

SCHEME OF EXAMINATION

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SYLLABI

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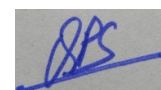
MA (MASS COMMUNICATION)

(w.e.f. 2020-21 Academic Session)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

SECTOR-16-C, DWARKA, NEW DELHI-110078

*Effective from Academic Session 2020-21.
Approved by the Academic Council in its 50th Meeting held on 11th June 2021*



Guru Gobind Singh Indraprastha University
(Detailed Syllabus of Courses to be taught in the First Two Semesters)

MA(MC)
MA (MASS COMMUNICATION)

FIRST SEMESTER

Course Code	Course Title	L	T/P	Credits	
Theory					
MA(MC) 101	Communication Theory	4/Week	-	4	Core
MA(MC) 103	Visual Communication	4/Week	-	4	Core
MA(MC) 105	Development Communication	4/Week	-	4	Core
MA(MC) 107	Film Appreciation	4/Week	-	4	Core
MA(MC) 109	<i>Elective 1</i> English Literature	3/Week	-	3	Elective 1
MA(MC) 111	<i>Elective 2</i> Indian Literature in Hindi	3/Week	-	3	Elective 1
MA(MC) 113	MOOC*	-	-	3	Elective 1
Practical					
MA(MC) 151	Visual Communication Lab	-	6	3	Core
MA(MC) 153	<i>Elective</i> Folk Media in Development Communication Lab (Street Theatre)	-	6	3	Elective 2
MA(MC) 155	<i>Elective</i> Folk Media in Development Communication Lab (Puppetry)	-	6	3	Elective 2
MA(MC) 157	Media Practice Workshops 1	-	-	3	Compulsory
Total		19/Week	12	28	

Each student will choose one Theory Elective from amongst MA(MC) 109, MA(MC) 111 and MA(MC)113.

Each student will choose one Lab Elective from amongst MA(MC) 153 and MA(MC) 155.

Rest of the courses are compulsory.

THEORY COURSES: 19 CREDITS (COMPULSORY: 16, ELECTIVE: 3)

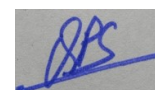
LAB COURSES : 09 CREDITS

MOOCs : 03 CREDITS (ELECTIVE)

**A list of MOOCs will be issued by the school (in consultation with the academic programme committee of school) every academic year. Students shall opt for and successfully complete one of such prescribed courses to get the requisite number of credits.*

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Guru Gobind Singh Indraprastha University
MA (MASS COMMUNICATION)
SECOND SEMESTER

Course Code	Course Title	L	T/P	Credits	
Theory					
MA(MC) 102	Communication Research	4/Week	-	4	Core
MA(MC) 104	Photography and Audio Visual Production	4/Week	-	4	Core
MA(MC) 106	Social Inclusion	3/Week	-	3	Core
MA(MC) 108	Media Laws and Ethics	3/Week	-	3	Core
MA(MC) 110	MOOCs*	-	-	3	Elective 3

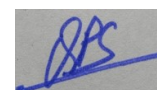
Practical					
MA(MC) 152	Communication Research Lab	-	6	3	Core
MA(MC) 154	Photography and Audio Visual Production Lab	-	6	3	Core
MA(MC) 156	Seminar and Presentation	-	6	3	Compulsory
Total		14/Week	18	26	

THEORY COURSES: 10 CREDITS

LAB COURSES : 09 CREDITS

MOOCs : 07 CREDITS

** Course Code MA(MC) 110 are to be completed through MOOCs. A list of MOOCs will be issued by the school (in consultation with the academic programme committee of school) every academic year. Students shall opt for and successfully complete one of such prescribed courses to get the requisite number of credits.*



**Guru Gobind Singh Indraprastha University
MA (MASS COMMUNICATION)**

THIRD & FOURTH SEMESTERS

The Third and Fourth semesters will have 27 and 28 credits respectively and the following specializations will be offered during this period:

1. Advertising and Corporate Communication
2. Journalism
3. New Media
4. Video Production

In the fourth semester each student will be required to submit his/her Master's Thesis and a Project. Each of these will be of 6 credits.

Note:

- 1. The total number of credits of the MA(MC) Programme : 109**
- 2. Each student shall be required to appear in examination of all theory and practical/lab courses.**
However, for the award of the degree a student shall be required to earn a minimum of 105 credits.
3. Scheme of Examination is given with each course. In times of any civil / medical or other crisis, the school will follow the instructions given by the university in this regard.

Guru Gobind Singh Indraprastha University

MA (MASS COMMUNICATION)

THIRD SEMESTER

(Specialisation in Advertising and Corporate Communication)

Course Code	Paper	L	T/P	Credits
Theory				
MMCC 201	Advertising Concepts , Creativity & Media	4/Week	-	4
MMCC 203	Consumer Behaviour and Market Research	4/Week	-	4
MMCC 205	Public Relations and Corporate Communication	4/Week	-	4
Practical				
MMCC 251	Ad Copy and Design Lab	-	6	3
MMCC 253	PR/ Corporate Communication Lab	-	6	3
MMCC 255	Media Practice Workshops 2			3
MMCC 257	Major Project Proposal	-	-	3
MMCC 259	Industrial Training Report*	-	-	3
Total		12/Week	12	27

THEORY COURSES : 12 CREDITS

LAB COURSES : 15 CREDITS

**The industrial training is to be undertaken soon after the End Term Second Semester Examination for a period of minimum four weeks. The Industrial Training Reports submitted by the students will be evaluated in the Third Semester by a Board of Examiners.*

Guru Gobind Singh Indraprastha University
MA (MASS COMMUNICATION)
FOURTH SEMESTER
(Specialisation in Advertising and Corporate Communication)

Course Code	Paper	L	T/P	Credits
Theory				
MMCC 202	Integrated Brand Promotion	4/Week	-	4
MMCC 204	Corporate Communication: Strategies and Practices	4/Week	-	4
Practical				
MMCC 252	Radio, TV & Web Advertising Lab	-	8	4
MMCC 254	Research Project	-	-	6
MMCC 256	Major Project	-	-	6
MMCC 258	Comprehensive Viva Voce	-	-	4
Total		8/Week	8	28

THEORY COURSES : 08 CREDITS

LAB COURSES : 20 CREDITS

Note :

1. The total number of credits of the MAMC programme : 109
2. Each student shall be required to appear in examination of all theory and lab courses.
However, for the award of the degree a student shall be required to earn the minimum 105 credits.

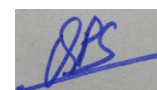
Guru Gobind Singh Indraprastha University
MA (MASS COMMUNICATION)
Third Semester
(Specialisation in Journalism)

Course Code	Paper	L	T/P	Credits
Theory				
MMJN 201	Journalism: History, Concepts and Principles	4/Week	-	4
MMJN 203	Reporting, Editing & Photojournalism	4/Week	-	4
MMJN 205	Broadcast Journalism	4/Week	-	4
Practical				
MMJN 251	Print Production and Photojournalism Lab	-	6	3
MMJN 253	Broadcast Journalism lab	-	6	3
MMJN 255	Media Practice Workshops 2	-	-	3
MMJN 257	Major Project Proposal			3
MMJN 259	Industrial Training Report*	-	-	3
Total		12/Week	12	27

THEORY COURSES : 12 CREDITS

LAB COURSES : 15 CREDITS

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Guru Gobind Singh Indraprastha University
MA (MASS COMMUNICATION)
Fourth Semester
(Specialisation in Journalism)

Course Code	Paper	L	T/P	Credits
Theory				
MMJN 202	Advanced Journalism	4/Week	-	4
MMJN 204	International Communication & Global Journalism	4/Week	-	4
Practical				
MMJN 252	Advanced Journalism Lab	-	8	4
MMJN 254	Research Project	-	-	6
MMJN 256	Major Project	-	-	6
MMJN 258	Comprehensive Viva Voce	-	-	4
Total		8/Week	8	28

THEORY COURSES : 08 CREDITS
LAB COURSES : 20 CREDITS

Note :

1. The total number of credits of the MAMC programme : 109
2. Each student shall be required to appear in examination of all theory and lab courses. However, for the award of the degree a student shall be required to earn the minimum 105 credits.

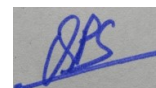
Guru Gobind Singh Indraprastha University
MA (MASS COMMUNICATION)
Third Semester
(Specialisation in New Media)

Course Code	Paper	L	T/P	Credits
Theory				
MMNM 201	New Media: Policy and Practices	4/Week	-	4
MMNM 203	Digital Journalism	4/Week	-	4
MMNM 205	Smartphone Communication Technology	4/Week	-	4
Practical				
MMNM 251	Digital Journalism & Convergence Lab	-	6	3
MMNM 253	Smartphone Communication and Technology Lab	-	6	3
MMNM 255	Media Practice	-	6	3
	Workshops 2			
MMNM 257	Pre-Major Project Proposal	-	-	3
MMNM 259	Industrial Training	-	-	3
	Report*			
	Total	12/Week	12	27

THEORY COURSES : 12 CREDITS

LAB COURSES : 15 CREDITS

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Guru Gobind Singh Indraprastha University
MA (MASS COMMUNICATION)
Third Semester
(Specialisation in New Media)

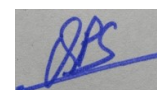
Course Code	Paper	L	T/P	Credits
Theory				
MMNM 202	Web Design and Animation	4/Week	-	4
MMNM 204	Digital Marketing	4/Week	-	4
Practical				
MMNM 252	Web Design, Animation and Digital Marketing Lab	8/Week	-	4
MMNM 254	Research Project	-	-	6
MMNM 256	Major Project	-	-	6
MMNM 258	Comprehensive Viva Voce	-	-	4
	Total	8/Week	8	28

THEORY COURSES : 08 CREDITS

LAB COURSES : 20 CREDITS

Note :

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MA (MASS COMMUNICATION)
Third Semester
(Specialization in Video Production)

Course Code	Paper	L	T/P	Credits
Theory				
MMTV 201	TV Production, Direction and Ethical Issues	4/Week	-	4
MMTV 203	Screenwriting for TV and Film	4/Week	-	4
MMTV 205	Digital Cinematography	4/Week	-	4
Practical				
MMTV 251	Digital Cinematography and Production Lab	-	6	3
MMTV 253	Screenwriting Lab	-	6	3
MMTV 255	Media Practice Workshops 2	-	-	3
MMTV 257	Major Project Proposal	-	-	3
MMTV 259	Industrial Training Report*	-	-	3
	Total	12/Week	12	27

THEORY COURSES : 12 CREDITS

LAB COURSES : 15 CREDITS

**The industrial training is to be undertaken soon after the End Term Second Semester Examination for a period of minimum four weeks. The Industrial Training Reports submitted by the students will be evaluated in the Third Semester by a Board of Examiners.*

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MA (MASS COMMUNICATION)
Fourth Semester
(Specialization in Video Production)

Course Code	Paper	L	T/P	Credits
Theory				
MMTV 202	Documentary and Reality Films	4/Week	-	4
MMTV 204	Editing and Post-production	4/Week	-	4
Practical				
MMTV 252	Editing and Post Production Lab	-	8	4
MMTV 254	Research Project	-	-	6
MMTV 256	Major Project	-	-	6
MMTV 258	Comprehensive Viva Voce	-	-	4
	Total	8/Week	8	28

THEORY COURSES : 08 CREDITS

LAB COURSES : 20 CREDITS

Note :

1. The total number of credits of the MAMC programme : 109
2. Each student shall be required to appear in examination of all theory and lab courses.
However, for the award of the degree a student shall be required to earn a minimum of 105 credits.

Guru Gobind Singh Indraprastha University
University School of Mass Communication
Programme: MAMC

Programme Education Objectives (PEOs), Program Outcomes (PO) and Course Outcomes (Cos): MAMC

Programme Education Objectives (PEOs):

PEO 1: Knowledge The Programme will provide students with the opportunity to learn fundamentals of media theory and practice and also give detailed inputs about various streams in the media industry.

PEO 2: Understanding The programme will help the student to develop an insight into theoretical and applied aspects of communication theory and research, media laws and ethics, visual communication, media technologies and media management. They will get an opportunity to explore the interdisciplinary aspects of media through the study of literary texts and the sociological dimension of the impact of media.

PEO 3: Synthesis The programme will equip the students to develop an ability to deal with the complexities of creative, sociological and managerial aspects of working in the media and entertainment industry.

PEO 4: Application The program will help the student to evolve as professionals with a deep sense of social responsibility who will work in different streams of media practice independently or with an organisation.

Programme Outcomes (POs):

PO 1 Knowledge: Students will understand communication theories, research methodology and scholarly practices necessary for research and higher studies. They will also learn social, legal, economic and technological dimensions of media. Upon completing their studies in MAMC programme students will proceed to establish their own practice or work in the established organisation depending upon their preferences.

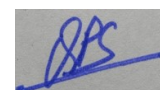
PO 2 Understanding: Students will understand the history and theories of Communication Studies and express their opinion on various socio-economic, developmental and political aspects of Mass Communication.

PO 3 Research: The scholars will be able to synthesize and apply their understanding to form insights for further scholarly endeavours. They will demonstrate the ability to define and undertake relevant projects independently.

PO 4 Employability and Entrepreneurial skills: The student shall be able to gain experience and skills relevant to employment and be able to apply those skills in competitive work environments.

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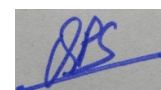


PO 5 Communication: The students will be able to analyse the information and express their thoughts and ideas clearly and effectively.

PO 6 Life Long Learning: Students will be able to engage in independent and lifelong learning and be equipped to enhance their knowledge and skills as required in future.

PO 7 Ethics & Moral Values: The student will develop a sense of responsibility recognizing different value systems and understand the moral and ethical dimensions of their actions, decisions, thoughts, and expressions.

PO 8 Co-operation: The student will develop an ability to work with personnel from a cross section of the society and shall be able to respond and contribute positively and creatively to the collaborative work environments. They shall also be able to demonstrate coordinated effort as a part of a group or a team in the interest of the common cause.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	COMMUNICATION THEORY
COURSE CODE	MA(MC) 101
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM	75
THEORY PAPER	
MARKS OF INTERNAL	25
ASSESSMENT	

OBJECTIVES OF THE COURSE:

- To trace the changes in communication as a concept and practice
- To understand the evolution of various schools of communication thought
- To provide critical understanding of various theoretical approaches in mediated and non-mediated communication
- To develop perspectives on application of theory in media, society and culture

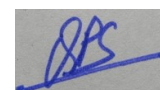
COURSE CONTENTS

UNIT 1

L- 12

Introduction to Communication Theory

1. Defining Communication– western and eastern orientation
2. The communication process: elements and barriers (Stuart Hall, Osgood, W. Schramm, Dance)
3. Verbal & Non-Verbal communication
4. Forms of Communication: Intrapersonal, Interpersonal, Group, Mass and Interactive; Persuasive and Non-Persuasive
5. Schools of communication thought: the seven traditions in communication
6. The Indian (Asian) school of communication: The Sadharnikaran Theory



UNIT 2

L-12

Theories in Intrapersonal, Interpersonal Communication

1. The Auto Communication Model
2. Attribution Theory
3. Cognitive Dissonance Theory
4. Social Penetration Theory
5. Uncertainty Reduction theory
6. Baxter and Montgomery's Relational Dialectics Theory

UNIT 3

L – 12

Theories in Media Effects and Culture

1. From the Mass Society Theory to limited effects (Personal Influence Theory)
2. Agenda Setting & Agenda Melding theories
3. Uses and Gratification theory and its recent approaches
4. Symbolic Interactionism
5. Framing Theory
6. Cultivation Theory

Gender and Communication

1. Three waves of feminism
2. Feminist communication theories
3. Sexism in discourse
4. Gender and Identity

UNIT 4

L - 12

Theories of Communication, Technology and Social Media

1. Harold A Innis & McLuhan medium theories
2. Technological Determinism
3. Diffusion of Innovations
4. Critical theory of Communication technology
5. Social Information Processing Theory/Social Media Engagement Theory
6. Assignment on applications of theories

Suggested Readings

1. Griffin, E. (2012). A first look at communication theory (8 th ed.). New York: McGraw-Hill
2. Fiske, J. (2010). Introduction to Communication Studies. Abingdon, Oxon: Routledge.
3. Littlejohn, S. W. (2002). Theories of Human Communication (7thed.). USA: Wadworth/Thompson Learning.
4. McQuail, D. (2010). McQuail's mass communication theory. London: Sage Publications.
5. Baran, S. J., & Davis, D. K. (2012). Mass communication theory: Foundations, ferment, and future.(11th ed.) USA: Wadsworth Pub. Co.
6. Rogers, E.M. (1995). Diffusion of innovations (4th edition). New York: The Free Press.
7. Baxter, L. A., & Braithwaite, D. O. (2008). Engaging theories in interpersonal communication: Multiple perspectives. Los Angeles: Sage Publications.
8. DeFleur, M. L., & Ball-Rokeach, S. (1989). Theories of mass communication. New York: Longman.
9. Adhikary, Nirmala Mani. (2010). An introduction to Sadharanikaran Model of Communication. Bodhi: An Interdisciplinary Journal. 3. 10.3126/bodhi.v3i1.2814.

Course Outcomes

CO 1: Knowledge: The students will learn to apply media theories in their projects.

CO 2: Understanding: The students will be able to understand application of models of communication in the industry.

CO 3: Lifelong Learning: To develop critical approach towards media issues in life.

CO 4: Communication: To help them integrate theory and research

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	VISUAL COMMUNICATION
COURSE CODE	MA(MC) 103
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM	75
THEORY PAPER	
MARKS OF INTERNAL	25
ASSESSMENT	

OBJECTIVES OF THE COURSE:

- To develop an theoretical and conceptual understanding of visual communication.
- To impart basic knowledge about development of visual art and its relevance in media practice.
- To understand and use design in different media forms.

COURSE CONTENTS

UNIT 1

L- 12

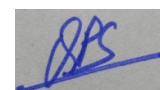
1. Need for and the Importance of Visual Communication.
2. Origins and History of Visual Art: Pre Historic Art, Egyptian Art, Indian/ Moughal Miniatures, Early Renaissance, High Renaissance (Understanding of Perspective and Light), Impressionism (Understanding of Fleeting Natural Light),
3. Advent of Camera, Departure from Realism in Art, Cubism, Dadaism.
4. Semiotics in Visual Communication
5. The use of Symbolism in the Visual Medium, Prehistoric, Egyptian, Byzantine, Indian art, Surrealism, Art Nouveau- Dali, Klimt, Charlie Chaplin (Modern Times)

UNIT 2

L-12

1. Fundamentals of Design.
2. Definition, Approaches to Design, Centrality of Design
3. Elements/Elements of Design: Line, Shape, Space, Color, Texture. Form Etc.

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4. Principles of Design: Symmetry, Rhythm, Contrast, Balance Mass/Scale etc.
5. Design and Designers (Need, role, process, methodologies etc.)
6. Understanding the Frame.
7. Choosing the Focal Point.

Exercise:

Study of Frescoes, Pat Chitra Illustrations, Pop Art, Calendar Art and Indian Miniatures

Study of Photography Work of Known Photographers Like, Ansel Adams and Raghu Rai

UNIT 3

L – 12

1. Principles of Visual and Other Sensory Perceptions.
2. Color Psychology and Theory
3. Understanding Colour: Colour Family, Opposite Colours, How colours balance each other because of Value, Warm Colour and Cool Colours.
4. Texture: How value can be manipulated with texture, texture in moving images can be created by multiple elements like action, reflection, signage, play of light etc.
5. Understanding the birth and evolution of the pigment and its effects on documented imagery. Colours Reflect Period. Earth Colours vs Chemical Colours.

UNIT 4

L-12

1. Basics of Graphic Design.
2. Definition and Elements of Graphic Design, Purpose of Designing
3. Various stages of design process- Problem Identification, Search for Solution Refinement, Analysis, Decision Making, Implementation.
4. Design process-research, a source of concept, the process of developing ideas - Verbal, Visual, Combination & Thematic, Visual Thinking, Associative Techniques, Materials, Tools (Precision Instruments etc.) Design Execution and Presentation.
5. Definition of Optical and Visual Illusions
6. Design and Pattern- The Difference

Suggested Readings

Core Readings:

Herbert Read. (2017) *The Meaning of Art*. Faber and Faber

Paul Martin Lester (2002) *Visual Communication*. (3rd ed.) Wadsworth Publishing Co.



Additional Readings:

Susan B Barnes (2017) *An Introduction to Visual Communication: From Cave Art to Second Life* . (2nd Ed.) Peter Lang Publishing Inc.

Christian Leborg (2006) *Visual Grammar: A Design Handbook* Princeton Architectural Press

Edit Toth (2018) *Design and Visual Culture from the Bauhaus to Contemporary Art: Optical Deconstructions* (Routledge)

Course Outcomes

CO 1: Knowledge: to acquaint the learner with the history of development of visual arts and develop a knowledge of the various elements of form.

CO 2: Understanding: to develop an understanding of how various formal elements are utilized for effective communication.

CO 3: Lifelong Learning: To develop a sense of how effective communication happens with the aid of visuals.

CO 4: Communication: To learn to communicate complex and targeted messages through the use of visuals.

