting.

Cyber Journalism & New Media Technology

Unit 1

Introduction to New Media. Development of the new Media. Internet Terminology: Concept of Netizens. Online Newspapers, Online Magazines, Blogs. Cyber Crime and Cyber Laws. Internet and its Functions. Major News Portals. Newspapers, Magazines and their E- Paper, E-Books on Internet.

Unit 2

Internet: LAN, MAN, WAN, E-mail, Web Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line. Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/ IP, PPP

Unit 3

WEB PAGE, Websites, Homepages. Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a website.

Unit 4

Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, and advertising on Internet.

Unit 5

Web Journalism: definitions, characteristics and feature of online media/journalism, Social Networking Sites.

Reference Books:

Tom Wolfe: The New Journalism

Online Journalism: A Basic Text by RAY

Cyber Media Journalism: Emerging Technologies by JAGDISH CHAKRAVARTY

Online Journalism: Principles and Practices of News for the Web by JIM FOUST

Advertising

Unit-I:

Evolution and growth of advertising (Global, National) - definitions of advertising - functions and relevance of advertising in the marketing mix – classification and types of advertising - various media for advertising (Print, Radio, Television, Film, Digital, OOH)

Unit-II:

Ad agency management, various specialist departments in an ad agency – Types of Agencies - Selection of ad agency - Client related issues and the process, business development, pitching for accounts – agency client interface; the parameters – creative and media briefing process – agency - media client interface; agency revenue earning and sources

Unit-III:

Types of Copy, types of Layout, Design and production of advertisements – print, radio, television, Digital media (Websites, Facebook, Linked in, Twitter, Blogs) - Media planning, selection and scheduling - claims and appeals in advertising - Campaign Plan – Campaign Objectives - Brief Elements of a Campaign and their Relevance/Importance - Advertising and Brand personality, Unique Selling Proposition (USP)

Unit-IV:

Models of advertising – AIDA – DAGMAR - Hierarchy of effects model – Quick Action model - Language, Symbols and logos in ads - Women in Ads – Children in ads – Advertising research (copy research, media research and evaluation measures)

Unit-V:

Media laws and ethics concerning advertising; Current unethical practices- Private treaties, Paid News, Surrogate ads, Product Placement; DD and AIR guidelines - IBF guidelines - socio-economic and cultural effects of advertising – Criticism of Advertising - Apex bodies in advertising (AAAI, ASCI) – ASCI and its code of conduct, case studies from ASCI

Booklist

1. Keval.J.Kumar : Advertising in India.
2. Sandage and others : Advertising Theory and Practice.
3. Sethia and Chunawala : Advertising- Principles and Practice.
4. Otto Kleppner : Advertising Procedure.
5. Adrian R. Mackay edited,(2005):*The practice of advertising*, 5 edn, Elseiver Butter worth, Heinenmann
6. Al Ries, Laura Ries (2002): *The Fall of Advertising and The Rise of PR*, Harper Collins Publishers Pty. Ltd.
7. Angela Goddard, (1998): *The Language of Advertising*, Routledge Intertext series
8. Barrie Gunter, Caroline Oates and Mark Blades, (2005): *Advertising to Children on TV, Content, Impact and Regulation*, Lawrence Erlbaum Associates Publishers, Mahwah, New Jersey.
9. Belch & Belch, (2003): *Advertising and Marketing*, An Integrated Marketing Communications Perspective, The McGraw Hill Companies.
10. Christina Spurgeon, (2007): *Advertising and New Media*, Routledge, Taylor & Francis Group, London and New York
11. Gillian Dyer, (1982): *Advertising as Communication*, Routledge, Taylor & Francis

Communication & Soft Skills

Unit I : Communication: Definition and importance; Elements and Process of Communication; Communication Models.

Unit II : Levels of Communication: Intrapersonal – Interpersonal – Group and Mass communication – Functions of communication – Intercultural communication. Types of communication: Verbal and Non-verbal – Various forms of verbal and non-verbal communication – Body language.

Unit III : Art of public speaking; Techniques of interpersonal relationships; Art of writing business and Personal letters; Art of journalistic writing: News, articles, features, science writing, editorial writing, humorous writing, interview technique; Group dynamics – Leadership styles.

Unit IV : Importance of good communication in one's life; Improving your communication skills – Elements of technical writing - Preparing CVs.