CO 5: Research: To be able to do research to create appropriate strategies to communicate through visuals.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	:	DEVELOPMENT COMMUNICATION
COURSE CODE	:	MMC 105
LECTURES	:	4
TUTORIALS / PRACTICALS	:	0
CREDITS	:	4
MARKS OF END TERM THEORY PAPER : 75		
MARKS OF INTERNAL ASSESSMENT : 25		

OBJECTIVES OF THE COURSE

1. To instil a comprehension of development and development related paradigms, theories and approaches.
2. To sensitize the students to the need and issues of development
3. To situate communication within larger context of national-international issues
4. To make students have an understanding of approaches to development communication and its applications in various development sectors

UNIT 1

L - 12

CONCEPTS OF DEVELOPMENT

1. Definitions, Changing paradigm, Approaches to Development
2. Indicators of development- Economic and Social
3. Development Approaches- Neo-liberalism, Free market vs interventionist, Bottom up, Top down – trickle down, Vicious circle, Marxist view, Neo colonial, Gandhi and Schumacher,
4. Underdevelopment. Globalization and Development.



UNIT 2

L - 16

THEORIES OF DEVELOPMENT

1. Modernisation(Durkhiem, Rostow), Structuralism(Raul Prebisch), Paulo Freire approach.
2. Dependency-Neo Marxist-World System,
3. Basic Needs, Neo Classical(Keynesian growth), Post Development,
4. Sustainable Development, Human Development, Participatory model.

UNIT 3

L - 12

DEVELOPMENT COMMUNICATION

1. Definition, Approaches: Diffusion of Innovation – Extension, Empathy, Mass Media,
2. Development Support Communication, Institutional and Integrated approaches,
3. Localized approach. Planned strategy.
4. Traditional media and ICT in development.

UNIT 4

L - 12

CASE STUDIES IN INDIAN PERSPECTIVE

1. Poverty alleviation, Land Reform, Agriculture,
2. Women & Child development, marginalised communities,
3. Literacy, Health and Family Welfare, Housing, Public Transport, Power, Potable water, fuel,
4. Ecology vs Economy, Tribal Rights, destabilization, rehabilitation, wild life, forest conservation, culture and society. Role of NGOs and Civic Society in development.

EXERCISES FOR INTERNAL ASSESSMENT:

Every student has to work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Each report out of the five should focus on a different aspect of the topic. (E.g. if the topic is 'Water Supply of a City' the five reports can be about i) water needs of a city, ii) sources of water, iii) water purification system, iv) water distribution system and v) attempts to save and recycle water etc.). Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports.

Suggested Readings

1. Rogers Everett M., *Communication and Development- Critical Perspective*, Sage, New Delhi, 2000
2. Stiglitz, J.E. , *Making Globalization Work* , Allen Lane, London
3. Servaes John, (Ed) , *Communication for Development and Social Change*, Sage Publication India Pvt. Ltd., New Delhi- 2008
4. Rogers Everett M. and Singhal, Arvind, *India's Information Revolution*, Sage New Delhi, 1989
5. Shramm. *Mass Media and National Development*.
6. Melkote, Srinivas R, *Communication for Development in the Third World: Theory and Practice*, Sage, New Delhi
7. Sen Amartya and Dreze Jean, *Indian Development – Selected Regional Perspective*, Oxford, Delhi, 1997
8. Manyozo, Linje. *Media, Communication and Development Three Approaches*, Sage, New Delhi, 2012

Course Outcomes

- CO 1:** The students will learn about concepts of development
- CO 2:** The students will also get familiar with the theories of development
- CO 3:** The students will engage with the different approaches of development communications
- CO 4:** The students will study the cases related to development such as poverty alleviation, land reform, agriculture

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	FILM APPRECIATION
COURSE CODE	MA(MC) 107
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM	75
THEORY PAPER	
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE:

- a) To introduce the student to various approaches to understanding and analysing the universal language of cinema.
- b) To give an overview of the history of world cinema and the major film movements.

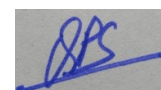
COURSE CONTENTS

UNIT 1

L-12

INTRODUCTION

1. Language and Grammar of Cinema
2. Cinema as a Cultural Product
3. Various approaches to analysing a Film: Representation, Ideology, Auteur, Genre, Narrative
4. Understanding the elements of form of Cinema
5. Genres and Related Conventions
6. Film Theorists: Lindsay Anderson, Hugo Munsterberg, Rudolf Arnheim, Siegfried Kracauer, Sergei Eisenstein, Andre Bazin, Christian Metz, Laura Mulvey
7. Non-fiction Cinema



SCREENINGS

(Following films to be used as main references. Parts of some of these films may be screened for the class.)

Battleship Potemkin (1925, USSR) by Sergei Eisenstein
The Zoo (1962, Netherlands) by Bert Hanstra
The Glass (1958, Netherlands) by Bert Hanstra
Berlin: Symphony of a City (1927, Germany) by Walter Ruttmann
Citizen Kane (1941, USA) by Orson Welles
Pather Panchali (1955, India) by Satyajit Ray
Rashomon (1950, Japan) by Akira Kurosawa
Dancer in the Dark (2000, USA) by Lars Von Tier
In the Mood For Love (2000, Hongkong, China) by Wong kar Wai
Three Colours - Red (1994, France, Poland, Switzerland) by Krzystof Kieslowski

L -12

UNIT 2

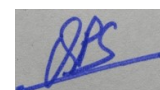
OVERVIEW OF THE GLOBAL FILM HISTORY

Initial Developments
Early Cinema and Hollywood
German Expressionism
French Impressionism and Surrealism
Soviet Montage
Italian Neo-realism
French New Wave

SCREENINGS

(Following films to be used as main references. Parts of some of these films may be screened for the class.)

Birth of a Nation (1915, USA) by D W Griffith
Casablanca (1942, USA) by Micheal Curtiz
The Metropolis (1927, Germany) by Fritz Lang
Cabinet of Dr. Caligary (1920, Germany) by Robert Wienne
October (1928, USSR) by Grigoriy Aleksandrov, Sergei M Eisenstein
Rome: The Open City (1945, Italy) by Roberto Rosselini
The Bicycle Theives (1948, Italy) by Vittorio De Sica
400 Blows (1959, France) by Francois Truffaut
Breathless (1960, France) by Jean Luc Godard



UNIT 3

L -12

Development of Cinema in India

1. First Screenings and advent of Film Medium
2. First Feature Film
3. Studio Era and Pre-independence Cinema
4. Post Independence Cinema
5. Cinema of Ray, Ghatak and Sen
6. Parallel Cinema Movement
7. Age of Superstars
8. Impact of TV, Video, Satellite Channels, Internet and Digital Media

SCREENINGS

(Following films to be used as main references. Parts of some of these films may be screened for the class.)

- Raja Harishchandra (1913, India) by Dhundiraj Govind Phalke
Shejari (1941, India) by V Shantaram
Sikandar (1941, India) by Sohrab Modi
Awara (1951, India) by Raj Kapoor
Do Bigha Zameen (1953, India) by Bimal Roy
Pratidwandi (1970, India) by Satyajit Ray
Meghe Dhaka Tara (1960, India) by Ritwik Ghatak
Bhuvan Shome (1969, India) by Mrinal Sen
Kasba (1991, India) by Kumar Shahani
Kathapurushan (1996, India) by Adoor Goplakrishan
Gabhicha Paus (2009, India) by Satish Manvar
Hkhagorloi Bohu Door (1995, India) by Jahnu Barua

UNIT 4

L -12

Major Cinema Movements

1. French Avante Garde
2. German Expressionist Cinema
3. Soviet Cinema after Revolution
4. French New Wave
5. Italian New Wave
6. American New Wave
7. Indian New wave
8. Post Revolution Cinema in Iran
9. Cinema Novo

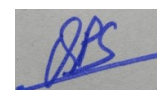
SCREENINGS

(Following films to be used as main references. Parts of some of these films may be screened for the class.)

- Colours of Paradise (1999, Iran) by Majid Majidi
Apocalypse Now (1979, USA) by Francis Ford Coppolla
The Stalker (1979, USSR) by Andrei Tarkovsky
'M' (1931, Germany) by Fritz Lang
Manthan (1976, India) by Shyam Benegal

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City of Gods (2002, Brazil) by Fernando Meirelles, Katia Lund
The Seventh Seal (1957, Sweden) by Ingmar Bergman

Suggested Readings

Core Readings:

1. Monaco J.(2009) , *How to Read a Film*, OUP
2. Yves Thoraval, *Cinemas of India*, MacMillan Publishers India
3. Thomson and Bordwell, *Film History: An Introduction*, OUP

Additional Readings

1. Geoffrey Novell-Smith, *The Oxford History of World Cinema*, OUP
2. Gokulsing & Dissanayake. *Indian Popular Cinema: A Narrative Cultural Change*.
Trentham Books. 2004
3. Thompson K. & Bordwell D, *Film Art: An Introduction*. McGraw Hill Inc..
4. Gulzar, Nihalani, Chatterjee. *Encyclopedia of Hindi Cinema*. Popular Prakashan,
2003

Course Outcomes

CO 1: Knowledge: To develop a knowledge of historic development of film art in different parts of the world and acquaint them with some of the major filmmakers and their works.

CO 2: Understanding: To develop a deep understanding of how complex meaning are created with the use of different elements of film form and other aspects of cinema.

CO 3: Lifelong Learning: To instil in the learner an ability to look for and analyse the subtle connotations, politics and deeper meaning in a film text.

CO 4: Communication: To develop an ability to communicate their understanding and analysis of a film to a discerning audience / reader.

CO 5: Research: To be able to analyse and research the patterns existing in the works of a particular filmmaker, culture or time period.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	<i>ELECTIVE 1</i> ENGLISH LITERATURE
COURSE CODE	MA(MC) 109
LECTURES	3
TUTORIALS / PRACTICALS	0
CREDITS	3
MARKS OF END TERM	75
THEORY PAPER	
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE:

Objectives of English

- a) To introduce the student to various approaches to understanding and analysing English Literature.
- b) To enable them to understand various genres of English Literature and critically appreciate it.

COURSE CONTENTS

UNIT 1 **L- 12**

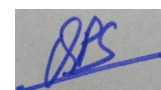
Death of a Salesman *by Arthur Miller*

The Bluest Eye *by Toni Morrison*

UNIT 2 **L-12**

The Brave New World *by Aldous Huxley*

The Man Eater of Malgudi *by R K Narayan*



UNIT 3

L – 12

A Fine Balance by Rohinton Mistry

David Copperfield by Charles Dickens

UNIT 4

L - 12

1. *Fur by Saki*
2. *A Day's Wait by Ernest Hemingway*
3. *The Ransom of Red Chief by O' Henry*
4. *The Bet by Anton P. Chekhov*
5. *The Model Millionaire by Oscar Wilde*
6. *The Station Bacillus by H. G. Wells*
7. *The Babus of Nayanjore by R. N. Tagore*
8. *Mr. Know All by W. S. Maugham*
9. *The Lost Child by Mulk Raj Anand*
10. *An Astrologer's Day by R.K. Narayan*
11. *The Rocking Horse by D.H.Lawrance*

Teaching Methodology

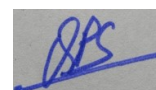
Self study of texts by students followed by discussions and seminars in class

Suggested Readings

- Legouis Emile, *A Short History of English Literature*, OUP 1998
- CARTER, *The Routledge History of Literature in English*, Routledge, 2016
- Forster, E.M. *Aspects of the Novel*, Penguin, 1970
- Anjalia, Ulka, *History of Indian Novel in English*. CUP, 2016
- Ramakrishnan, E.V. ed. *Narrating India: The Novel in Search of the Nation*. Sahitya Akademi, 2005
- Gopal, Priyamvada. *The Indian English Novel. Nation, History and Narration*. OUP, 2009
- Chaudhery, Satya Dev, *Glimpses of Indian Poetic*, New Delhi; Sahitya Academy, 2002
- Devy, G. N. Ed. *Indian Literary Criticism: Theory and Interpretation*. Hyderabad: Orient Longman, 2002

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- Blamires, Harry. A Short History of English Literature. Routledge, 2003

Course Outcomes

CO 1: KNOWLEDGE: Students will know about the representative works of English literature.

CO 2: UNDERSTANDING: They will be introduced with various approaches for understanding and analyzing English Literature.

CO 3: LIFELONG LEARNING: Students would develop a worldview and apply the inherent ideas of literature in their real life.

CO 4: COMMUNICATION: The dexterity of analysis would help students express themselves better in different kind of written and oral expressions in English language.

CO 5: RESEARCH: To enable them to understand various genres of English Literature and critically appreciate it.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	:	Indian Literature in Hindi (Elective 1)
COURSE CODE	:	MMC 111
LECTURES	:	3
TUTORIALS / PRACTICALS	:	0
CREDITS	:	3
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

OBJECTIVES OF THE COURSE

- a) To acquaint the students with some of the best works of Hindi Literature.
- b) To familiarise the students with how different social and philosophical matters are dealt with in a creative medium
- c) To develop a sensibility towards a form of art and expression

UNIT 1 : Short Stories

L: - 12

Usne Kaha Tha – by Chandradhar Sharma Guleri

Poos Ki Raat - by Premchand

Puraskar – by Jay Shankar Prasad

Haar ki Jeet - by Sudarshan

Aatma Sakshi - by Faneeshwar Naath ‘Renu’

Koshi Ka Ghatwar – by Shekhar Joshi

Sikka Badal Gaya - by Krishna Sobti

Vaapsi - by Usha Priyamvada

Shrinkhala - by Akhilesh

Intezaar Paanchve Sapne ka - by Prem Bharadwaj

Control Shift Delete - by Akansha Pare Kashiv

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UNIT 2 : Novels**L: -12**

Godan - by Premchand

Gunahon ka Devta - by Dharmvir Bharati

UNIT 3 : Novels**L: -12**

Raag Darbari - by Shreelal Shukla

Naukar Ki Kameez - by Vinod Kumar Shukla

UNIT 4 : Novels**L: -12**

Kali Katha Via bypass - by Alka Saraogi

Peeli Chhatri Vali Ladki - by Uday Prakash

Suggested Reading:

1. Tiwari, RamChandra, *Hindi ka Gadya Sahitya*, Gorakhpur Vishwavidyalay Prakashan, Gorakhpur,
2. Ranasubhe, Suryanarain, *Adhunik Hindi Sahitya ka Itihaas*, Vikash Prakashan, New Delhi, 2017
3. Sharma, Shivkumar, *Hindi Sahitya Yug aur Pravittiyen*, New Prakashan, 2018

Course Outcome

CO 1: KNOWLEDGE: Students will be acquainted with some of the best works of Hindi Literature.

CO 2: UNDERSTANDING: They will be familiarized about how different social and philosophical matters are dealt with in a creative medium

CO 3: LIFELONG LEARNING: A sensibility will be inculcated towards a form of art and expression

CO 4: COMMUNICATION: The study will help them participate better in discussions after enhanced communication skills acquired after reading the language of literature.

CO 5: RESEARCH: Reading of the text will enable them to understand various genres of Hindi Literature and critically appreciate it.

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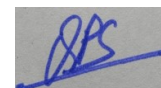
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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	:	MOOCs
COURSE CODE	:	MMC 113
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	3

A list of MOOCs will be issued by the school (in consultation with the academic programme committee of school) every academic year. Students shall opt for and successfully complete one of such prescribed courses to get the requisite number of credits.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	:	VISUAL COMMUNICATION LAB
COURSE CODE	:	MMC 151
LECTURES	:	0
TUTORIALS / PRACTICALS	:	6
CREDITS	:	3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	:	60
MARKS OF INTERNAL ASSESSMENT	:	40

OBJECTIVES OF THE COURSE

To help the students to develop a flair for using the visual aspect of communication in a powerful manner.

EXERCISE

Creation of visual compositions and designs in given frames on various themes with various craft materials.

Creating narratives with the help of visual compositions.

Creation of visual compositions and designs on given themes with help of design software.

Visit to the National Museum, NGMA and Art and Photo Exhibitions.

Discussion on works of various visual artists.

Creation of a series of visual compositions to narrate a story.

Course Outcomes

CO 1: Knowledge: to develop applied knowledge of different aspects of the use of visual communication.

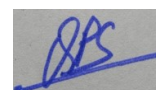
CO 2: Understanding: To develop an understanding of use of different elements in visual form and different materials for creating messages.

CO 3: Lifelong Learning: To develop a flair for creating effective and engaging messages that make good use of visual.

CO 4: Communication: To learn to communicate their ideas with the use of visuals.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	:	Folk Media in Development Communication Lab (STREET THEATRE) - Elective 2
COURSE CODE	:	MMC 153
LECTURES	:	0
TUTORIALS / PRACTICALS	:	6
CREDITS	:	3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	:	60
MARKS OF INTERNAL ASSESSMENT	:	40

OBJECTIVES OF THE COURSE

- a) To expose the students to the use of street theatre medium in communicating developmental themes.
- b) To teach the practical aspects of developing a street play.

EXERCISES

1. Various group exercises in theatre practice, improvisation and script development under the guidance of a teacher.
2. Watch a few street plays being performed by professional groups in the community.

Production of Street Play

Students will develop street plays on developmental themes in groups. The size and composition of the group will be finalised by the teacher. The theme and script will be developed by the groups under guidance of the teacher.

The play will be presented before an audience in the University and will also be performed at least once in the community.

EVALUATION

The evaluation will be done by a jury comprising external and internal examiners during one of these performances.

Course Outcomes

CO 1: Students will have acquired the necessary understanding to execute the assigned exercises in theatre practice, improvisation and script development.

CO 2: Students will have learnt the ways of appreciated street plays performed by professional groups.

CO 3: Students will be able to develop street plays on development themes in groups

CO 4: Students will present to an audience in the University and also in the Community.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

MASTER OF MASS COMMUNICATION

FIRST SEMESTER

COURSE TITLE	:	Folk Media in Development Communication Lab (Puppetry) - Elective 2
COURSE CODE	:	MMC 155
LECTURES	:	0
TUTORIALS / PRACTICALS	:	6
CREDITS	:	3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	:	60
MARKS OF INTERNAL ASSESSMENT	:	40

OBJECTIVES OF THE COURSE

- a) To expose the students to the use of puppetry as a medium in communicating developmental themes.
- b) To expose the students to various kinds of puppetry traditions.
- c) To teach the practical aspects of developing and performing a puppet show.

EXERCISES

1. Various group exercises in puppet making, puppet manipulation, improvisation and script development under the guidance of the subject teacher.
2. Watch a few puppet shows being performed by professional groups.

PRODUCTION OF PUPPET SHOW

Students will develop Puppet Shows on developmental themes in groups. The size and composition of the group will be finalised by the teacher. The theme, style and script will be developed by the groups under guidance of the teacher.

The puppet show will be presented before an audience in the University and will also be performed at least once in the community.

EVALUATION

The evaluation will be done by a jury comprising external and internal examiners during one of these performances.

Course Outcomes

CO 1: The students will understand the use of puppetry as a medium in communicating development themes.

CO 2: The students will also understand the various kinds of puppetry traditions and aspects of developing and performing puppetry shows.

CO 3: The students will learn puppet making, puppet manipulation, improvisation and script development.

CO 4: The students will present a show before the audience in the University and once in the Community.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FIRST SEMESTER

COURSE TITLE	:	MEDIA PRACTICE WORKSHOPS 1
COURSE CODE	:	MMC 157
LECTURES	:	0
TUTORIALS / PRACTICALS	:	0
CREDITS	:	3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	:	60
MARKS OF INTERNAL ASSESSMENT	:	40

OBJECTIVES OF THE COURSE

To provide practical exposure in micro areas of specializations.

COURSE CONTENT:

1. The course involves 4 to 5 workshops on different specialized areas.
2. The workshops will be organized by the school.
3. The workshop mentors will be senior professionals and trainers having specialized experience in the industry
4. These areas would include specialized and emerging areas of practice including, Use of Computers in Print Media, Basics of Audio, Elementary Video Editing, Field Reporting etc.
5. Each student will be required to complete the assignments as fixed by the mentor in each workshop and also prepare a brief report on the learning from the workshop.

EVALUATION

Each mentor will be asked to evaluate the participants. In the end of the semester all marks given by workshop mentors will be collated and moderated to form the internal assessment score.

External evaluation will be done in the end of semester by a panel comprising an internal examiner and an external examiner. The student will be evaluated on the basis of reports submitted and the VIVA.

Course Outcomes

CO 1: Knowledge: To keep updating the knowledge of students on applied and developing areas of media practice.

CO 2: Understanding: To develop a practical understanding of new and emerging areas of practice in mass communication

CO 3: Lifelong Learning: To develop a keenness to keep oneself acquainted with all the latest development in their field of work.

CO 4: Communication: Students will learn to communicate the knowledge gained in the workshops through compulsory reports and assignments

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
SECOND SEMESTER

COURSE TITLE	COMMUNICATION RESEARCH
COURSE CODE	MMC 102
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY PAPER	75
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE

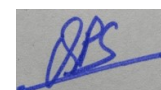
- (a) To introduce the students to different theoretical, philosophical and practical aspects of research in general and communication research in particular.
- (b) To acquaint the students with different approaches and tools used in communication research.
- (c) To develop in the students a knack for using data and research in their work in different spheres of media like advertising, journalism, new media, film and television.

UNIT 1 – INTRODUCTION TO RESEARCH:

L - 12

The 1st Unit will be dealing with the basic concepts and processes of research for the development of initial aptitude for research among students. The 1st unit will be dealing with the concepts such as nature of research and its elements followed by types of research and the difference between fundamental and applied research.

1. Nature & Scope of Research:
 - a) Philosophical Context of Research
 - b) Scientific Approaches to Social Science Research
 - c) Quantitative and Qualitative Approaches to Research
2. Elements of Research
3. Types of Research:
 - a) Descriptive Research
 - b) Exploratory Research
 - c) Experimental Research
 - d) Historical Research



- e) Action Research
- f) Gender Perspectives to Research
- 4. History of Communication and Media Research
- 5. Scientific Research: a) Concepts
 - b) Variables
 - c) Scales and Measurement - (TAM, BARC, Page Viewership, Unique Visitors, RAM, MAP, Readership and Circulation).
- 6. Basic Research and Applied Research: a) Overview of Basic and Applied Research
 - b) Application of Basic and Applied Research
 - c) Difference between Basic and Applied Research
- 7. Communication and Media Research: a) Concepts
 - b) Process of Media Research
 - c) Media vs Market Research

UNIT 2 – RESEARCH PROCESS AND APPROACHES: The 2nd Unit will be dealing with the approaches and processes of research with more depth. The 2nd unit will be focused on the identification and development of research problem, review of literature and various approaches to research and the methodology adopted in the fulfilment of the research objectives.

L-12

1. Research Problem
2. Development of Aims and Objectives of a Research Project
3. Approach to Review of Literature
4. Formulation of Hypotheses / Research Question
5. Research Problem, Procedures and Methodology
6. Quantitative Methods: a) Experimental
 - b) Survey
 - c) Content Analysis.
7. Qualitative Research Methods: a) Field Observation
 - b) Focus Group Discussions c) Interview
 - c) Case-Study
 - d) Ethnography
 - e) Discourse Analysis

- f) Textual Analysis
 - g) Longitudinal Research
 - h) Feminist Research Methodology.
8. Experimental Research: a) Overview of Experimental Research
- b) Application of Experimental Research
 - c) Testing of Variables

UNIT 3 – DATA COLLECTION: ANALYSIS, DATA REPRESENTATION, ETHICS: The 3rd Unit will be dealing with the process of data collection and analysis for the development of conclusion. Further the unit will be dealing with the various statistical tools both qualitative and quantitative for the analysis of facts and the role of ethics in research.

L-12

1. Types of Data
2. Tools for Data Collection: a) Questionnaire
 - b) Interview
 - c) Schedule
 - d) Observation.
3. Introduction to Statistical Tools: a) *Sample Size*
 - b) Mean, Median & Mode
 - c) Standard Deviation
 - d) Mean Deviation
 - e) Chi-square
 - f) T-Test
 - g) F-Test.
4. Analysing Quantitative Data: Testing of Hypothesis,
5. Analysing Qualitative Data: a) Cognitive Mapping
 - b) Analysing Case Studies.
6. Digital Tools for Data Analysis: a) SPSS
 - b) NVivo
 - c) MAXQDA Pro
 - d) Atlasti
 - e) Qda Miner 6
7. Ethics in Communication and Media Research

UNIT 4 – DATA ANALYSIS AND REPORT WRITING: The 4th Unit will L-12 be dealing with the presentation of findings and the style of writing research reports. The unit will be emphasising on various styles and formats for writing research reports, referencing style guides, visualization of data and the role of ethics in data presentation.

1. Formats of Writing in Research
2. Data Visualization
3. Importance of Ethics in Research: Gender Voices and Marginalised Groups.
4. References in Research

Internal Assessment / Assignment

Preparing a questionnaire, analyzing content, studying research papers, dissertations, using statistical techniques etc.

Suggested Readings:

1. Berger, A. A. (1999). *Media Research Techniques*. Thousand Oaks, Calif: Sage Publications.
2. Dominick, J.R. and Wimmer, R.D. (2015). *Mass Media Research: An Introduction*. Cengage Publications.
3. Eastin, M. S., Daugherty, T., & Burns, N. M. (2011). *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*. Hershey, PA: Information Science Reference.
4. Hall, S. (2016). *Cultural Studies 1983: A Theoretical History*. USA: Duke University Press.
5. Landau, R., & Shefler, G. (2011). *Research Ethics*. Jerusalem: Hebrew University Magnes Press.
6. Lester, J. D., & Lester, J. D. (2013). *The Essential Guide: Research Writing Across the Disciplines*. Pearson Publication.
7. Mytton, G., Diem, P., & Dam, P. H. (2016). *Media Audience Research: A Guide for Professionals*. India: Sage Publications Pvt Ltd.
8. Poytner, R. (2010). *Handbook of Online and Social Media Research*. UK: John Wiley and Sons Ltd.
9. Ruddock, A. (2017). *Exploring Media Research: Theories, Practice, and Purpose*.

UK: Sage Publications Pvt Ltd.

10. Smart, B. (2018). *Critical Social Research Ethics*. USA: Sage Publications.
11. Telea, A. (2015). *Data Visualization: Principles and Practice*. Taylor and Francis Group
12. Volkmer, I. (2015). *The Handbook of Global Media Research*. Malden: Wiley Blackwell.
13. Weinberg, D. (2002). *Qualitative Research Methods*. USA: Blackwell Publishers Inc

Course Outcomes

CO 1: Development of research aptitude amongst the students of MA(MC).

CO 2: Development of inter-disciplinary research practices for engaging diverse research objectives.

CO 3: Development of skills for effective data collection, data analysis, visualization and presentation.

CO 4: Exposure to various research report writing styles and research ethics.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
SECOND SEMESTER

COURSE TITLE	PHOTOGRAPHY AND AUDIO VISUAL PRODUCTION
COURSE CODE	MMC 104
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY PAPER	75
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE

To create awareness & conceptual understanding about Audio Visual Production To Make students aware of the intricacies of photography

UNIT 1 [Introduction to Photography]

L-12

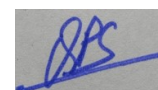
1. Brief Historical Background of Photography
2. Structure and Functioning of Camera
3. Types of Cameras on the basis of Design and Format
4. Parts of a Camera; Accessories of Camera, Aperture, Exposure and Depth of Field
5. Structure and Functioning of SLR, DSLR and Mirrorless Cameras in detail
6. Issues of Representation in Photography
7. Well Known Photographers and their work

UNIT 2 [Lens and Exposure]

L-12

1. Lenses- Meaning, Types – Wide angle, Telephoto, Normal
2. Prime Lenses / Block Lenses
3. Special Purpose Lenses, Fast Lenses, Slow Lenses
4. Variable Focal Length lenses or Zoom Lenses
5. Exposure: Aperture, Shutter and ISO.
6. Estimating the Exposure, Various Methods: Manual and Auto, Burst Shooting Mode

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UNIT 3 [Camera Technologies And Lighting]

L-12

1. Optical Image Stabilisation & Shake reduction technology
2. Sensors – Meaning, Use, Types & Applications
3. Lighting: Techniques, Equipment and Aesthetics
4. Light Meter: Types and Uses

UNIT 4 [Audio-visual Production]

L-12

1. Audio-Visual Production: An introduction, Composition, Story telling
2. Selecting an idea for Audio-Visual production: Research and Planning
3. Basics of Audio: VO recording, mixing music and effects, creating an audio track
4. Shooting: Sorting and searching still images and audio planning
5. Basics of Editing on NLE, Creating Sequences with Audio Tracks and Still Visuals
5. Arranging the images: Unfolding the story through images, Audio and Sound effects.

Suggested Readings

Core Readings

1. Fox A. & Smith R.S. (2015). *Langford's Basic Photography: The Guide for Serious Photographers*, Routledge
2. London B., Stone J. & Upton J. (2016). *Photography* (12th ed.) . Pearson; 12 edition
3. Ang T. (2018). *Digital Photography: An Introduction*. 5th ed . DK Publishers.

Additional Readings

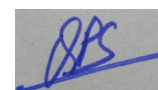
1. Berger J. & Dyer G., John Berger: Understanding a Photograph. Publisher: Aperture; Reprint edition (December 31, 2013)
2. Sontag S., On Photography, Publisher: Penguin Classics (2001)
3. Bresson C., Henri Cartier-Bresson: The Decisive Moment. Publisher: Steidl; Pck Slp Ha edition (February 24, 2015)
4. Adams A. & Baker R., The Camera. Publisher: Ansel Adams; Revised ed. edition (2018)
5. Szarkowski J., Looking at Photographs: 100 Pictures from the Collection of The Museum of Modern Art. Publisher: The Museum of Modern Art, New York (2009)
6. Szarkowski J., Frienlander L., Evans W', Klein W' and Strand P. The Photographer's Eye Paperback – March 1, 2007 . The Museum of Modern Art, New York; Reprinted edition (March 1, 2007)

Course Outcomes

CO 1: Knowledge: Students will be able to understand Photography and Audio-Visual Production. Along with the scholarly practices necessary for Audio-Visual

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productions, they will also learn creative dimensions of still photography. Upon the completion of the course, students will be equipped to proceed to establish their own practice or work in established organizations depending upon their preferences.

CO 2: Understanding: Students will be able to understand the history and contemporary practices of Photography and Audio-Visual Production, and will be able to express their opinion on various technical and creative aspects of it.

CO 3: Lifelong Learning: Students will be able to understand the theoretical nuances and the practices of the trade by engaging themselves in independent and lifelong learning, and be equipped to enhance their knowledge and skills as required in the future.

CO 4: Communication: The students will be able to analyze the information with the regular coverage of the subject and express their thoughts and ideas relating to the subject clearly and effectively.

CO 5: Research: The students will be able to synthesize and apply their understanding to form insights for further scholarly endeavors. They will be able to demonstrate the ability to define and undertake relevant projects independently.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
SECOND SEMESTER

COURSE TITLE	:	SOCIAL INCLUSION
COURSE CODE	:	MMC 106
LECTURES	:	3
TUTORIALS / PRACTICALS	:	0
CREDITS	:	3
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

OBJECTIVES OF THE COURSE

1. Conceptualizing discrimination, exclusion and inclusion based on caste/ethnicity and religion.
2. Developing understanding of the nature and dynamics of discrimination and exclusion.
3. Instil sensibility for discrimination, exclusion and inclusion.
4. Enable understand policies for protecting the rights of these groups and eradicating the problem of exclusion and discrimination.

UNIT 1

L - 12

1. Poverty, Capability Deprivation, and Social Exclusion
2. Social Relations: Constitutive and Instrumental Importance
3. Active and Passive Exclusion
4. Unemployment and Exclusion
5. Sharing of Social Opportunities
6. Democracy and Political Participation
7. Diversity of Exclusions

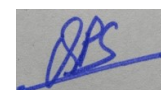
UNIT 2

L - 12

1. Social Exclusion at the societal level
2. Different kinds of Exclusion like social, financial, health, educational and role of inclusive policy in this regard.
3. Social Exclusion in India (in the fields of Gender, Disabled Studies, Dalits, Tribal's, and Children at high risk)
4. The Individual's Experience

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5. Social Exclusion and Community
6. Role of the privileged in reproducing inequality
7. Professional Exclusion and Social Exclusion

UNIT 3

L - 12

1. Emerging Research areas of focus: Trafficking of women, Girl Child and disabled children. Research in issues related to, Disabled People, Women's Studies, Dalits and tribal studies.
2. Social movements, Politics and Public Policy
3. Case Studies

UNIT 4

L - 12

1. The Language of Exclusion
2. Understanding processes of social exclusion: Silence, Silencing and Shame
3. Immigrant population and exclusion
4. Social Exclusion of people with disabilities
5. Exclusion in health - cases of malnutrition, people with HIV AIDS, Leprosy

Suggested Readings

1. Taket A., Beth R. Crisp B. R., Nevill A., Lamaro G., Graham M. & Barter-Godfrey S., (2009). *Theorising Social Exclusion*, Routledge.
2. Byrne D. (2008). *Social Exclusion*. 2nd ed. Rawat Publications;.
3. Gurusamy S. (2011). *Social Exclusion and Inclusion*, APH Publishing Corporation.
4. Jordan B. (1996). *A Theory of Poverty and Social Exclusion*, Polity Press

Course Outcomes

CO 1: Students will be able to understand the concepts of discrimination, exclusion and inclusion based on caste / ethnicity and religion.

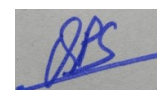
CO 2: Students will be able to understand the nature and dynamics of discrimination and exclusion by engaging with different kinds of exclusion like social, financial, health, education, etc.

CO 3: Students will be engage with emerging areas of research in trafficking, girl child and other gender issues.

CO 4: Students will have learnt the language of exclusion and engaged with case studies and policy matters

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
SECOND SEMESTER

COURSE TITLE	:	MEDIA LAWS AND ETHICS
COURSE CODE	:	MMC 108
LECTURES	:	3
TUTORIALS / PRACTICALS	:	0
CREDITS	:	3
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

OBJECTIVES OF THE COURSE :

1. To enable students to appreciate freedom of the press in India as enshrined in the Indian Constitution and other legislations.
2. To make students understand legal framework for print, broadcast and cyber media, and analyze the issues of ethics and self-regulation

Unit I Freedom of Expression : Concept

L - 12

1. Concept of media freedom
2. Rights and obligation of the media
3. Fundamental rights.
4. Universal declaration of human Rights
5. Evolution of article 19 in Indian Constitution

Unit II Laws as applicable to media

L - 12

1. Protecting national security, public order and law & order
2. Access to information laws (RTI) and procedures; Rules of court reporting, contempt of court, sub-judice
3. Freedom of expression & protection of vulnerable groups, protection of social values, obscenity; scope of censoring
4. The law and professional standards relating to privacy, protection of confidential sources
5. Laws relating to election coverage; some international instruments affecting the media

Unit III History of Media Laws in India

L - 12

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1. Press & Registration of Books Act 1867, Telegraph Act, Cinematograph Act 1953
2. Contempt of Courts Act 1971, Civil and Criminal Laws of Defamation
3. Official Secrets Act, Wages and working conditions of Journalists
4. Measures to curb piracy, Copyright Act, Intellectual property rights,
5. Cable Network Act, Cyber laws in India, , IT Act

Unit IV Media Ethics

L - 12

1. History of media ethics, role of conventions
2. Personal and group ethics, global media ethics, Cheque book journalism/paid news/embedded journalism
3. Concept of self-regulation; Code of ethics
4. New technologies: Hidden cameras; Legality and ethics of sting operations
5. Graphic images, Right to privacy; Obscenity

Suggested Readings

1. Kashyap, S C. *Our Constitution*. NBT. Delhi. 2005.
2. Neelamalar. *Media Law and Ethics*. PHI Learning. Delhi. 2010.
3. Clifford G., et al. *Media Ethics* (6th edition). Longman. New York. 2002.
4. Prasad, Kiran. *Media Law and Ethics: Readings in Communication Regulation* (2 Vols-Set). B R Publishing. Delhi. 2009.
5. Folkerts & Lacy. *The Media in Your life*. Pearson Education. Delhi. 2004.

Course Outcomes

- CO 1: KNOWLEDGE:** Students will be apprised of freedom of the press in India as enshrined in the Indian Constitution and other legislations related to communication and also the ethical issues.
- CO 2: UNDERSTANDING:** Students will understand legal framework for print, broadcast and cyber media, and analyze the issues of ethics and self-regulation
- CO 3: LIFELONG LEARNING:** The reading will make them aware of constitutional provisions and various laws so that they may safeguard themselves against any legal implication while expressing themselves.
- CO 4: COMMUNICATION:** After the adequate understanding of legal, ethical and constitutional provisions applicable in the visual, written or oral communications, students will have a better discretion in their expressions.
- CO 5: RESEARCH:** Students will be equipped better while conducting research on ethical or legal issues related to mass communication.

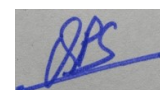
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
SECOND SEMESTER

COURSE TITLE	:	MOOCs
COURSE CODE	:	MMC 110
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	3

A list of MOOCs will be issued by the department in every academic year. Students shall opt for and successfully complete one of such prescribed courses to get the requisite number of credits.

Course Outcomes

- CO 1:** The student will have the freedom to enhance value-additional skills through MOOCs program in specialized courses.
- CO 2:** Development of inner-disciplinary aptitude and understanding amongst the students through blended style of teaching
- CO 3:** Preparation of students for industry / market requirements and scope for professional opportunities across different venues of industry.



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MASTER OF MASS COMMUNICATION
SECOND SEMESTER

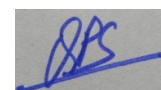
COURSE TITLE	:	COMMUNICATION RESEARCH LAB
COURSE CODE	:	MMC 152
LECTURES	:	0
TUTORIALS / PRACTICALS	:	6
CREDITS	:	3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	:	60
MARKS OF INTERNAL ASSESSMENT	:	40

OBJECTIVES OF THE COURSE

To familiarise the students with applied aspects of Communication Research.

EXERCISES

Conceptualizing a Research Plan
Deciding the Topic
Writing Objectives, Research Questions/ Hypothesis
Elaborate Writing on Chosen Methodology
Preparing Research Design
Writing Synopsis
Analysis of Audio Visual / Audio / Text Content
Developing Parameters and Codification
Comparative Analysis: Comparison of Two or More Media Contents
Application of Sampling Techniques and Utilisation of Scales
Preparing Questionnaire
Preparing Plan for In-depth Interview / Focus Group Interview
Quantitative Analysis of Collected Data
Qualitative Analysis
Writing and Presenting Report



PROJECT

Students will undertake a small Research Project on a topic chosen under the guidance of a teacher. The submitted research will be 4500 to 5000 words in length excluding the credits and bibliography. The Research Report (three copies) shall be submitted at least one month before the Final Exam.

EVALUATION

The evaluation will be done by a jury comprising external examiners and internal mentors. The Research report shall be sent to the respective examiner/s at least three weeks before the commencement of exam.

Course Outcomes

CO 1: The outcome of this course is to provide hands on training in developing research reports and engaging with communication research from an inter-disciplinary perspective.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
SECOND SEMESTER

COURSE TITLE	:	PHOTOGRAPHY AND AUDIO-VISUAL PRODUCTION
COURSE CODE	:	MMC 154
LECTURES	:	0
TUTORIALS / PRACTICALS	:	6
CREDITS	:	3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	:	60
MARKS OF INTERNAL ASSESSMENT	:	40

OBJECTIVES OF THE COURSE

To secure an operational knowledge of various camera and lighting equipment.
To demonstrate an understanding of the equipment.
To develop the ability to Produce and A/V Production.

EXERCISES

Practice of Different types of shots and camera angles.
Photography of different kinds of subjects in outdoor and indoor.
Exercises in basic sound recording and mixing.

ASSIGNMENT

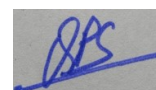
Producing a 10-minute audio visual programme in groups.
The AVs will be shot using still cameras and will be based on proper story and script.
For the same the student needs to select a topic, research it, plan it, select the location, Shoot photographs, sort and search photographs and then arrange them in such an order that they unfold a story.
The AV will be supplemented by a properly designed sound track containing dialogue/VO/Commentary, Music and Sound effects (if any)

EVALUATION The final evaluation will be done by a jury comprising external and internal examiners. The final exam will comprise of screening of AV and Viva Voce.

Course Outcomes

CO 1: KNOWLEDGE: Students will be able to understand how to engage with the practices of Audio-Visual production, wherein they will be encouraged to think creatively. Based on the theoretical knowledge gained, the students will get to experience the operation of camera and lighting equipment.

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CO 2: UNDERSTANDING: By adopting the creative as well as scholarly approach, students will be able to understand the various aspects of Audio-Visual storytelling.

CO 3: LIFELONG LEARNING: Students will be able to engage in lifelong learning and be equipped to enhance their technical knowledge and skills as required through a detailed experience in the production lab.

CO 4: COMMUNICATION: By learning the basics of storytelling in Audio-Visual production, the students will be able to effectively engage with, and communicate their ideas on screen.

CO 5: RESEARCH: This paper will allow students to transform and hone their research abilities that will help them approach hands-on production work.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
SECOND SEMESTER

COURSE TITLE	: SEMINAR AND PRESENTATION
COURSE CODE	: MMC 156
LECTURES	: 0
TUTORIALS / PRACTICALS	: 6
CREDITS	: 3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	: 60
MARKS OF INTERNAL ASSESSMENT	: 40

OBJECTIVES OF THE COURSE

1. To develop skills of effective oral, written and visual communication and to make them learn how to design the form and develop the content of the topic of their choice.
2. To inculcate presentation skill and instill confidence among them.

PRESENTATIONS

The students will be asked to make two presentations on their chosen topics.

The topics will be chosen from the subjects that students are studying in semester - I.

The presentations will be developed under the guidance of the subject teacher.

INTERNAL ASSESSMENTS: 40 MARKS

Assessment will be made on the basis of the following:

Selection of original and innovative topic.

Study and research done by the student.

Quality of the presentation made.

Response to queries posed by audience

External Evaluation: 60 Marks

External evaluation should be done on the basis of the following:

Relevance of the topic chosen for presentation.