Unit V : Writing for media: newspaper – magazine – radio - T.V - New media

Reference books :

1. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
2. Communication models for the study of Mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
3. Communication for Development in the Third World – Srinivas R Melkote, Sage Publications, New Delhi, 1991
4. Theories of Mass Communication – Uma Narula
5. Folk Media for Development – N Usha Rani
6. Mc Quali's Mass Communication Theory – Denis Mc Quail, Sage Publications
7. Speech Communication – William D Brooks
8. Personality Development: Every Manager's Desk, Reference Series Vol. I, Vol. II & Vol.

Practical : Digital Media

Practical : Ad Designing

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SEMESTER IV

1. Human Rights, Media & Traditional Communication MJM-401
2. Indian & World Cinema MJM-402
3. Media Management MJM-403
4. Event Management MJM-404
5. Practical: Video Editing & Techniques MJM-405
6. Project Work MJM-406

Human Rights, Media and traditional communication

Unit 1 Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights.

Unit 2 Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Stateless persons – Disabled persons – Indigenous people – Older people – Human rights commissions in India

Unit 3 Human rights and media – Newspapers – TV and Films - Agenda setting – Framing of issues - Reporting and writing of human rights report

Unit 4 Traditional media – nature – meaning – Definition – Historical background – characteristics – Classification of formats – Different phases. Traditional media and modern communication-communication models – Folk arts and social perspectives – Folk arts and religious communication

Reference Books

1. Gopala Bhargava (2001). Human rights concern of the Future. New Delhi: Gyanbooks.
2. H.O Aggarwal (2000) International Law & Human rights . Allahabad: Central LawPublications.
3. NJ Wheeler and Timothy Dunne (1999). Human Rights in Global politics.

Indian & World Cinema

Unit-1 Types of cinema- child cinema, scientific cinema, mainstream cinema, art movies, short films, documentaries, animated movies.

Unit-2 Governing bodies of cinema in India and abroad. NFDC & Censor Board. Criteria of selection of locations, factors need to be consider effective script writing. Copyright violation, social acceptability, points to be keep in mind while film budgeting.

Unit-3 Different film festivals – International festivals, Goa festival, Cannes festival, National child film festival, Awards- Oscar, National film awards, awards by private media channels.

Unit-4 Film production – agencies involved in film making and their functions - Producers, finances, directors, cinematographer, script writer, dialogue writer, lyricists, musicians, editors, spot boys, graphics designers, dubbing artistes, talents, actors, actress, lead role players, make up man, costumes, set designer.

Unit-5 Film distribution – theatres, single theatres, multiplexes, TV promotions, premieres, advertising and publicity.

Reference Books

History of Indian Cinema by Renu Saran,

Media Management

Unit – I

Management of Media:

Meaning, Nature & Process of Media Management

Planning for Media:

Concepts, Elements, Planning process for Newspaper, Magazine, Television news channels and Radio

Unit – II

Organisation of Media:

Concept, Nature, Structure of Media Organisation, Centralisation & Decentralisation of Media Authority.

Media Staffing:

Concept, Need and Process

Unit – III

Media Decision Making:

Process, Types

Direction for Media Management:

Nature, Concept & Elements, Techniques of Directing Media persons.

Unit – IV

Media Co-ordination:

Meaning, importance and Process

Motivation:

Concepts, Process, Theory X & Y, Motivating Media people, Types of Incentives.

Unit – V

Leadership:

Concept, Styles and attributes of good Media manager as a Leader.

Media Control:

Concept, Process, Elements of Effective Media Control System.

Suggested Readings:-

1. L. N. Prasad
2. Tripathi & Reddy S. Chand.
3. R. L. Nolakha Principles of Management- Ramesh Book Depot, Jaipur

Event Management

UNIT I - Introduction to Event Management:

- Definition of event
- Categorization of events
- Events management – concept
- Models of event management

UNIT II - Event strategies and Marketing:

- Process of strategy making
- Strategy contents
- Targets of event
- Event Marketing Mix
- Marketing strategy for organizing an event

UNIT III - Logistics:

- Logistic definition and Model
- Logistic management – concept
- Coordination of logistic operation
- Budgeting of events – Sources of Finance

UNIT IV - Risk assessment, monitoring and evaluation:

- 5 steps of risk assessment
- Forms of risk included while organizing an event
- Event evaluation process

UNIT V - Practical aspects of Event Management

- Putting the team together
- Fund raising – Revenue generation
- Legal Issues
- Event Production – Broadcast