Quality of the content in the presentation. Confidence and commitment shown by the students in the presentation.

Response to questions asked by the examiner during presentation

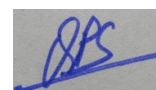
Course Outcomes

CO 1: The students will exhibit their training in critical appraisal, analysis and argument formulation on media issues.

CO 2: The students will showcase their verbal and visual presentation skills.

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**SPECIALIZATION:
ADVERTISING AND
CORPORATE
COMMUNICATION**

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Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
THIRD SEMESTER
(Specialization in Advertising and Corporate Communication)

SEMESTER	III
COURSE TITLE	ADVERTISING CONCEPTS , CREATIVITY & MEDIA
COURSE CODE	MMCC 201
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY	75
PAPER	
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE

- To make the students aware of the advertising concepts, practices and critical debates
- To provide in depth understanding about the creative and media executions used in advertising campaigns
- To provide theoretical foundations of conceptualization, copywriting, visuals, design and layout
- To provide knowledge about media selection and planning while making advertising campaigns

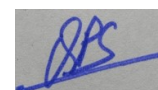
COURSE CONTENTS

UNIT 1

L-12

Concepts, Evolution and Theories

1. Advertising concepts: Stern's Model and Information Processing Models
2. The origins and development of advertising
3. Contributions of global and Indian advertising personalities
4. Making of a modern full-service ad agency and its variants



5. Nature of Persuasive communication in digital milieu and theories of persuasion
6. Assignment on application of advertising theory/model in brand advertising

UNIT 2

L-12

Creativity, Copywriting and Visuals

1. Construction of advertising messages: Campaign Idea, Theme, USP, Ad appeals
2. The creative pyramid
3. Role of Text and Images (static and moving)
4. Copy and Art in print advertising: language in advertising, ad formats, creative and design elements, principles of design, types of layout
5. Creative executions in Radio and TV Advertising: Creative formats, elements, audio visual grammar of Radio and TV commercials
6. Copy for web ads: Types, formats and innovations

UNIT 3

L-12

Advertising Media Planning

1. Types of advertising media: various kinds of owned, shared and earned media
2. Media Mix: ATL, BTL & TTL
3. Media planning for an advertising campaign
4. Media Scheduling
5. Use of specialised softwares in media planning
6. Role of research agencies in media planning

UNIT 4

L-12

Debates in Advertising

1. Enduring Issues : Representation of gender, age, affiliation and ability ;
Consumerism
2. Emergent Issues : Advertising and Social responsibility; Advertising beyond IPR
3. Online advertising : the ever evolving landscape
4. Blurring lines between Ad and PR
5. Advertising , events and the entertainment industry : Changes and Challenges
6. Case studies and Assignments

Suggested Readings

1. Belch, G. E., & Belch, M. A. (2004). *Advertising and promotion: An integrated marketing communications perspective*. Boston, McGraw-Hill.
2. Dyer, G. (1982). *Advertising as communication*. London, Methuen.
3. Mitchell, Wells, Wood, Moriarty.S. (2018). *Advertising & IMC: Principles and Practice*.(11th Edition). Minnesota, Pearson.
4. Shah, Kruti and D'Souza, Alan (2009) *Advertising and Promotions” An IMC Perspective*, 1st Edition, New Delhi, Tata McGraw Hill.
5. Jethwaney, J., & Jain, S. (2012). *Advertising Management. (2nd Edition)*. New Delhi: Oxford University Press.
6. Valladares, June A.(2000): *The Craft of Copywriting*, New Delhi, Response Books.
7. Felton.G. (2013). *Advertising : concept and copy*, (3rd Edition). New York, W.W. Norton
8. Berger, Arthur Asa.(2004).*Ads, fads, and consumer culture : advertising's impact on American character and society*. Lanham, Md: Rowman & Littlefield Pub.
9. Williamson, Judith(1978): *Decoding Advertisements : Ideology and Meaning in Advertisements* ,London: Metheun.
10. Leiss, W., Kline, S., & Jhally, S. (1986). *Social communication in advertising: Persons, products & images of well-being*. Toronto: Methuen.
11. Arens, W. F., Weigold, M. F., & Arens, C. (2008). *Contemporary advertising*. Boston: McGraw-Hill Irwin.

Course Outcomes

CO 1: To help the learner develop a thorough knowledge of different types of creative executions and media strategies

CO 2: Understanding the theoretical foundations of conceptualization, copywriting, visuals, design and layout

CO 3: Lifelong Learning of planning and execution of campaigns

CO 4: To explore advertising as a mediated communication process

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)

THIRD SEMESTER

(Specialisation in Advertising and Corporate Communication)

SEMESTER	III
COURSE TITLE	CONSUMER BEHAVIOUR AND MARKET RESEARCH
COURSE CODE	MMCC 203
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY	75
PAPER	
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE

- Understanding the consumer psychology and behavior vis-à-vis marketing communication
- To develop clarity regarding market segmentation, positioning and target audiences
- To gain insight into the need for consumer research in campaign planning

COURSE CONTENTS

UNIT 1 **L-12**

Consumer Behaviour and Decision Making

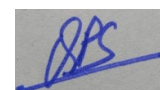
1. Understanding consumer behaviour
2. Factors affecting consumer behaviour
3. Consumer psychology theories (learning, perception, attitudes and motivation)
4. Types of Consumers (popular models and grids in the industry)
5. Model of Consumer buying process for existing and new products

UNIT 2 **L-12**

Marketing Concepts and Consumer Behaviour

1. Market Segmentation for Business and Consumer Markets
2. Targeting , Differentiation and Positioning

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3. Indian Consumer Profile
4. Dimensions of the online and offline consumers
5. Consumer behaviour mapping techniques

UNIT 3

L-12

Issues in Managing Marketing Information and Research

1. An organization's micro and macro environment
2. Marketing Information and consumer insights
3. Marketing research in small business and non-profit organizations
4. International Marketing Research
5. Public policy and ethics in marketing research

UNIT 4

L-12

Marketing Research Process

1. Defining the problem and research objectives
2. Developing the research plan
3. Understanding Data (primary and secondary)
4. Implementing the research plan
5. Interpreting and reporting the findings

Note: All the units will include case studies (live or simulated) to learn and analyze consumer and marketing landscape in the current milieu.

Suggested Readings

1. Deshpande, Rohit (1999). *Developing a market orientation*. Thousand Oaks, Calif, Sage Publication
2. Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer behavior*. Upper Saddle River, NJ: Pearson Prentice Hall.
3. Malhotra, Naresh K (2015). *Marketing Research: An Applied Orientation, 7e*, India, Pearson Education
4. Kotler, P., & Armstrong, G. (2005). *Principles of Marketing* (10th ed.). South Asia: Dorling Kindersley (India) Pvt. Ltd
5. Solomon, Michael. R (2016). *Consumer Behavior: Buying, Having, and Being*. New Delhi: Pearson.
6. Maheswaran. D, Puliye. T (2017). *Understanding Indian Consumers*. New Delhi: Oxford University Press.

Course Outcomes

CO 1: To acquire knowledge about theories and models of consumer behaviour

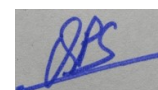
CO 2: It will help in understanding STP for various types of brand

CO 3: How to position the campaigns to the right target audiences

CO 4: Develop skills to carry out market research

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Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
THIRD SEMESTER
(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	PUBLIC RELATIONS AND CORPORATE COMMUNICATION
COURSE CODE	MMCC 205
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY PAPER	75
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE

- i. To understand the concepts and evolution of public relations and corporate communication
- ii. To discuss the distinctive forms of PR and CC
- iii. To review media in relation to contemporary practices in PR and CC

COURSE CONTENTS

UNIT 1

L-12

[Public Relations: An overview

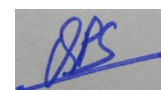
1. Defining Public Relations: Its relationship with propaganda, marketing and persuasion
2. Models of Public Relations
3. History of Modern PR Consulting
4. Public Relations and new media : The impact of internet and digital disruptions
5. Ethics in PR
6. Public Relations in the Globalized world

UNIT 2

L-12

Public Relations and Corporate Communication: Components and Functions

1. Defining Corporate Communications: Nature and Characteristics
2. Difference and similarities between PR and CC
3. Functional hierarchy of PR agencies and corporate communication departments



4. Corporate Communication and public affairs, CC and corporate affairs
5. Publics in PR and CC - Financial publics, media, opinion makers, Government, elected representatives
6. Areas of strategic thinking in corporate communication

UNIT 3

L-12

PR and Corporate Communication: Tools and Typologies

1. Advanced Public Relations techniques
2. Lobbying
3. Sponsorship
4. Organizational Identity and Change
5. Corporate Reputation
6. Media mileage

UNIT 4

L-12

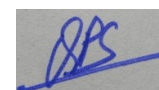
Specialized Areas in Corporate Communication

1. Financial communication: Growth and role of financial communication in present context
2. Overview of Indian financial system, Financial Regulatory bodies: SEBI Financial institutions, Financial products (bonds, ` debentures, shares, esops et al)
3. Political Communication: Evolution of Political Communication
4. Managing political sensitivities; PR in the age of social elections
5. Healthcare communication
6. Tech PR

Case Studies : Relevant case studies to be discussed in the class

Suggested Readings

1. Swann, Patricia. (2010). *Cases in Public Relations Management*. Abingdon, Oxon: Routledge.
2. Bernays, Edward L.(2005). *Propaganda*. Brooklyn, N.Y. : Ig Publishing.
3. Reddi, C. V. N. (2009). *Effective Public Relations and Media Strategy*. New Delhi: PHI Learning Private
4. Argenti, P. A, & Forman, J. (2002). *The power of corporate communication : crafting the voice and image of your business*. New York (N.Y.): McGraw-Hill.



5. Cees, van Riel; Riel, Cees B.M. Van; Fombrun, Charles J. (2007). *Essentials of Corporate Communication*. Abingdon, Oxon: Routledge.
6. Cornelissen, J. (2008). *Corporate communication: A guide to theory and practice*. Los Angeles: SAGE.
7. Jethwaney, J. (2018). *Corporate Communication: Principles and Practice*, India, SAGE Publications Pvt. Ltd.
8. Jethwaney, J. (2016). *Social Sector Communication in India: Concepts, Practices and Case Studies*. New Delhi: Sage

Course Outcomes

CO 1: The learner will gain knowledge about the foundations of Public Relations & CC

CO 2: Understanding the political economy of Indian media

CO 3: The student will be able to identify best practices in PR and CC

CO 4: To know how to use research in PR

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
THIRD SEMESTER

(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	AD COPY AND DESIGN LAB
COURSE CODE	MMCC 251
LECTURES	0
TUTORIALS / PRACTICALS	6
CREDITS	3
MARKS OF END TERM PRACTICAL	60
EXAM AND VIVA	
MARKS OF INTERNAL ASSESSMENT	40

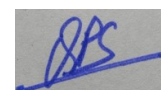
OBJECTIVES OF THE COURSE

- To develop critical appreciation of advertisements i.e. advertising literacy amongst the students.
- To train the students in copywriting and designing of print and out of home advertisements

COURSE CONTENTS

1. Analysing the meanings of verbal/visual cues, creative tools and executions in brand and corporate advertisements
2. Training in design softwares: CorelDraw and Adobe Illustrator/latest design software
3. Use and applications of photo-editing softwares
4. Newspaper/Magazine ads: Copy, art and design of print advertisements (Individual exercise)
5. Copy and design of Outdoor and Transit ads (Individual)
6. Making Product Collaterals
7. Designing web advertisements (Individual)

All the sessions in the semester lead to development of a CAP (Creative Advertising Portfolio) of every student that includes ready to publish/broadcast print, Out of Home and web ads.



EVALUATION

The students will be evaluated on the basis of their assignments submitted as a portfolio to the internal and external examiner

Course Outcomes

CO 1: The learner will acquire knowledge to decode advertisements vis-à-vis PEST effects

CO 2: It will strengthen the learners understanding of the verbal and visual elements in advertisements

CO 3: The students will learn the design and graphics software applications

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
THIRD SEMESTER
(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	PUBLIC RELATIONS AND CORPORATE COMMUNICATION LAB
COURSE CODE	MMCC 253
LECTURES	0
TUTORIALS / PRACTICALS	6
CREDITS	3
MARKS OF END TERM VIVA AND PRACTICAL EXAM	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE

- To train the students in critical analysis of PR campaigns.
- To train the students in writing for public relations and corporate communications.

Exercises

1. **PR café** : Case presentations of recent PR/CC campaigns and
2. Role Play and Group Discussions on Simulated PR strategies
3. Writing business messages and drafting a proposal
4. **Writing for the media**: news releases, press note, press brief, backgrounder, PR features, advertorials.
5. **Writing for online media**: digital stories, influencer posts, open letters, web mailers, corporate blogs, social media messages, mobile applications.
6. **Below the Line (BTL)**: content and design of brochures / pamphlets, special segments or an in house journal.
7. **Creation of public announcements**: advocacy /image messages

All the sessions in the semester lead to a final portfolio containing all the exercises, assignments, documented and marked for perusal by each individual student.

EVALUATION

The students will submit a file containing the above-mentioned writing exercises to be evaluated by the internal and external examiner

Course Outcomes

CO 1: The learner will know the nuances and stages of PR campaign planning

CO 2: The learner will be able to develop communications for an organization for building image or reputation

CO 3: The learner will be trained in writing tools for PR & CC

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
THIRD SEMESTER
(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	MEDIA PRACTICE WORKSHOPS 2
COURSE CODE	MMCC 255
LECTURES	0
TUTORIALS / PRACTICALS	0
CREDITS	3
MARKS OF END TERM	50
ASSIGNMENT AND VIVA	
MARKS OF INTERNAL ASSESSMENT	50
OBJECTIVES OF THE COURSE	To provide practical exposure in micro areas of specialisations.

1. The course involves 4 to 5 workshops on different specialized areas of Advertising and Corporate Communication.
2. The workshops will be organized by the school.
3. The workshop mentors will be senior professionals and trainers having specialized experience in the industry
4. In Advertising and Corporate Communication these areas would include specialised and emerging areas of practice.
5. Each student will be required to complete the assignments as fixed by the mentor in each workshop and also prepare a brief report on the learning from the workshop.

EVALUATION

Each mentor will be asked to evaluate the participants. In the end of the semester all marks given by workshop mentors will be collated and moderated to form the internal assessment score.

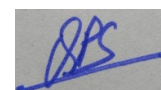
External evaluation will be done in the end of semester by a panel comprising an internal examiner and an external examiner. The student will be evaluated on the basis of reports submitted and the VIVA.

Course Outcomes

CO 1: The learner will acquire skills to develop specific aspects of communication campaigns

CO 2: The learner will be able to understand the current practices in advertising and brand communication industry

CO 3: The learner will be trained in message, market and media research in the digital era



Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
THIRD SEMESTER

(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	MAJOR PROJECT PROPOSAL
COURSE CODE	MMCC 257
LECTURES	0
TUTORIALS / PRACTICALS	0
CREDITS	3
MARKS OF END TERM VIVA AND PRACTICAL EXAM	50
MARKS OF INTERNAL ASSESSMENT	50

OBJECTIVES OF THE COURSE

- The students will learn how to identify a salient topic for research in advertising and corporate communication and write a research proposal
- The students will learn to develop proposal for an IMC Campaign

PROJECTS

- a) The students are required to identify a research problem in the area of advertising, public relations, integrated marketing communication, corporate communication etc. in consultation with the allotted faculty supervisor. All the students will submit a research proposal including the review of literature, objectives and methodology duly approved by the mentor by the end of the semester. This proposal will lead to research project in the fourth semester.
- b) The students will prepare a proposal for an integrated campaign/outreach programme (brand /corporate or social) . The proposal will include SWOT analysis , market review and identification of campaign theme

EVALUATION

The Internal Evaluation will be done by the mentor/supervisor

External Evaluation will be carried out by a Jury comprising one internal examiner and Two External Examiners.

Course Outcomes

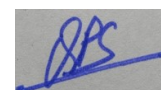
CO 1: The learner will be able to know the process of literature review

CO 2: The student will understand the need and mechanics of research in the specialized domain

CO 3: The learner will be clear about how to write proposals for research and campaign planning

Effective from Academic Session 2020-21.

Approved by the Academic Council in its 50th Meeting held on 11th June 2021



Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
THIRD SEMESTER

(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	INDUSTRIAL TRAINING REPORT
COURSE CODE	MMCC 259
LECTURES	0
TUTORIALS / PRACTICALS	0
CREDITS	3
MARKS OF END TERM ASSESSMENT	100

OBJECTIVES OF THE COURSE

- i. This lab course ensures the students an opportunity of getting hands on training in media organisation.
- ii. Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situations.
- iii. This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

Industrial Training and Report Writing:

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

Evaluation:

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

Course Outcomes

CO 1: The students will know the practical application of the concepts learnt in the classroom

CO 2: The students will know how to record share and report their work experience

CO 3: It will hone the oral, writing and audio-visual presentation skills of the students

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
FOURTH SEMESTER
(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	INTEGRATED BRAND PROMOTION
COURSE CODE	MMCC 202
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM	75
THEORY PAPER	
MARKS OF INTERNAL	25
ASSESSMENT	

OBJECTIVES OF THE COURSE

- Understanding the nature and components of branding
- To develop in-depth theoretical understanding of branding concepts
- To acquaint the students with developments in brand communications in the digital milieu
- To provide conceptual knowledge about 360-degree branding and integrated marketing communications

COURSE CONTENTS

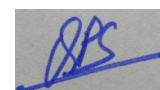
L- 12

UNIT 1

Etymology of Brands and Its processes

1. What are brands, early days of modern branding, outcomes of brand evolution
2. Different types of brands
3. Semiotics of brands
4. Branding as a business practice, brands as social communication
5. Demystifying the Indian Brandscape

L-12



UNIT 2

Key Concepts in Branding

1. Brand Identity, Image and Perception: Kapferer's Brand Identity Prism
2. Brand Personality in postmodern branding dynamics: Trait based approach, theory of consumption symbolism
3. Brand Experience, Brand Activations and Promotions
4. Brand Equity: Aaker's Brand Equity Model, CBBE
5. Corporate Branding and Destination Branding

UNIT 3

L – 12

Branding in the digital era

1. Online brand creation and development for new products /start-ups
2. Interactive marketing
3. Digital Storytelling
4. Social media marketing, Online Advocacy
5. Role of online buzz for goods, services, ideas and events

UNIT 4

L-12

360° branding (Integrated marketing communication campaigns)

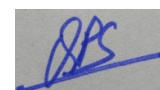
1. Nature and scope of Integrated Marketing Communications: Contributions of Kitchen, Phelps, Duncan & Caywood and Don Schultz
2. The Marketing Plan
3. IMC Mix : Elements , their strengths and weaknesses
4. Semantics of an Integrated brand Campaign: Stages of campaign development and planning
5. Pretesting and Post testing a campaign
6. Case Studies of Indian FMCG and SMCG brands

Suggested Readings

1. Aaker, Batra, Myers,(1999) Advertising Management. Englewood Cliffs, N.J. Prentice Hall.
2. Ries, A., & Trout, J. (2001). *Positioning: The battle for your mind*. New York:

Effective from Academic Session 2020-21.

Approved by the Academic Council in its 50th Meeting held on 11th June 2021



McGraw-Hill.

3. Wheeler, Alina. (2012). *Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4e*, John Wiley & Sons
4. Aaker, D. A. (2010). *Building strong brands*. New York: Simon & Schuster.
5. Elliott, Richard and L. Percy (2006) *Strategic Brand Management*, Oxford, England: Oxford University Press.
6. Thompson, A. Bahr (2017). *Do Good: Embracing Brand Citizenship to Fuel Both Purpose and Profit*. Amacom.
7. Riley, Francesca Dall'Olmo (2009), *Brand Management. (Vol 1)* SAGE Library in Marketing, SAGE Publications Ltd
8. Riley, Francesca Dall'Olmo (2009), *Brand Management. (Vol 1)* SAGE Library in Marketing, SAGE Publications Ltd
9. Riley, Francesca Dall'Olmo (2010), *Brand Management. (Vol 3)* SAGE Library in Marketing, SAGE Publications Ltd
10. Riley, Francesca Dall'Olmo (2010), *Brand Management. (Vol 4)* SAGE Library in Marketing, SAGE Publications Ltd
11. Blakeman, R. (2014). *Integrated Marketing Communication 2ed: Creative Strategy from Idea to Implementation (2nd Edition)*. USA: Rowman and Littlefield Publications.

Course Outcomes

CO 1: It will make the learner knowledgeable about various concepts in branding

CO 2: It will develop the students' understanding of innovations in branding

CO 3: The learner will be able to conceive and visualize 360° brand campaigns

CO 4: The learner will acquire ways to communicate about the branding strategies in the digital era

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
FOURTH SEMESTER
(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	CORPORATE COMMUNICATIONS : PRACTICES AND STRATEGIES
COURSE CODE	MMCC 204
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM VIVA AND PRACTICAL EXAM	75
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE

- i. To introduce the application of corporate communication to achieve organisational goals
- ii. To discuss the role of strategy in corporate communication
- iii. To give hands-on skills in conceiving and implementing corporate communication programmes
- iv. To discuss measurement in corporate communication

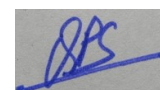
COURSE CONTENTS

UNIT 1

L-12

Unit I [Strategy in Corporate Communication]

1. Defining strategy and its role
2. Advanced Corporate Communication: C-suite Communication, Transformative Communication, Corporate Governance
3. Campaign planning - problem definition, defining TA, identifying channels, implementation, feedback
4. Role of research in CC: Public opinion research, media tracking, media evaluation, campaign evaluation



5. Communication audit
6. Case studies in corporate communication campaigns

UNIT 2

L-12

[Internal Communication and External Communication]

A. Internal Communication

1. Role and scope of internal communication with employees
2. Various tools of internal communication - house journal, video magazine
idea boxes, open houses, brainstorming sessions, clubs, extra-curricular activities

B. External Communication (media)

1. Various kinds of writing for media - press releases, press backgrounders,
rejoinders, press communiqué, making clips of electronic media
2. Understanding requirements of print vs electronic media,
mainstream vs, local media, general vs trade media

UNIT 3

L-12

Unit III [Crisis Communication]

1. Defining conflict
2. Defining disasters, various kinds of disasters
3. Role and scope of corporate communication in damage salvage
4. Use of media in times of crisis
5. Role of interpersonal communication and social media
6. Case studies in conflict resolution and crisis handling

UNIT 4

L-12

Unit IV [Corporate Social Responsibility & Community Outreach]

1. Defining CSR
2. Role, scope and need for CSR
3. CSR and image management
4. Sustainability and Rural Communications
5. Community Outreach Programmes : Need and Implementation
6. Case studies in CSR

Suggested Readings

1. Page, Parnel.(2018). *Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication*. SAGE Publications, Inc
2. Argenti,Paul.(2007). *Strategic Corporate Communication*, India, Tata McGraw Hill Education.
3. Duhé, Sandra (Ed). (2012). *New media and public relations*. Second Edition. New York: Peter Lang Publishing.
4. Jethwaney, J. (2016). *Social Sector Communication in India: Concepts, Practices and Case Studies*. New Delhi: Sage
5. Scott, D. M. (2010). *The new rules of marketing and PR: How to use social media, blogs, news releases, online video, & viral marketing to reach buyers directly*. Hoboken, N.J: John Wiley & Sons.
6. Cees, van Riel; Riel, Cees B.M. Van; Fombrun, Charles J. (2007). *Essentials of Corporate Communication*. Abingdon, Oxon: Routledge.

Course Outcomes

- CO1:** The student will get knowledge about case studies in strategic corporate communication in India
- CO2:** To develop learners understanding of relationship between CC & Organizational goals
- CO3:** The learner will be able to understand ways to measure corporate communication practices
- CO4:** To know the research tools to be used for measurement

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
FOURTH SEMESTER
(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	RADIO, TV AND WEB ADVERTISING LAB
COURSE CODE	MMCC 252
LECTURES	0
TUTORIALS / PRACTICALS	8
CREDITS	4
MARKS OF END TERM PRACTICAL	60
EXAM AND VIVA VOCE	
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE:

1. Critical review of the radio, TV and web ads
2. Training in how to use sound recording equipment and editing softwares
3. Radio Spots and Jingles: Ideation and writing a script
4. Recording and editing radio spots /jingles(Individual exercise)
5. TVC's : visualization, writing a script , storyboard (Individual)
6. Training in Camera Use for ad film making
7. How to use editing softwares for TV ads
8. Production of television commercials or digital long format ads (group exercise)

COURSE CONTENTS

All the sessions in the semester lead to development of a CAP (Creative Advertising Portfolio) of every student that includes ready to broadcast/upload Radio, TV and web ads

EVALUATION

The students will submit their radio, tv and digital advertisements along with production book to be evaluated by the internal and external examiner

Course Outcomes

CO 1: The learner will know the tools and techniques of making ads

CO 2: The learner will understand the do and don't while using equipments for making ads

CO 3: The student will receive lifelong learning about making Radio, TV and Digital ads

CO 4: The learner will be able to create mediated communication for various goods, services, causes and advocacy

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
FOURTH SEMESTER
(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	RESEARCH PROJECT
COURSE CODE	MMCC 254
LECTURES	-
TUTORIALS / PRACTICALS	-
CREDITS	6
MARKS OF END TERM VIVA	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE

To complete a research project in any area of advertising and corporate communication

EXERCISES / PROJECT

Students will be conducting their research in continuation of the research proposal submitted and evaluated in the third semester. At the end of the semester, the student will submit a research project report including the research methodology , data collection, analysis and conclusions.

EVALUATION

The Research Project will be evaluated by an internal and external examiner.

Course Outcomes

CO 1: The learner will get knowledge about indices , metrics and measures used in advertising and communication research

CO 2: The learner will understand the selection of research methods, sampling and design of data collection tool

CO 3: The learner will be confident about writing a research report after completing the research

CO 4: The learner will know the process of doing research

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
FOURTH SEMESTER

(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	MAJOR PROJECT
COURSE CODE	MMCC 256
LECTURES	-
TUTORIALS / PRACTICALS	-
CREDITS	6
MARKS OF END TERM VIVA	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE

To produce integrated brand campaigns for products or public service

EXERCISES / PROJECT

Students will make an integrated marketing communications campaign, community outreach, social marketing or a CSR project. It will be a full-fledged campaign including market segmentation, identification of target audience, ideation, creative execution (print, radio, tv, web), media planning and evaluation.

EVALUATION

The Major Project will be evaluated by a Jury Comprising Internal Faculty/Project Mentor and two external examiners.

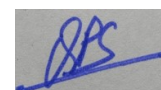
The Jury will watch the project in a public presentation organized by the school in the University.

Course Outcomes

CO 1: The Student will get knowledge about different creative approaches adopted for Brand and Public Service Campaigns

CO 2: The student will understand each and every step in developing an integrated marketing communication campaign

CO 3: The student will be confident to conceptualize and plan an entire campaign from start to finish



Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
FOURTH SEMESTER

(Specialisation in Advertising and Corporate Communication)

COURSE TITLE	COMPREHENSIVE VIVA VOCE
COURSE CODE	MMCC 258
LECTURES	-
TUTORIALS / PRACTICALS	-
CREDITS	4
MARKS OF END TERM VIVA	100
MARKS OF INTERNAL ASSESSMENT	-
OBJECTIVES OF THE COURSE	

The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

COMPREHENSIVE VIVA :

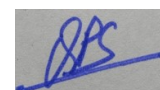
There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

EVALUATION:

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

Course Outcomes

- CO 1:** The student will be able to revise the knowledge gained in the two years and apply it in future
- CO 2:** The student will get an opportunity to show their understanding of the subjects studied in the course
- CO 3:** It's a lifelong learning in how to answer questions accurately
- CO 4:** The student will get an opportunity to use their oral communication skills while interacting with the experts in the Viva



SPECIALIZATION: JOURNALISM

*Effective from Academic Session 2020-21.
Approved by the Academic Council in its 50th Meeting held on 11th June 2021*



Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Third Semester
(Specialisation in Journalism)

**COURSE TITLE : JOURNALISM: HISTORY, CONCEPTS
AND PRINCIPLES**

COURSE CODE	:	MMJN 201
LECTURES	:	4
TUTORIALS / PRACTICALS	:	0
CREDITS	:	4
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

Objectives of the Course:

1. To introduce the history and growth of journalism in India in different phases of its development.
2. To introduce the ideas and theories related to Press as fourth estate and the relevant organisation.
3. To help students understand the dynamics of Journalism and changes in the profession.
4. To orient students with recent trends in Journalism.

UNIT 1

L - 12

1. Beginning of the Press in India
2. Technological development, Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, official press.
3. Legislations from 1799 to 1878; Press: An instrument of social change: Birth and spread of vernacular press in India, Social reform movement.
4. Driving force of the freedom struggle (1885 to 1947): National leaders, Eminent Journalists and newspapers: Development of news agencies.
5. Post Independence Press: From Mission to Profession.

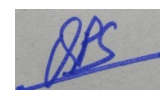
UNIT 2

L - 12

Press Freedom

1. Theories of Press, Emergence of the fourth estate
2. Press Council, Press Commission, Press and Journalists' organizations
3. Current trends in English and language journalism in India, State and Press in India.
4. Press in development context, Market forces and Press.

*Effective from Academic Session 2020-21.
Approved by the Academic Council in its 50th Meeting held on 11th June 2021*



UNIT 3

L - 12

Changing Indian Media scenario

1. Advent of electronic and online news media, challenges before print media and its response
2. New technology in Indian media.
3. Changing role and nature of the press, changing media management.
4. Globalization and foreign investment; Complex social life and Press. , need of multi-media journalists

UNIT 4

L - 12

1. Trends in Journalism
2. Citizen Journalism, Media activism, Media trial
3. Paid News, Page 3, Embedded Journalism, PR and Journalism
4. Data driven journalism, Fake news, Infographics, Outsourcing the content.
5. Research and Journalism, Stereotyping, Mythmaking.
- 6.

Suggested Readings:

1. Tony Harcup: Journalism Principles and Practices
2. M V Kamath: Modern Journalism, Vikas Publishing
3. J Natarajan: History of Indian Journalism
4. Andrew Otis: Hicky's Bengal Gazette, The Untold story of India's First Newspaper
5. K V Krishnaswamy: Writing and Editing News
6. Paranjoy Guha Thakurta: Media Ethics: Truth, Fairness and Objectivity

Course Outcomes

CO 1: Knowledge- To introduce students to the history and growth of journalism in India in different phases of its development.

CO 2: Understanding -To build on ideas and theories related to Press as fourth estate and the relevant organisation.

CO 3: Lifelong Learning-To help students understand the dynamics of Journalism and changes in the profession

CO 4: Research: To help students engage with the historical insights of the discipline that is needed for putting research in perspective. To orient students with recent trends in Journalism.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Third Semester
(Specialisation in Journalism)

COURSE TITLE	:	REPORTING, EDITING & PHOTOJOURNALISM
COURSE CODE	:	MMJN 203
LECTURES	:	4
TUTORIALS / PRACTICALS	:	0
CREDITS	:	4
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

Objectives of the Course:

- 1: To introduce students understand the basics of news.
- 2: To help students understand the various aspects related to News Reporting.
- 3: To impart skills related to news writing and editing.
- 4: To make students grasp the fundamentals.

UNIT 1

L:12

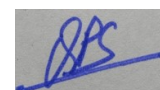
Understanding News

1. Definitions, purpose and importance of news, Qualities of news, accuracy, clarity, objectivity, balance, directness, etc
2. Media-specific nature of news: cross platform, News beats
3. News sense and news values, 5 Ws and H
4. Discussion. Changing concepts: readers, relationship, relevance and utility.

UNIT 2

L:12

1. Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities
2. Qualities of a news reporter, , Basic tools for information gathering: Observation, maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives; Right to information: Concept, provisions, how to



use it; Cultivating the sources. Reliability, checking information from various sources.

3. Conventional style, lead of a news story, types of leads, Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, attribution and identification, chronology, paragraphing.
4. Style- individual and organizational, stylebook; changing trends in news writing: new styles, Interview : types, techniques and preparations

UNIT 3

L: 12

Editing

1. Organization of a traditional newspaper, structure of an editorial department, hierarchy and division of work, edition planning, split editions.
2. Study of newspapers, page structure and their readership profile, Need for editing and role of the news-desk, functions of a sub- editor, news editor, assistant editor and Chief sub editor.
3. Basic editing tools, symbols, house style and use of style book; Sorting and selection of news, editing and translating agency copy, developing story, Writing headlines, types of headlines, changing trends in Headlines.

Unit 4:

L- 12

Photojournalism

1. Photography in historical perspective, its role in communication
2. Technical know-how of camera, lenses, films and accessories
3. Approach to visual composition and lighting
4. Various beats of photojournalism - portrait, wildlife, landscape, sports, war, fashion, entertainment.
5. Role and responsibilities of photo-journalist
6. Photo editing - selection of photograph, cropping, caption writing.
7. Works of the best photojournalists from India.

Suggested Readings:

1. Rangaswami Parthasarathy: Here is the news: Reporting for media, Sterling Publishers, 1994

2. George A Hough: News Writing, Kanishka Publications 1998
3. Usha Raman: Writing for the media
4. N N Sarkar: The Art of Print Production
5. TJS George: Editing: A handbook for Journalists
6. Sabeena Gadihoke: Camera Chronicles of Homai Vyrawalla

Course Outcomes

CO 1: Knowledge: The introduce students understand the fundamentals of news reporting, editing and photo journalism.

CO 2: Understanding: To help students understand the various aspects related to News Reporting.

CO 3: Lifelong Learning: To impart skills related to news writing and editing.

CO 4: Research: To make students grasp the essentials reporting, editing and photo-journalism processes and theoretical insights for research.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Third Semester
(Specialisation in Journalism)

COURSE TITLE	:	BROADCAST JOURNALISM
COURSE CODE	:	MMJN 205
LECTURES	:	4
TUTORIALS / PRACTICALS	:	0
CREDITS	:	4
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

Objectives of the Course:

- 1: To understand the growth of radio as broadcasting medium and various organisations
- 2: To explore the use of radio as a technology for news production
- 3: To understand the working of television industry and management
- 4: To learn the fundamentals of sourcing editing and producing television news

Unit 1: Radio broadcasting: History, Management and Policy **L - 12**

Radio as a medium of mass communication, History of radio in India

A tool of government propaganda, Major radio stations of the world: AIR, BBC, VOA etc

Types of broadcasting: Public Service, Private, Community

Spectrum allocation, management, organisational structure, functions Radio broadcasting policy, laws and ethics

Unit 2: Radio technology and news production **L - 12**

Understanding sound

Strengths and limitations of radio

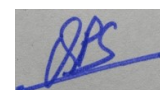
Broadcast technology: AM, FM, DRM and Internet

Radio newsroom organisation and functions, editorial management

Types of news bulletins, News magazine, Writing for radio, thinking king sound, scripting, rewriting, news bulletins, headline writing, writing for radio programmes, features and documentaries

Effective from Academic Session 2020-21.

Approved by the Academic Council in its 50th Meeting held on 11th June 2021



Unit 3. Understanding Television news industry and management

L - 12

Characteristics of television, its history in India, Public Service Broadcasting, Commercial Broadcasting. Satellite Television, Industry structure, Revenue models, national and international Television news agencies and agreements. Organisational structure of TV news channels, Functions of TV news room, Various desks: Input, Output, Assignment, Production, Feed, Graphics, archives, Outdoor Broadcast, Television Rating Points, BARC, Prasar Bharti, Broadcast Control organisations like NBA and BCCC, DTH, MSOs, CAS IPTV

Unit 4. Television news sourcing, writing and production

L - 12

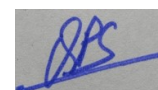
Audio-Visual thinking, writing to visuals, planning and structuring the copy for various audio-visuals, editing bits and visas, use of sound, graphics, archives and other sources. Research and visualising stories. Scripting leads and v/o packages, rewriting agency copies, voice recording and news anchoring. News gathering and shooting, Reporting, PTC, Live , Use of internet and mobile. Field Production, Studio Production, Gatekeeping, Run-downs, News bulletins, news analysis, Commercials and Promos, Talks Shows and Panel discussions, Special news programmes and features.

Suggested Readings:

1. Broadcasting in India, GC Awasthy, Allied, Bombay, 1965 Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
2. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
3. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005 Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
4. Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
5. Modern Radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & Oâ€™Donnell, Wadsworth, Boston, 2010
6. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
7. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
8. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and Kanchan K. Malik, Sage, New Delhi, 2007
9. Broadcast journalism by Andrew Boyd
10. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010

Effective from Academic Session 2020-21.

Approved by the Academic Council in its 50th Meeting held on 11th June 2021



11. Television Journalism By Ivor Yorke, Routledge.
12. The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
13. An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
14. Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
15. Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
16. Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006 Journalism in the Digital Age: Theory and Practice for Broadcast
17. Print and Online Media, John Herbert, Focal Press, Oxford, 2000
18. Politics after Television: Hindu Nationalism and the Reshaping of the Public in India by Arvind Rajgopal, New York University
19. Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
20. Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010 India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008
21. Television and Popular Culture India: A Study of the Mahabharata, Ananda Mitra, Sage, Delhi, 1993 (Only Introduction)

Course Outcomes

CO 1: Knowledge: To gain knowledge about the fundamentals of sourcing editing and producing television news

CO 2: Understanding: To understand the growth of radio and television as broadcasting and their functions in various organisations

CO 3: Lifelong Learning: To understand the working of television industry and management

CO 4: Research: To explore the use of radio as a technology for news production

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Third Semester
(Specialisation in Journalism)

COURSE TITLE	:	PRINT PRODUCTION AND PHOTOJOURNALISM LAB
COURSE CODE	:	MMJN 251
LECTURES	:	0
TUTORIALS / PRACTICALS	:	6
CREDITS	:	3
MARKS OF END TERM PRACTICAL AND VIVA	:	60
MARKS OF INTERNAL ASSESSMENT	:	40

OBJECTIVES OF THE COURSE

- 1: This lab course will make the students learn to write news and different kind of writings related to journalism
- 2: Students would also know the steps of reporting as news collection, selection of facts according to news value, news writing pattern and news filing
- 3: Students will also learn editing, organising and producing print material
- 4: Lab will also apprise students with essential skills for print production and photo journalism

EXERCISES

1. **Production of a magazine:** Students have to work in the production of a magazine, which can be a news-based magazine, a special issue or a research magazine. Students are expected to create the content and lay-out of the magazine. The Layout shall be created on software being used in the industry for the purpose like Adobe, InDesign and Quark Express. Each student must be involved in the production of at least three issues of the experimental journal wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer. Institute may decide the size (recommended tabloid, 4 pages) and frequency of the journal. However minimum 60% content should be news based. Each student must be able to use a pagemaking software. (PageMaker/InDesign/Quark Express, Corel draw or any other latest software).
2. **Basic Photography and Photo-editing Skills:** Each student must be trained in using a

digital SLR camera, downloading the pictures and edit them using a latest software like Adobe Photoshop and Adobe In Design. Marks will be awarded after testing these skills. Students will also be expected to use their photography skills in the production of the experimental journal.

3. **Study Tour** : A study tour of 4-7 days duration has to be arranged to a place that will offer ample exposure to different media organizations / government organizations / premier regulatory bodies / research institutions / prominent personalities. Students will prepare a report based on the visit and as per the directions of the mentor. All the written assignments to be submitted to the Internal Examiner. During the semester at least four visits (two to media units and two to social organisation/ educational institute/ research institution/ industrial unit/historical site or any other of Journalistic importance) will have to be arranged. Students have to submit to the external examiner a file containing a consolidated report on all visits (around 1000 words) and all the written assignments for other subjects.

Course Outcomes

CO 1: Knowledge: Students would gain knowledge of the steps of reporting as news collection, selection of facts according to news value, news writing pattern and news filing along with fundamentals of photography and photo-editing skills.

CO 2: Understanding: Students would also know the steps of reporting as news collection, selection of facts according to news value, news writing pattern and news filing. Students will also learn editing, organising and producing print material along with fundamentals of photography and photo-editing skills.

CO 3: Lifelong Learning: This lab course will make the students learn to write news and different kinds of writings related to journalism.

CO 4: Research: Lab will also apprise students with essential tools and techniques for print production and photo journalism and insights needed for research in the field

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Third Semester
(Specialisation in Journalism)

COURSE TITLE	BROADCAST JOURNALISM LAB
COURSE CODE	MMJN 253
LECTURES	0
TUTORIALS / PRACTICALS	6
CREDITS	3
MARKS OF END TERM VIVA	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE

1. This lab course enables the students to understand radio and TV news in the changed perspective.
2. The student will pass through the process of news production involving reporting, editing and presentation.
3. The students will be made to learn the intricacies of communication on audio-visual media.
4. An opportunity will be provided to the students to develop the skills of anchoring on radio and television.
5. The students will be prepared to be an entry-level broadcaster with the knowledge and applicable skills necessary to write and announce the news.

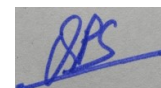
TELEVISION NEWS

The students will be completing the following:

1. TV writing for different types of visuals Structuring TV news reports Reporting TV news stories Different types of PTC
2. Facing the camera and voice training Studio anchoring and Use of Teleprompter Voice over, sound track for features.
3. Moderating and anchoring studio news programmes Field reporting using mobiles
4. Field visit to a television newsroom

In the process the students should be able to grasp the essentials of:

Basic shots, camera angles, pre and post production activities, grammar of visuals, video editing concepts and processes, studio planning, cues and commands, PCR production, multi-camera coverage, Live coverage, newsroom computer systems and workflow management.



Radio

This paper will include exercises on:

1. Compiling short news bulletin
2. Production of field based features
3. Production of studio based radio programmes
4. Community radio content production
5. Visit to community radio station

In the process of doing the above, students should be able to understand: microphones: design and functions; digital studio mixer, audio mixer, recording, transfer, editing and use of software and audio workstations like AVID-Pro/Sound Forge.

Course Outcomes

CO 1: Knowledge: This lab course enables the students to understand radio and TV news in the changed perspective.

CO 2: Understanding: The student will pass through the process of news production involving reporting, editing and presentation. The students will be made to learn the intricacies of communication on audio / visual media.

CO 3: Lifelong Learning: Opportunities will be provided to the students to develop the skills of anchoring on radio and television. This will also support their life-long skills of storytelling across audio-visual platforms.

CO 4: Research: The students will be prepared to be an entry-level broadcaster with the knowledge and applicable skills necessary to write and announce the news.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Third Semester
(Specialisation in Journalism)

COURSE TITLE	:	MEDIA PRACTICE WORKSHOPS 2
COURSE CODE	:	MMJN 255
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	3
MARKS OF END TERM ASSESSMENT AND VIVA	:	50
MARKS OF INTERNAL ASSESSMENT	:	50

OBJECTIVES OF THE COURSE

To provide practical exposure in micro areas of specializations.

1. The course involves 4 to 5 workshops on different specialized areas of Journalism and News Media.
2. The workshops will be organized by the school.
3. The workshop mentors will be senior professionals and trainers having specialized experience in the industry
4. In Journalism specialisation, these areas would include specialised areas like Design and Production, Feature Writing, Article and Editorial Writing etc.
5. Each student will be required to complete the assignments as fixed by the mentor in each workshop and also prepare a brief report on the learning from the workshop.

EVALUATION

Each mentor will be asked to evaluate the participants. In the end of the semester all marks given by workshop mentors will be collated and moderated to form the internal assessment score.

External evaluation will be done in the end of semester by a panel comprising an internal examiner and an external examiner. The student will be evaluated on the basis of reports submitted and the VIVA.

Course Outcomes

- CO 1: Knowledge:** This paper will be helpful in students ascertaining 4 to 5 workshops on different specialized areas of Journalism and News Media.
- CO 2: Understanding:** As the workshops will be organized by the school. The workshop mentors will be senior professionals and trainers having specialized experience in the industry.
- CO 3: Lifelong Learning:** In Journalism specialisation, these areas would include specialised areas like Design and Production, Feature Writing, Article and Editorial Writing etc. These are also essential skills for lifelong.
- CO 4: Research:** Each student will be required to complete the assignments as fixed by the mentor in each workshop and also prepare a brief report on the learning from the workshop. In the process, the students will get to identify the important issues related to practice that help them look at the concerns from a research perspective.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Third Semester
(Specialisation in Journalism)

COURSE TITLE	:	MAJOR PROJECT PROPOSAL
COURSE CODE	:	MMJN 257
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	3
MARKS OF END TERM ASSESSMENT AND VIVA	:	50
MARKS OF INTERNAL ASSESSMENT	:	50

OBJECTIVES OF THE COURSE

- a) to teach the students to prepare well thrashed out research proposals for a research project.
- b) to teach the students to come up with an idea for a Video Documentary/Feature/Audio Podcast/ Series of in-depth articles. And to also prepare proposal and pitch based on the same.
- c) to teach the students to present their ideas in a professional manner and with due preparation.

PROJECTS

- a) Preparation of Proposal for Research project to be undertaken in Semester IV A pilot study on Research Project proposed for Final Research Project.
- b) Preparation of Proposal and Pitch for Final Project (Series of Articles/ Audio Podcast Series/ News Documentary or Feature) to be produced under Major Project.

EVALUATION

The Internal Evaluation will be done by two separate internal Juries for Research and Project respectively. Both Presentations will carry equal marks.

External Evaluation will be carried out by a Jury comprising one internal examiner and Two External Examiners.

Course Outcomes

CO 1: Knowledge: The aim is to teach the students to prepare well thrashed out research proposals for a research project.

CO 2: Understanding: to teach the students to come up with an idea for a, rint, radio television, outdoor, digital and new media and other forms of media like puppetry, street theatre, amongst others.

CO 3: Lifelong Learning: To train the students to present their ideas in a professional manner and with due preparation.

CO 4: Research: This paper will help students understand the fundamentals of research based proposal writing and how to tailor the project according to the structured proposal.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Third Semester
(Specialisation in Journalism)

COURSE TITLE	:	INDUSTRIAL TRAINING REPORT
COURSE CODE	:	MMJN 259
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	3
MARKS OF END TERM ASSESSMENT AND VIVA	:	100

OBJECTIVES OF THE COURSE:

- i. This lab course ensures the students an opportunity of getting hands on training in media organisation.
- ii. Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation.
- iii. This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

Industrial Training and Report Writing:

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

Evaluation:

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

Course Outcomes

CO 1: Knowledge: This lab course ensures the students an opportunity of getting hands on training in media organisation.

CO 2: Understanding: Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation.

CO 3: Lifelong Learning This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

CO 4: Research: An exposure to the industry will help students engage with research assignments about the practice and they will also look at the theoretical issues incorporating the insights of the real work, i.e. practice.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Fourth Semester
(Specialisation in Journalism)

COURSE TITLE	ADVANCED JOURNALISM
COURSE CODE	MMJN 202
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY	75
PAPER	
MARKS OF INTERNAL ASSESSMENT	25

Objectives of the Course

1. To introduce the various types of advance reporting.
2. To orient about the news beats.
3. To impart skills for analytical, interpretative and investigative news writing.
4. To initiate digital dimensions of journalism.

Unit 1: Advance reporting

L -12

1. Legislative bodies, Panchayat Raj, , voluntary organizations, political events and developments; Covering elections: parties, leaders and issues
2. Industry & business: Fundamentals of economy, terminology, Stock Exchange, commodity market, media and industry relation
3. Centre State Relations, Internal Security & Conflict, Diplomatic and defense reporting.
4. Reviews: Books, dramas, films and art exhibitions
4. Planning and working for supplements, editing and rewriting features; Writing for daily, supplements and magazines

Unit 2: News Beats

L -12

1. Traditional beats: Civic bodies, Infrastructure & transport, Education, Court & crime
2. Literature, culture & Communities, Science & technology, Entertainment, etc
3. New beats: Gender, Health, Environment, Consumers, Sports reporting, Fashion & Life style, and Film & Entertainment.
4. Social media as a new source of news.



Unit 3: Advance news writing

1. Analytical, Interpretative and Investigative writing, Press Conference, Interview, speeches, community activities, grievances; events and functions
2. Agriculture, sports, seasons and weather, disaster, human interest stories
3. Form, purpose and style of editorial writing; Tools: Reading, library, clippings and research
4. Kinds of editorial writing: Leaders, opinion articles, analytical articles, current topics,

Unit 4: New Media

L -12

1. Understanding new media, its characteristics, strengths and limitations.
2. New approaches to storytelling on the web. Use of rich media content, blogs and 3. emerging tools
3. Data Journalism, User generated content, prosumers, social media and their impact on journalism.
4. Issues of privacy, copyright, plagiarism, trolling and cyber media laws.

Suggested readings:

1. Bruce Garrison: Advance Reporting, LEA, 1992
2. Shyamlal Yadav: Journalism through RTI: Information, Investigation, Impact, Sage 2017
3. K M Srivstava: News Agencies: From Pigeon to Internet
4. Keith Hayes: Business Journalism
5. P Sainath: Everybody Loves a Good Drought
6. Sunetra Sen Narayan and Shalini Naraynan: India Connected, Sage

Course Outcomes

CO 1: Knowledge: To introduce the various types of advance reporting like elections, politics, industry and business, centre-state relations amongst others.

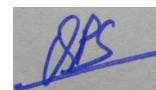
CO 2: Understanding: This paper will help students to understand orient news beats and their specific approaches in news gathering, reporting, writing and editing.

CO 3: Lifelong Learning: This will help students the critical understanding that evolves from detailed understanding of specific areas news, a fundamental prerequisite for lifelong skills required in the field.

CO 4: Research: To impart skills for analytical, interpretative and investigative news writing. To initiate digital dimensions of journalism helpful in any related areas of research.

Effective from Academic Session 2020-21.

Approved by the Academic Council in its 50th Meeting held on 11th June 2021



Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Fourth Semester
(Specialisation in Journalism)

COURSE TITLE	INTERNATIONAL COMMUNICATION AND GLOBAL JOURNALISM
COURSE CODE	MMJN 204
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY PAPER	75
MARKS OF INTERNAL ASSESSMENT	25

Objectives of the Course

1. To introduce theoretical and historical dimensions of international communication
2. To initiate students into the international communication discourses
3. To orient students about the practices of global journalism
4. To demonstrate the reporting on global issues

Unit 1: International Communication: History, theory and Practice **L -12**

1. Theoretical approaches to international communication
2. Understanding information imbalance, historical patterns of information flow, McBride Commission Report and recommendations, NWICO, NAM
3. Infrastructure for international communication
4. Global media systems, organisations, news agencies and broadcast networks

Unity 2: International communication and Discourses **L -12**

1. Dominant and alternative discourses
2. Communication and Power, Cultural Imperialism, Contra-flow and Soft Power
3. Culture of global communication
4. International communication in the age of internet

(Works of key figures in international communication to be used as case studies)

*Effective from Academic Session 2020-21.
Approved by the Academic Council in its 50th Meeting held on 11th June 2021*



Unit 3: Practicing Global Journalism

L -12

1. Journalism: The Global context, Global news flow, problems of global journalism
2. Global journalism and issues of freedom and the rise of global infotainment
3. Press in South Asia and different regions of the world
4. Foreign Reporting and Strategic Communication in digital age

Unit 4. Global issues and their reporting

L -12

1. Terrorism, Islam and Issues of representation
2. Conflicts, Crisis and War
3. Climate, Environment and Health
4. Migration and Issues of refugees
5. UN, SDG and Human Rights

(Case Studies and educational exchange with International Universities and Colleges to be a part of the paper for better understanding of the issues.)

Suggested Readings

1. **International Communications: Continuity and Change**, *Daya Krishna Thussu, Arnold Publishers, London, 2000*
2. **Indian Media in a Globalised World**, *Maya Ranganathan and Usha M. Rodrigues, Sage, New Delhi, 2010*
3. **Contemporary issues in mass media for development and national security**, *Ralph Akinfeleye, Lagos Malthouse Press Limited*
4. **Manufacturing Consent: The political economy of Mass media** by *Edward S Herman and Noam Chomsky*
5. **Many voices One World** published by *UNESCO*
6. **Clash of Civilisations** by *S P Huntington*
7. **The end of history and the last man** by *Francis Fukuyama*
8. **Practising Global Journalism** by *John Herbert*
9. **Kabul Blogs: My days in the Life of Afghanistan** by *Anita Anand*
10. **Reporting Pakistan** by *Meena Menon*
11. **Does the Elephant Dance? Contemporary Indian Foreign Policy** by *David Malone*

Effective from Academic Session 2020-21.

Approved by the Academic Council in its 50th Meeting held on 11th June 2021



12. Globalisation and Television : A study of the Indian Experience by

Sunetra Sen Narayan

13. Communicating India's Soft Power by Daya Kishan Thussu

Course Outcomes

CO 1: Knowledge: To introduce theoretical and historical dimensions of international communication and also to theoretical and historical dimensions of international communication

CO 2: Understanding: To initiate students into the international communication discourses and to orient students about the practices of global journalism

CO 3: Lifelong Learning: To demonstrate the reporting on global issues. This is essential in gaining a global perspective of the world and journalistic practices.

CO 4: Research: This is going to help students locate the intersectionalities involved in the process of journalism and engage with relevant research issues that are pertinent in these times of globalisation.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Fourth Semester
(Specialisation in Journalism)

COURSE TITLE	ADVANCE JOURNALISM LAB
COURSE CODE	MMJN 252
LECTURES	0
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM	60
THEORY PAPER	
MARKS OF INTERNAL ASSESSMENT	40

Objective of the course:

- i. One step ahead of simple news writing and editing, in this lab course students will understand the norms of specialised writing and political, legislative and diplomatic reporting.
- ii. The lab will also apprise students of writing for new media like mobile and internet.
- iii. They would practically be made to learn the photography and its utilisation for news.

Exercises/Assignments:

1. Advance Reporting
 - Writing political reports based on field assignments or points given by the teacher
 - Writing diplomatic reports based on field assignments or points given by the teacher
 - Writing research based reports and articles
2. Specialised Writing
 - Writing cover story for a news magazine based on input collected by the students
 - Writing an editorial piece or middle for the edit page of a daily
 - Writing a column /special article/ feature for a newspaper or magazine

3. Writing for new media

- Writing contents (news/non news) for a website
- Writing blogs by the students for expressing their opinion
- Writing news for mobile phone

Course Outcomes

CO 1: Knowledge: This paper is one step ahead of simple news writing and editing, in this lab course students will understand the norms of specialised writing and political, legislative and diplomatic reporting.

CO 2: Understanding: The lab will also apprise students of writing for new media like mobile and internet in the areas of specialised news beats. They would practically be made to learn the photography and its utilisation for news.

CO 3: Lifelong Learning: This learning of specialised fields will help students gain deeper understanding of specialised areas to have an in-depth view of the fields.

CO 4: Research: Most of the research in the field of journalism comes out from learning about specific areas and their engagements with journalistic practices like those related to elections, reporting parliament, agriculture reporting, amongst others.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Fourth Semester
(Specialisation in Journalism)

COURSE TITLE	RESEARCH PROJECT
COURSE CODE	MMJN 254
LECTURES	-
TUTORIALS / PRACTICALS	-
CREDITS	6
MARKS OF END TERM VIVA	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE

Every student will have to do a dissertation /project report in any area of Journalism and News Media detailed in the curriculum under the guidance of any one faculty member as mentor. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of Journalism.

For the research project, the students are required to choose any topic of their choice. However, it is advisable to choose a topic that has value in the contemporary scenario. The research work can be conducted by the student using any method of research.

The report is to be written like a research paper along with a power-point presentation of the same. It may be supplemented by an audio visual presentation, if the case demands.

Evaluation:

The Research Project carries 100 marks. The report/film will be evaluated by a board of Examiners comprising one Internal and one External Examiner to be appointed by the Vice Chancellor.

Course Outcomes

- CO 1: Knowledge:** This paper will help them understand the fundamentals of dissertation/research based projects.
- CO 2: Understanding:** As this is research based endeavour, students will acquire the essentials of ideating and structuring a problem in order to gain deeper insights about it.
- CO 3: Lifelong Learning:** Research helps students in becoming inquisitive about a problem that needs a better and a reasoned understanding. This is a lifelong skill needed at different points in life, more so in the professions related to Journalism and allied areas of research.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Fourth Semester
(Specialisation in Journalism)

COURSE TITLE	MAJOR PROJECT
COURSE CODE	MMTV 256
LECTURES	-
TUTORIALS / PRACTICALS	-
CREDITS	6
MARKS OF END TERM VIVA	60
MARKS OF INTERNAL ASSESSMENT	40
OBJECTIVES OF THE COURSE	

EXERCISES / PROJECT

Students will create a detailed interpretative / investigative / analytical journalistic work based on in depth study of documents / observations / interviews / field visits. The proposal for the said work will be presented and approved under the relevant course in the previous semester. The work may be presented in any of the following forms.

- i) 25-30 minute long News Documentary / Feature
OR
- ii) A series of feature / articles (2 articles of 400-4500 words each) with relevant photographs and infographics
OR
- iii) A series of 3 audio podcasts of 12 to 15 minutes duration

EVALUATION

The Major Project will be evaluated by a Jury Comprising Internal Faculty/Project Mentor and two external examiners.

The Jury will see the presentations in a public screening/seminar organised by the school in the University.

It will be compulsory for all the students of Journalism Specialisation to attend all presentations.

The Presentations will be kept open for other teachers, students and family members of the students.

*Effective from Academic Session 2020-21.
Approved by the Academic Council in its 50th Meeting held on 11th June 2021*



Course Outcomes

- CO 1: Knowledge:** Students will learn how to do journalism driven assignments based on research, observations, interviews and field visits in the areas of print, broadcast, digital and community media.
- CO 2: Understanding:** Through their continuous engagements with the mentors they will understand the tenets of structured investigative and interpretive approaches towards a project.
- CO 3: Lifelong Learning:** The students will learn the lifelong skills of investigating, writing, interpreting and presenting their assigned work.
- CO 4: Research:** This paper will help students get better insights for research as they will learn the dos and don'ts of specific works assigned to them. This will help them get involved with the fundamental processes of the mind that involves questioning and analysing, important steps in research.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Fourth Semester
(Specialisation in Journalism)

COURSE TITLE	COMPREHENSIVE VIVA VOCE
COURSE CODE	MMJN 258
LECTURES	-
TUTORIALS / PRACTICALS	-
CREDITS	4
MARKS OF END TERM VIVA	100
MARKS OF INTERNAL ASSESSMENT	-

OBJECTIVES OF THE COURSE

The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

COMPREHENSIVE VIVA :

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

EVALUATION:

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

Course Outcomes

CO 1: This paper is needed to help students understand the essentials of facing oral examinations. The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme in order to assess and evaluate their understandings.

SPECIALIZATION:
NEW MEDIA

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Third Semester
(Specialisation in New Media)

COURSE TITLE	:	NEW MEDIA POLICY AND PRACTICES
COURSE CODE	:	MMNM 201
LECTURES	:	4
TUTORIALS / PRACTICALS	:	0
CREDITS	:	4
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

OBJECTIVES OF THE COURSE :

1. To familiarise the students with the issues in New Media Policy.
2. To prepare the students for a career in internet based media.

COURSE CONTENTS

UNIT I:

L-12

1. Definition, theoretical perspectives, history and globalisation
2. Telecom policy and IT Act
3. Net neutrality, political economy, ownership
4. Agenda setting, gate keeping and public sphere

Unit II: New Media and Governance

L -12

1. Digital India and e-governance
2. New media, elections and socio-political movements
3. Issues of transparency, accountability and privacy
4. Issues of access, activism and actors in digital space

Unit III: Regulation and New Media

L -12

1. Theoretical Perspectives on new media regulation
2. Provisions of the IT Act and challenges
3. Impact on Freedom of Speech and Expression
4. Surveillance

Unit IV: ICT and Development

L -12

1. WSIS and Information Society and W4C
2. ICT and education
3. Digital divide, access by marginalised and sustainable development
4. Mobile communication and public participation

SUGGESTED READINGS:

1. India Connected, Mapping the impact of new media: *Edited by Sunetra Sent Narayan and Shalini Narayanan*
2. Wireless for communities in India *by Internet Society*
3. The networked society: A cross-cultural perspective *by Manuel Castells*
4. Communication Power *by Manuel Castells*
5. The world is flat *by Thomas L Friedman*
6. Routledge handbook of new media in Asia
7. Modernity at large: Cultural dimension of globalisation *by Arjun Appadurai*
8. Indian Media *by Adrian Athique*
9. The Internet economy of India *by Osama Manzar*
10. The IT Act 1997, Universal Law Publishing
11. India's Communication Revolution: From Bullock carts to cyber marts *by Everett Rogers and Arvind Singhal*

Course Outcomes

CO 1: Knowledge: Students will gain knowledge of policies and practices related to New Media through lectures imparted on the trajectories of emergence and growth while also engaging with governance and regulation issues.

CO 2: Understanding: Students will acquire relevant understanding of the how the policies and practices related to New Media shape the digital ecology while altering old practices and policies

CO 3: Research: This is an emerging area of research for the scholars of mass communication as the topics of the paper engage with the phenomenon affecting the media understanding and choices, especially in the digital media environment.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Third Semester
(Specialisation in New Media)

COURSE TITLE	:	Digital Journalism
COURSE CODE	:	MMNM 203
LECTURES	:	4
TUTORIALS / PRACTICALS	:	0
CREDITS	:	4
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

OBJECTIVES OF THE COURSE :

1. To familiarise the students with various aspects of journalism practice on digital media.
2. To familiarise the students with technical and legal aspects of digital journalism.

COURSE CONTENTS:

Unit 1 Theoretical perspectives L-12

1. Theories of Journalism in Digital Age.
2. Digital Journalism and Democracy.
3. India and the idea of networked society.
4. Networked Framing and Gatekeeping.

Unit II Digital Storytelling L-12

1. Convergence: Concept, Definition and Theoretical Perspectives Models of Convergence
2. Writing for the web: Limitations and Advantages, Interactivity Licensing, Copyright and Open Source
3. Data Visualisation, Mobile Journalism: Live streaming audio and video, webinar, Data Journalism, Citizen Journalism, AI and Machine Learning, News Content Management Software, Use of drone and related technologies
4. Specialised reporting and Editing: Civic issues, Elections, Crime and Legal issues, Health, Education, Politics, International issues, Conflict, Diplomacy, Human Rights, Business, Agriculture and rural affairs, Environment, Arts and Culture, Sports, Lifestyle, Cinema, Technology

Unit III **Blogging and social media L – 12**

1. Basics of blogging, significance and impact
2. Social media fundamentals and their uses, Social media as platform for reporting,
3. Search Engine optimisation, use of social media by news organisations,
4. Create and maintain social media presence

Unit IV: Audio-visual storytelling in digital journalism

L – 12

1. Ideating, storyboarding, shooting, scripting.
2. Video-Journalism, Writing for the audio-visual packages, Interviewing, Infographic tools.
3. Voice over Image editing.
4. Editing: Text, Image, audio and video.

Suggested readings:

1. Convergent Journalism: An Introduction by *Stephen Quinn and Vincent Falk*
2. Convergence Journalism: Writing and Reporting across the News Media by *Janet Kolodzy*
3. Understanding Media Convergence by *August E Grant*
4. Journalism and New media by *John V Pavlik*
5. Convergent Culture: Where old and new media collide by *Henry Jenkins*
6. The Language of new media by *Lev Manovich*
7. Writings on the wall: Social media-The first 2000 years by *Tom Standage*
8. Practicing Journalism: Values, Constraints, implications by *Nalini Rajan*
9. 21st Century Journalism in India by *Nalini Rajan*
10. Digitized Imagination: Encounters of the Virtual world by *Nalini Rajan*
11. Video Journalism for the web: A practical Introduction to documentary storytelling by *Kurt Lancaster*
12. Infographics: The power of visual storytelling by *Jason Lankw, Josh Ritchie, Ross Crooks*
13. Everyone loves a good rough by *P Sainath*

Course Outcomes

CO 1: Knowledge: The paper is designed to impart knowledge in the areas of Digital Journalism by engaging with the theoretical approach to the subject and related practices.

CO 2: Understanding: Students will understand the importance of Digital Journalism as different from legacy Journalism practices by engaging with the formats of story-telling and their treatments.

CO 3: Research: This paper is relevant for research for the major research projects and helps students get a deeper understanding of the issues and practices of the field by enabling them with theoretical insights.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Third Semester
(Specialisation in New Media)

COURSE TITLE	:	SMARTPHONE COMMUNICATION TECHNOLOGY
COURSE CODE	:	MMNM 205
LECTURES	:	4
TUTORIALS / PRACTICALS	:	0
CREDITS	:	4
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

OBJECTIVES OF THE COURSE

1. To make the students understand about the technology of Smartphone phones.
2. To make the students aware of the nuances of digital communication through smartphones.

COURSE CONTENTS

UNIT - 1 [BASICS OF SMARTPHONE COMMUNICATION] L-12

1. Smart Phones: Understanding the Technology and Transition
2. Reach and Accessibility of Smart Phones: Issues and Challenges
3. Understanding Smartphone Technology: Analogue Phone, Feature Phone, Code-division multiple access (CDMA), Global System for Mobile Communication (GSM)
4. Principles of Smartphone Communication System
5. Smartphones and its Features: Interactivity, Interoperability and Personalisation

UNIT II [Smartphone Digital Technologies] L-12

1. Digital Communication with Smart phones: Space-Time, Individual-Group-Community, Professional Engagement.
2. Difference between Digital and Analog Communication: Definition, Characteristics, Engagement, Reach.
3. Digital Processing through Smart Phone: Information Processing, Information Gateways, Information Forums.
4. Softwares for Digital Communication: Digital Community, Digital Forums, Content Development, Photography and Visual Aid.

5. Smartphone Applications and their Features

UNIT III | Smartphone Convergence]

L-12

1. Smartphone as a Tool for Web TV and Web Radio Convergence
2. Artificial Intelligence and Smartphones
3. Location based technologies (GPS), Syncing Wearable Technologies and Internet of Things (IOT).
4. Smartphone Based Security, Privacy and Surveillance: Features, Issues and Challenges

UNIT IV [Mobile Technology: The Future]

L-12

1. Smartphones as emerging platforms for still photography.
2. Smartphones as an emerging platform for videography.
3. Technical knowhow of smartphone camera for still photography and videography.
4. Techniques of shooting professional stills and video on smartphone camera.

Suggested Reading:

- Akaiwa, Y. (2015). Introduction to Digital Mobile Communication. Wiley.
- Hjorth, Larissa, (2017) The Routledge companion to digital ethnography. Routledge, Taylor & Francis Group, 2017.
- Irene, A. (2015) Revolution: notes toward a history of mobile photography. Postcard.
- Janet, H. (2013). The quick expert's guide to mobile phone photography. Bookswagon.
- J, Bradford. Smartphone Smartphotography. Bookswagon.
- Katz, J. (2017). Mobile Communication, Dimension of Social policy. Routledge.
- Miller, M. (2013). Wireless Networking Absolute beginner's guide. Que Publishing
- Nicole, G and Hadden, L. (2010). Mobile communication an introduction to new media. Berg.
- Rich, L and Donne, J. (2013). Mobile Communication. Wiley.
- Smith, C. Collins, D. (2014). Wireless Networks. McGraw Hill Education.
- Sheppard, N. The Smartphone filmmaking handbook

Course Outcomes

CO 1: Knowledge: Students will gain knowledge about the functioning of smart phone and how it may be used in photography and videography by engaging with the changing technology and how it may be relevant for documenting visuals.

CO 2: Understanding: This paper will help students understand the technological dimensions of smart phone/mobile phone and how it helps in photography and videography

CO 3: Research: This paper is relevant for research for the major research projects and helps students get a deeper understanding of the issues and practices of the field by enabling them with theoretical insights.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Third Semester
(Specialisation in New Media)

COURSE TITLE	:	DIGITAL JOURNALISM LAB
COURSE CODE	:	MMNM 251
LECTURES	:	0
TUTORIALS / PRACTICALS	:	6
CREDITS	:	3
MARKS OF END TERM PRACTICAL EXAM AND VIVA: 60		
MARKS OF INTERNAL ASSESSMENT	:	40
OBJECTIVES OF THE COURSE	:	

Students are to make use of the tools, software and hardware knowledge gained from the learning in theory classes and apply the same by demonstrating through following exercises.

EXERCISES

1. Create a blog and update weekly content on current issues. Design Wordpress based pages with required tools like audio, video, animation, infographics etc.
2. Design a social media page for an event in groups.
3. Write journalistic stories/features using news content management software and pitch it to a website for publishing.
4. Shoot stories mobile phones with accessories

Course Outcomes

CO 1: Knowledge: Digital Journalism lab will help students understand the execution of theoretical insights imparted and apply them in practice by writing, reporting, designing and disseminating journalistic content through digital platforms.

CO 2: Understanding: Students will understand the significance of the tools and techniques used in Journalistic writings and how digital platforms may be used for the dissemination of the same.

CO 5: Research: This paper is relevant for research for the major research projects and helps students get a deeper understanding of the issues and practices of the field by enabling them with theoretical insights

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Third Semester
(Specialisation in New Media)

COURSE TITLE : **SMARTPHONE COMMUNICATION**
TECHNOLOGY LAB

COURSE CODE : MMNM 253

LECTURES : 0

TUTORIALS / PRACTICALS : 6

CREDITS : 3

MARKS OF END TERM VIVA AND PRACTICAL EXAM : 60

MARKS OF INTERNAL ASSESSMENT : 40

OBJECTIVES OF THE COURSE :

To instil an understanding of the smartphone and its technology.

Exercises:

1. Demonstration of Smart Phone and its functions
2. Smartphone camera functioning, handling, practice & working on composition for photography & video recording.

Assignments:

1. Create a channel on youtube platform and optimise the youtube titles, tags, description and thumbnails.
2. Shooting a photo sequence on any theme by using a Smartphone camera. The photo sequence can comprise of 10-15 photographs.
3. Prepare a 5- minute Audio-Visual with the help of Smartphone.
4. Producing short video (Documentary/Fiction) of 5- 10 minutes duration using Smartphone.
5. Prepare a comprehensive research report on comparison on any two smartphone applications by the survey method.
6. Prepare a social campaign through smartphones.
7. Prepare a political campaign by using different smartphones applications.

Course Outcomes

CO 1: Knowledge: This will be a hands-on learning for students on mobile phone photography and videography. Students will be engaging with the functioning and handling of smartphones.

CO 2: Understanding: This will help students understand how smartphone can be used as an essential tool for photography and videography by doing exercises that demonstrates its possibilities, strengths and limitations.

CO 3: Research: This paper is relevant for research for the major research projects and helps students get a deeper understanding of the issues and practices of the field by enabling them with theoretical insights

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Third Semester
(Specialisation in New Media)

COURSE TITLE	:	MEDIA PRACTICE WORKSHOPS 2
COURSE CODE	:	MMNM 255
LECTURES	:	0
TUTORIALS / PRACTICALS	:	0
CREDITS	:	3
MARKS OF END TERM ASSIGNMENT AND VIVA	:	50
MARKS OF INTERNAL ASSESSMENT	:	50

OBJECTIVES OF THE COURSE

To provide practical exposure in micro areas of specializations.

COURSE CONTENTS

1. The course involves 4 to 5 workshops on different specialized areas of New Media.
2. The workshops will be organized by the school.
3. The workshop mentors will be senior professionals and trainers having specialized experience in the industry
4. In New Media Specialisation these areas would include specialised areas of the field.
5. Each student will be required to complete the assignments as fixed by the mentor in each workshop and also prepare a brief report on the learning from the workshop.

EVALUATION

Each mentor will be asked to evaluate the participants. In the end of the semester all marks given by workshop mentors will be collated and moderated to form the internal assessment score.

External evaluation will be done in the end of semester by a panel comprising an internal examiner and an external examiner. The student will be evaluated on the basis of reports submitted and the VIVA.

Course Outcomes

CO 1: Knowledge: This paper bridge the gap between classroom and industry by imparting the field knowledge to the students in areas related to New Media, Journalism, policy and more.

CO 2: Understanding: This will help students understand the practices of the industry by engaging with the professionals from the New Media Industry in areas of writing, technology, production, governance, regulations etc. Also, it will help the understand the desired skills of the industry.

CO 3: Research: The research requirements often lead students to engage with professionals from the industry and map the practices. This paper will be helpful for the same

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Third Semester
(Specialisation in New Media)

COURSE TITLE	:	MAJOR PROJECT PROPOSAL
COURSE CODE	:	MMNM 257
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	:	50
MARKS OF INTERNAL ASSESSMENT	:	50

OBJECTIVES OF THE COURSE

- 1) to teach the students to prepare well thrashed out research proposals for a research project.
- 2) to teach the students to come up with an idea for a project to be executed on an online digital platform.
- 3) to teach the students to present their ideas in a professional manner and with due preparation.

PROJECTS

- a) Preparation of Proposal for Research project to be undertaken in Semester IV A pilot study on Research Project proposed for Final Research Project.
- b) Preparation of Proposal for Final Project to be undertaken in Major Project.

EVALUATION

The Internal Evaluation will be done by two separate internal Juries for Research and Project respectively. Both Presentations will carry equal marks.

External Evaluation will be carried out by a Jury comprising one internal examiner and Two External Examiners.

Course Outcomes

CO 1: Knowledge: This paper introduces students to the fundamental of the research process and the methods involved. They will be enabled to map out a research problem using data collection and data analysis.

CO 2: Understanding: This paper helps students understand the theoretical underpinnings of research as they engage with the practice of research.

CO 3: Research: This paper is relevant for research and helps students get a deeper understanding of the theoretical insights about research and also the field studies by engaging students in relevant topics and methodologies of research.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Third Semester
(Specialisation in New Media)

COURSE TITLE	:	INDUSTRIAL TRAINING REPORT
COURSE CODE	:	MMNM 259
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	3
MARKS OF END TERM ASSESSMENT	:	100

OBJECTIVES OF THE COURSE:

1. This lab course ensures the students an opportunity of getting hands on training in media organisation.
2. Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situations.
3. This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

Industrial Training and Report Writing:

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

Evaluation:

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

Course Outcomes

CO 1: Knowledge: Through Industrial Training, students learn about the organisation and its workflow. By undertaking assignments as part of the training, students will learn the skills needed by the organisation.

CO 2: Understanding: Students will be able to understand the difference between theory and practice due to their exposure to the assigned work during the training.

CO 3: Research: The discipline is driven by the knowledge of what is relevant for organisations. This paper provides an opportunity to the students to engage with the issues of the professions related to New Media.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Fourth Semester
(Specialisation in New Media)

COURSE TITLE	Web Design and Animation
COURSE CODE	MMNM 202
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY PAPER	75
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE:

To develop an understanding of basic terms and concepts related to Web Designing and Animation.

COURSE CONTENTS

UNIT 1 - Principles and elements of design	L-12
Point, Line, shape, form, space, colour, texture Balance, Proportion, Perspective, emphasis, movement, Pattern Repetition, Rhythm, Variety, Harmony, Unity	
UNIT 2 - Graphic Design using latest Adobe creative suites	L-12
Adobe Dreamweaver Adobe FLASH Adobe PHOTOSHOP InDesign	
UNIT 3 - Web Design	L-12
CSS, Dreamweaver CS5 Web Designing, Mobile website, app development File Transfer Protocol, Facebook Page Designing Google Webmasters Tools, SEO Content Management System, Word Press	

Utilities: Gif Animation, Use of flash

Special Effects

Sound Forge

Integrating youtube videos

Basic scripting and audio-visual production, editing software

Suggested Readings:

1. Davis, M.(2012). Graphic Design Theory. London: Thames& Hudson
2. Endsley, Kezia. Website design. Cavendish Square, 2015.
3. Hamalainen, K. (2018). Animation. New York, NY: Childrens Press, an imprint of Scholastic Inc. Rozendal, J. (2001). Website design: an aesthetic website for Focus magazine. Virginia Beach, VA: Regent University.
4. Sarkar, N. N. (2012). Art and Print Production. Oxford. University Press.
5. Sarkar, N. N. (1998). Designing Print Communication. New Delhi: S. Publications.
6. Website design. (2004). Bendigo: VEA.

Course Outcomes

CO 1: Knowledge: Students will learn about principles and elements of design, graphic design, web design and animation for the web.

CO 2: Understanding: Students will understand the fundamentals of design for the content they will create. They will also understand the uses of various tools of the relevant softwares.

CO 3: Research: Web Design and Animation are the emerging areas and new tools, techniques and softwares are used for the same. This study of the same will help students engage with research topics related to web design and animation.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Fourth Semester
(Specialisation in New Media)

COURSE TITLE	:	DIGITAL MARKETING
COURSE CODE	:	MMNM 204
LECTURES	:	4
TUTORIALS / PRACTICALS	:	0
CREDITS	:	4
MARKS OF END TERM THEORY PAPER	:	75
MARKS OF INTERNAL ASSESSMENT	:	25

OBJECTIVES OF THE COURSE:

- To teach the students fundamentals of digital marketing
- To provide understanding about the typologies and tools of web marketing
- To give insight into the use and functions of social media and mobile marketing

UNIT 1 : Overview of Digital Marketing **L : 12**

1. What is Digital Marketing
2. What are the evolutionary trends in digital marketing
3. Need for and Importance of Digital Marketing
4. Mechanics of Digital Marketing in brand development and positioning
5. Regulations and codes of practice

UNIT 2 : Fundamentals of Web Marketing **L : 12**

1. Types of online advertising
2. Tools of Online PR
3. SEO and SEM
4. Website as a tool of marketing
5. User generated content , Bookmarking , RSS , blogging and live chat
6. Online monitoring of brands

UNIT 3 : Social Media Marketing **L : 12**

1. Microblogging : advertisers and audiences
2. Various forms of social media marketing
3. Copywriting for social media
4. Digital Videos, long format ads and Podcasts
5. Social Media Optimisation and metrics

1. Overview of the B2B and B2C Mobile Marketing.
2. Relevance of Mobile Sites, Apps (Applications) and Widgets in marketing communication
3. Opportunities and pitfalls of Mobile Marketing
4. Mobile Marketing in Integrated Brand Promotion
5. Case Studies

Suggested Readings

1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
2. Martin & Ericson, Paul & Thomas: Social Media Marketing, Global Vision: Publishing House
3. Berney, P. (2010). Mobile marketing. London: Kogan Page.
4. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
5. Diegmann, S. (2011). Mobile marketing. Grin Verlag
6. Ittersum, R. V., & Spalding, R. E. (2011). Mobile marketing: guide for local businesses.
7. Qualman, E. (2009). Socialnomics: How Social Media Transforms the way we Live and do Business. Hoboken, New Jersey's: Wiley.
8. Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland.
9. Singh, S., & Diamond, S. (2012). Social Media Marketing for Dummies. Hoboken, New Jersey's: Wiley.

Course Outcomes

- CO 1: Knowledge:** Digital Marketing is an important area of marketing and the engagement of students with the fundamentals of marketing through digital platforms will help them gain knowledge of the field.
- CO 2: Understanding:** Students will understand the basics of Digital Marketing, and its types, tools and also about Social Media Marketing.
- CO 3: Research:** This is an important area of research and the exposure of students to the different aspects of Digital Marketing will help them engage with research areas in the field of Digital Marketing.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION (MMC)
Fourth Semester
(Specialisation in New Media)

COURSE TITLE	WEB DESIGN, ANIMATION AND DIGITAL MARKETING LAB
COURSE CODE	MMNM 252
LECTURES	0
TUTORIALS / PRACTICALS	8
CREDITS	4
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE

This paper aims to expose students to the hands-on skills required for the orientation in web designing and animation.

EXERCISES

1. Design web pages using creative content softwares.
2. Design infographic for the homepage of a website.
3. Use Indesign, photoshop, premiere pro, CS5, Dream weaver, Flash and other softwares to design content and website as instructed by the teacher.
4. Basic programming using python, email and social media marketing strategizing for any event.

Course Outcomes

CO 1: Knowledge: Students will learn about designing web pages using creative content softwares.

CO 2: Understanding: Students will understand design infographic for the homepage of a website. Also they will understand how to use digital marketing tools and techniques.

CO 3: Research: The paper will introduce students with insights that are related to web design, animation and digital marketing.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Fourth Semester
(Specialisation in New Media)

COURSE TITLE	:	RESEARCH PROJECT
COURSE CODE	:	MMNM 254
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	6
MARKS OF END TERM VIVA	:	40
MARKS OF INTERNAL ASSESSMENT	:	60

OBJECTIVES OF THE COURSE :

- To Develop an aptitude towards research amongst the students.
- To help the students to apply the learning of research methodology in an actual Research Project.
- To enrich the portfolio of the student with a Research Project in view of his/her higher education prospects.

COURSE CONTENTS

Every student will have to do a dissertation /project report in any area of Online and New Media detailed in the curriculum under the guidance of any one faculty member as mentor. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of New Media.

For the research project, the students are required to choose any topic of their choice. However, it is advisable to choose a topic that has value in the contemporary scenario.

The research work can be conducted by the student using any method of research / and or production, if the subject demands.

The report is to be written like a research paper along with a power-point presentation of the same. It may be supplemented by an online/new media project, if the case demands.

EVALUATION:

The Research Project carries 100 marks. The report/film will be evaluated by a board of Examiners comprising one Internal and one External Examiner to be appointed by the Vice Chancellor.

Course Outcomes

CO 1: Knowledge: The students will acquire aptitude towards research and learn the fundamentals of research methodologies.

CO 2: Understanding: The students will understand how to enrich the portfolio by engaging in Research Project by dwelling on research tools and techniques.

CO 3: Research: Students will be able to pick a topic of research from different areas related to New Media.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Fourth Semester
(Specialisation in New Media)

COURSE TITLE	:	MAJOR PROJECT
COURSE CODE	:	MMNM 256
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	6
MARKS OF END TERM VIVA	:	100
MARKS OF INTERNAL ASSESSMENT	:	-

OBJECTIVES OF THE COURSE

1. To make a new media project which can stand the scrutiny of industry professionals.
2. To come up with a product which showcases the best aspects of talents and learning of the students.
3. To enrich the professional portfolio of the student.

EXERCISES / PROJECT

Students will make an online project based on the idea and presentation approved by the jury in the previous semester (in the course titled 'Major Project Proposal).

Groups will submit a detailed plan and proposal to the mentor before starting with the project. Students may make necessary changes in the approved plan as per the needs of the project in consultation with the mentor.

EVALUATION

The Major Project will be evaluated by a Jury Comprising Internal Faculty / Project Mentor and two external examiners.

The Jury will watch the project in a public presentation organised by the school in the University.

It will be compulsory for all the students of New Media to attend all screenings.

The presentations will be kept open for other teachers, students and family members of the students.

Course Outcomes

CO 1: Knowledge: As students will make an online project based on the idea and presentation approved by the jury in the previous semester and submit a detailed plan and proposal, this will help students learn about creating a viable product which will be significant for the users.

CO 2: Understanding: The students will understand the nuances of executing an idea and converting it into a product that may be relevant for the users.

CO 3: Research: This paper enables students to engage with research insights about feasibility of an idea and its conversion into a product related to New Media.

Guru Gobind Singh Indraprastha University
MASTER OF MASS COMMUNICATION
Fourth Semester
(Specialisation in New Media)

COURSE TITLE	:	COMPREHENSIVE VIVA VOCE
COURSE CODE	:	MMNM 258
LECTURES	:	-
TUTORIALS / PRACTICALS	:	-
CREDITS	:	4
MARKS OF END TERM VIVA	:	100
MARKS OF INTERNAL ASSESSMENT	:	-

OBJECTIVES OF THE COURSE

The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

COMPREHENSIVE VIVA :

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

EVALUATION:

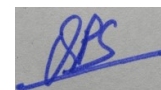
Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

Course Outcomes

CO 1: This paper is needed to help students understand the essentials of facing oral examinations. The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme in order to assess and evaluate their understandings.

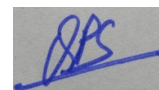
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SPECIALIZATION: VIDEO PRODUCTION

*Effective from Academic Session 2020-21.
Approved by the Academic Council in its 50th Meeting held on 11th June 2021*



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
THIRD SEMESTER
(Specialisation in Video Production)

COURSE TITLE	TV PRODUCTION, DIRECTION AND ETHICAL ISSUES
COURSE CODE	MMTV 201
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY	75
PAPER	
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE

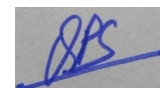
1. Understanding the Role of the Director of a Film or Video Programme
2. To identify the different critical elements of ENG & EFP Production for various platforms
3. To plan, develop and produce various ENG & EFP productions
4. To create the sense of budgeting and marketing of a programme
5. To bring awareness about different producing and commissioning agencies.

UNIT 1 [Role of Director]

L - 12

1. Direction of Film and Video Programmes
2. Different aspects of Direction: Aesthetic, Logistical and Technical
3. Director's Team: The Film Crew
4. Role of a Director: Directorial Style
5. Grammar of Filmmaking: Shots and Movements, Screen Grammar, Spatial

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Connections, Temporal Connections, Mise-en-scene'

6. Steps in a Typical Film and Television Production

UNIT 2 [Types of Productions]

L - 12

a) Producer, Production Department and Funding agencies

- 1) Role of Producer and Production Department
- 2) Production Team
- 3) Commissioned, outsourced and sponsored programmes
- 4) Various commissioning and funding agencies in India: Films Division, National Film Development Corporation, Children's Film Society of India, Public Service Broadcast Trust, Doordarshan, private channels, web based platforms.

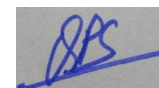
b) Various Programme Formats

- 1) Different ENG Formats: News Report, News Feature, Documentary, News Interviews.
- 2) Different EFP Formats: Soap Operas, Sit-Coms, Telefilms, Advertisements Films, Promos.
- 3) Studio Based Formats: Interview Shows, Games Shows and Quizzes, Debates and Discussions.
- 4) ENG: Crew, Basic Flow Chart, Planning and Shooting
- 5) EFP: Crew, Basic Flow Chart, Planning and Shooting
- 6) Studio Layout, Equipment and Personnel
- 7) Studio Based production: Basic Flow Chart, Planning and Shooting
- 8) Studio Production Protocol

UNIT 3 [Pre – production and Shooting]

L - 12

1. Pre-production of a TV Programme
2. Identify the Purpose, Target Audience and Programme Format
3. Research
4. Scripting and Proposal Writing
5. Budgeting: Estimating the Value of Production



6. Funding of Programmes
7. Scheduling, locations and Permits
8. Casting and Recruiting other Production Personnel
9. Costumes, Set and production design
10. Rehearsals and Recce
11. Shooting and Recording
12. Shot Taking, Director's Role in Shooting

Assignments:

- *Visualising sequences and preparing story-boards on given themes.*
- *Analysis of sequences of acclaimed films*

UNIT 4 [Post-production and Promotion]

L - 12

1. Preview and Logging of Footage
2. Post production: Editing, Compositing and Colour Correction
3. Audio Post-production
4. Packaging and Pre-testing
5. Conventional Methods of Distribution of Programmes: Theatre Release, Community Screenings, Broadcast
6. Modes of Distribution of Programmes, Shift in trends, Study of Contemporary Methods and Techniques.
7. Promotion of Programmes on offline and online Platforms
8. Festivals and Other Platforms to Showcase the Films and other Productions.

Assignments and Activities:

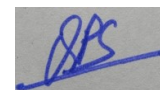
Visit to a Film Festival and Submission of a report on the same.

Suggested Readings

Core Readings:

1. Rabiger M., Harris M., (2013). *Directing: Film Techniques and Aesthetics* (5th ed.). U.K., Focal Press.
2. Millerson G., Owens J., (2011). *Video Production Handbook* (5th ed.). U.K., Focal Press

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3. Mascelli J.V., (1998) *5 C's of Cinematography*, U.S.A., Silman James Press

Additional Readings

4. Katz D. K., (2019). *Film Directing: Shot by Shot*. (25th ed.). U.S.A., Micheal Weise Production
5. Proferes N.T., (2018) *Film Directing Fundamentals*, (4th ed.)U.S.A., Routledge
6. Zettl, H. (2012). *Television Production Handbook*, (11th ed.), Wadsworth

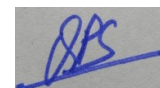
Course Outcomes

CO 1: Knowledge: To help the learner gain essential knowledge for directing and producing TV and Video Programmes.

CO 2: Understanding: To develop an understanding of content creation for the audio-visual broadcast medium.

CO 3: Lifelong Learning: To develop an understanding of lifelong learning of different modes of production and various styles of direction.

CO 4: Communication: To develop the ability to effectively communicate various complex messages to a heterogeneous audience through the medium of TV and Video.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
THIRD SEMESTER
(Specialisation in Video Production)

COURSE TITLE	SCREENWRITING FOR TV AND FILM
COURSE CODE	MMTV 203
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY PAPER	75
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE

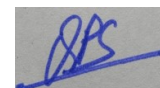
1. To develop a strong feel for the art of storytelling through the medium of video.
2. To give a conceptual understanding about the genre, style, treatment, structure of screenplay.
3. To create the sense of characterisation in a story.
4. To understand the art and craft of script and screenplay writing.

Unit I [Basics of Storytelling and Screenwriting]

L-12

1. Brief Historical background of storytelling
2. What is a “story”?
3. Where stories come from - using personal experience or family history, Ideas from News Stories, Fables, Legends etc
4. Introduction to the Art of Writing Short Story, Novel, Stage Play and TV Play
5. Aristotle’s Model of storytelling. Its application in script writing.
6. Writing for various audio-visual formats including Feature Length Films, Short Films, Television, Documentaries and Series.

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7. Understanding Screenplay Format
8. Introduction to Screenwriting Software

Unit II [Explorations of Genre, Style, Screenplay]

L-12

1. Genre- identifying the genres: romance, science fiction, action/adventure, detective/thriller, epic/historical event
2. Style – naturalism, realist, expressionist, surrealist, theatrical, fantastical, observational, impressionist
3. Types of screenplay- plot based, character based, event based.
4. Idea based story, place story
5. Adapting a story into script
6. Structure of a screen-play - theme or premise - plot and sub-plot – beginning, middle and end - Exposition, Conflict, Crisis, Climax and Resolution

Unit III Script Structure and Characters

L-12

1. Three Act Structure
2. Kinds of conflicts: Behavioral, Relational, Social.
3. Plot Points.
4. Hero's Journey
5. Three dimensions of character- sociology, physiology and psychology
6. Character development
7. Character interaction
8. Pivotal character, Protagonist, Antagonist, Supporting characters, Loyal Characters, Motivational Characters, Characters breaking the Monotony, Subdued Characters.
9. Role Myth, Archetypes and Stereotypes

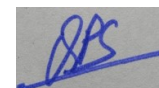
Assignments:

1. *Textual Analysis of Short Films and Feature Films acclaimed for their scripts.*
2. *Analysis of Characters from Acclaimed Films*

Unit IV [Types of Scripts and Screenplay Formats]

L-12

1. General Script, Storyboard, Shooting Script
2. Script in Audio Visual Format



3. Script Breakdown
4. Review and Edit
5. Screenplay Layout
6. Synopsis, Treatment, Ambience and Highlights
7. Step-outline
8. Plot Point, Ambience and Highlight
9. The Master Screen Script
10. Functions of Dialogue
11. Scripts for short and very short format films.

Assignment:

Presentation on the Script, Characters and Treatment of a given Feature Film.

Suggested Readings:

Core Readings:

1. Field, S. (2005). *Screenplay: The Foundations of Screenwriting*. New York, NY: Delta Trade Paperbacks.
2. Vale, E. (2011). *The Technique of Screenplay Writing: A Book About The Dramatic Structure of Motion Pictures*. United States: Literary Licensing

Additional Readings:

3. Phillips, W. H. (1991). *Writing Short Scripts*. Syracuse, NY: Syracuse University Press.
4. Millerson, G., & Millerson, G. (1999). *Television Production*. Oxford: Focal Press, 13 edition.
5. Phillips, L. R., & Phillips, J. M. (1979). *Film Appreciation*. New York: Gordon Press.

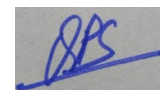
Course Outcomes

CO 1: Knowledge: To know about the established conventions of effective storytelling and adapt them into the medium of your choice.

CO 2: Understanding: To develop an understanding of narrative techniques and script presentation styles for different types of productions.

CO 3: Lifelong Learning: To develop a knack to find interesting stories from life experiences, literature, news, personal interactions etc.

CO 5: Research: Learn to use research to enrich the plot, background, environment and characters in a screenplay.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
THIRD SEMESTER

(Specialisation in Video Production)

COURSE TITLE	DIGITAL CINEMATOGRAPHY
COURSE CODE	MMTV 205
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM	75
THEORY PAPER	
MARKS OF INTERNAL	25
ASSESSMENT	

OBJECTIVES OF THE COURSE

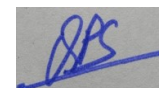
1. To create awareness and conceptual understanding about cinematography.
2. To make the students aware of the intricacies of cinematography
3. To develop a thorough understanding of technical concepts involved in Cinematography and Lighting.
4. To acquaint the students with the main points in the history and current trends in cinematography.
5. To know about all the important equipment used in Cinematography.

UNIT 1: Introduction to Cinematography

L:14

1. Brief Historical Background of Evolution and Practice of Cinematography
2. Basic Concepts: Persistence of Vision, Illusion of Motion, Frames per second, Lensing and Lighting
3. Understanding the Film Medium: Emulsions, Sensitivity, Latitude, Gauges, Laboratory Practice
4. Different Gauge of Film: 8mm, 16mm, 35mm, 65mm.
5. Different Kinds of Video Tape and Digital Video File Format.
6. Digital Video Medium: Digital Image Acquisition, Digital Workflow, Image

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- Manipulation Systems, Data Management
7. Basic Structure of Motion Picture Camera.
 8. Different Types of Motion Picture Cameras: Rotary Shutter Cameras, Camcorders, ENG Cameras, Studio Cameras, Video DSLRs
 9. A very brief overview of 5C's of cinematography.

UNIT 2: Role of a Cinematographer

L:14

1. Role and Responsibilities of a Cinematographer. Pre-production to Projection.
2. Cinematographer's Crew: Role of Each Member
3. Coordinating with other Departments: Direction, Production, Editing, Sound, Production Design, Make Up, Costume.
4. Equipment and Accessories used by Cinematographer's Team
5. Five C's of Cinematography: Camera Angle, Composition, Continuity, Cutting and Close Up
6. Cinematographer's Role in Post-production
7. Renowned Indian Cinematographers

UNIT 3: Camera Operation

L:14

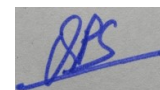
1. Basic Camera Operations and Movements.
2. Types of Lenses, Their Uses.
3. Basic Terms of Digital Cinematography – Standard Definition, High Definition Shooting, Full HD Shooting, 2K Shooting, 4K Shooting, HD/FHD Projections, 2K/4K Projections
4. Shooting for Different Formats: Narrative, Non-narrative, Advertisement Films, Playback.
5. Archiving of Celluloid and Digital Data

UNIT 4: Lighting Techniques & Aesthetics

L:14

1. Properties of Light. Goal of Lighting
2. Lighting Equipment: Different Kinds of Lumieres and their accessories
3. Managing Electricity and Power
4. Lighting for Continuity Sequences, Studio Lighting
5. Lighting as a Story Element
6. Creating Drama Through Light
7. Lighting – Psychology of Lighting
8. Basic Natural Lighting: Outdoor, Indoor and Artificial Lighting

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9. Three Point Lighting & Special Lighting Needs

Suggested Readings:

Core Readings:

1. *Brown B., Cinematography: Theory and Practice*, (3rd edition) Routledge; (2016)
2. *Landau D., Lighting for Cinematography: A Practical Guide to the Art and Craft of Lighting for the Moving Image*, Bloomsbury Academic; (2014)
3. *Elkins D E., The Camera Assistant's Manual*, Focal Press; 6 edition (2013)
4. *Malkiewicz K., M. David Mullen M.D., Cinematography: Third Edition Paperback*, 3rd edition, Simon & Schuster; (2005)

Additional Readings:

1. Amodio, G. (2002). *Digital Cinematography*, Faenza (Ravenna): Cinetecnica.
2. *Alton J., Painting with Light*, University of California Press; (2013)
3. *Malkiewicz K., Film Lighting*, Simon & Schuster; Revised edition (2012)
4. *Mercado G., The Filmmaker's Eye: Learning (and Breaking) the Rules of Cinematic Composition*, Routledge; 1 edition (2017)
5. *Storaro V., Writing with Light*, Aperture; (2002)
6. *Hall B., Understanding Cinematography*, Crowood Press (2016)
7. *Miller, F. P. (2009). Digital Cinematography.*: Alphascript Publishing.
8. *Millerson, G., & Millerson, G. (1999). Television Production.* Oxford: Focal Press, 13 edition.
9. *Phillips, L. R., & Phillips, J. M. (1979). Film Appreciation.* New York: Gordon Press.
10. *STUMP, D. (2019). DIGITAL CINEMATOGRAPHY: fundamentals, tools, techniques, and workflows.* S.l.: CRC PRESS.
11. *Simon & Schuster (2012) Cinematography: a guide for film makers and film teachers 2nd ed. (n.d.).* New York Sydney

Course Outcomes

CO 1: Knowledge: To gain basic theoretical knowledge on different aspects of cameras, cinematography and lighting.

CO 2: Understanding: To develop an understanding of the role that cinematographer plays in making of a film.

CO 3: Lifelong Learning: To develop an understanding of capturing emotions which have lasting impacts

CO 4: Communication: To learn to create effective communication through the methods of cinematographic composition and lighting.

CO 5: Research: Learn to use research for effectively using cinematography camera technology.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
THIRD SEMESTER

(Specialisation in Video Production)

COURSE TITLE	DIGITAL CINEMATOGRAPHY AND PRODUCTION LAB
COURSE CODE	MMTV 251
LECTURES	0
TUTORIALS / PRACTICALS	6
CREDITS	3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE

To Introduce the students to the practices and techniques of Cinematography

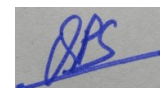
Exercises

1. Demonstration of Video Camera and Its Functions
2. Video Camera Handling Practice on Tripod and Handheld, Working on Composition
3. Demonstration of Lights and its functions
4. Three Point Lighting: Variations within Three Point Lighting
5. Outdoor Lighting in Day and at Night
6. Studio Lighting
7. Practice of different lighting techniques
8. Creating special effects by using camera, filters, lighting accessories and editing software

PROJECTS

1. Silent Continuity Exercise (outdoor, no artificial lights, in groups, 2 minutes)
2. Dialogue Exercise with Lighting (in groups, 4-5 minutes)

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3. Mise en Scene Exercise (in groups – 30 – 60 Seconds)

Internal Assessment

Internal faculty will mark the students for their participation and performance in Exercises and Projects. The assessment will be out of 40 marks. Out of these 40 marks 20 will be for projects.

External Exam and Viva

External Exam will be based on the projects done by students and the understanding of Subject as developed during practical learning. The Exam will include screening of projects and Viva-voce.

Course Outcomes

- CO 1: Knowledge:** To apply the theoretical knowledge of lighting and camera work in practice.
- CO 2: Understanding:** To understand the technical, aesthetic and logistical nuances of heading (or being a part of) camera and electrical team.
- CO 3: Lifelong Learning:** Lifelong learning of the basic aesthetic standards to be kept in mind when lighting up a frame and when composing a shot.
- CO 4: Communication:** To learn to communicate a range of ideas through the means of composition and lighting.
- CO 5: Research:** To research and learn about the audience's responses to different kinds of compositions and lighting methods.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
THIRD SEMESTER

(Specialisation in Video Production)

COURSE TITLE	SCREENWRITING LAB
COURSE CODE	MMTV 253
LECTURES	0
TUTORIALS / PRACTICALS	6
CREDITS	3
MARKS OF END TERM VIVA AND PRACTICAL EXAM	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE

- a) To develop professional ability to conceive, compose & prepare scripts for TV and films
- b) To develop a flare for writing among the students.
- c) To learn how to pitch an idea and a script

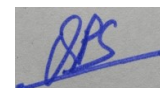
Exercises / Assignments:

- Analysis of various films and their screenplays.
- Analysis of scripts and story structures of TV serials, short films and documentaries.
- Exercises in writing concepts, scenes and dialogues
- Exercises in observing and developing Characters
- Exercises in observing different socio-cultural environments
- Use of software for writing scripts
- Writing of scripts and screenplays as per assignments given

FINAL PROJECT

- Each student will develop a fiction screenplay on an idea approved by the faculty as final submission.
- The screenplay may be based on an original idea or an adaptation. In case of

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adaptations, proper permission (if not in free domain) and acknowledgments will be mandatory.

- Each student will submit a screenplay of a 25-30 minutes fiction film as final project as a part of the course.

Internal Assessment

Internal faculty will mark the students for their participation and performance in Exercises and Projects. The assessment will be out of 40 marks. Out of these 40 marks 20 will be for projects.

External Exam and Viva

External Exam will be based on the projects done by students and the understanding of Subject as developed during practical learning. The Exam will include presentation of projects and Viva.

Course Outcomes

CO 1: Knowledge: To apply the knowledge about cinematic storytelling conventions into practice.

CO 2: Understanding: To develop an understanding of the conventions of developing and presenting screenplays for film and TV production.

CO 3: Lifelong Learning: To develop a deep understanding of the connecting experience, learning and knowledge with creative self-expression.

CO 4: Communication: To communicate one's stories for film production in industry standard formats as per prevailing industry norms.

CO 3: Research: Learn to use research to enrich the characters, treatment and overall presentation of script.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
THIRD SEMESTER

(Specialisation in Video Production)

COURSE TITLE	MEDIA PRACTICE WORKSHOPS 2
COURSE CODE	MMTV 255
LECTURES	0
TUTORIALS / PRACTICALS	0
CREDITS	3
MARKS OF END TERM	50
ASSIGNMENT AND VIVA	
MARKS OF INTERNAL	50
ASSESSMENT	

OBJECTIVES OF THE COURSE To provide practical exposure in micro areas of specialisations.

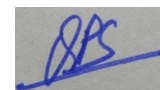
1. The course involves 4 to 5 workshops on different specialized areas of TV Production.
2. The workshops will be organized by the school.
3. The workshop mentors will be senior professionals and trainers having specialized experience in the industry
4. In TV Production these areas would include, Working with Actors, Specialized Lighting Situations, Production Designing, Costume Design, Make Up, Film Promotion etc
5. Each student will be required to complete the assignments as fixed by the mentor in each workshop and also prepare a brief report on the learning from the workshop.

EVALUATION

Each mentor will be asked to evaluate the participants. At the end of the semester all marks given by workshop mentors will be collated and moderated to form the internal assessment score.

External evaluation will be done at the end of the semester by a panel comprising an internal examiner and an external examiner. The student will be evaluated on the basis of reports submitted and the VIVA.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
THIRD SEMESTER
(Specialisation in Video Production)

COURSE TITLE	MAJOR PROJECT PROPOSAL
COURSE CODE	MMTV 257
LECTURES	0
TUTORIALS / PRACTICALS	0
CREDITS	3
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	50
MARKS OF INTERNAL ASSESSMENT	50

OBJECTIVES OF THE COURSE

1. to teach the students to prepare well thrashed out research proposals for a research project.
2. to teach the students to come up with an idea for a film and prepare a script, proposal and pitch based on the same.
3. to teach the students to present their ideas in a professional manner and with due preparation.

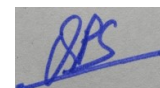
PROJECTS

- a) Preparation of Proposal for a Research project to be undertaken in Semester IV and a pilot study on Research Project proposed for Final Research Project.
- b) Preparation of Proposal, Script and Pitch for Final Film to be produced under Major Project. The film may be fiction, documentary or docu-drama production of 25-30 minutes duration.

EVALUATION

The Internal Evaluation will be done by two separate internal Juries for Research and Project respectively. Both Presentations will carry equal marks.
External Evaluation will be carried out by a Jury comprising one internal examiner and Two External Examiners.

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Course Outcomes

CO 1: Knowledge: To apply the knowledge acquired about research methods and production process.

CO 2: Understanding: To develop and understanding about the importance of preparation for a research project or video production project.

CO 4: Communication: To document and communicate their preparation for proposed projects.

CO 5: Research: To initiate the research projects in the field of Film and Television with suitable planning.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

MASTER OF MASS COMMUNICATION

THIRD SEMESTER

(Specialisation in Video Production)

COURSE TITLE	INDUSTRIAL TRAINING REPORT
COURSE CODE	MMTV 259
LECTURES	0
TUTORIALS / PRACTICALS	0
CREDITS	3
MARKS OF END TERM ASSESSMENT	100

OBJECTIVES OF THE COURSE

1. This lab course ensures the students an opportunity of getting hands on training in media organisation.
2. Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation.
3. This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

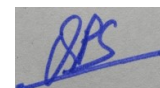
Industrial Training and Report Writing:

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

Evaluation:

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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Course Outcomes

CO 1: Knowledge: The student will learn to apply the knowledge gained in the classroom in the industry environment.

CO 2: Lifelong Learning: It will develop a lifelong learning about correlating the classroom learning with real life work environments.

CO 3: Communication: The students will learn to observe, record, document and present their work experience.

CO 4: Research: Learn to use research in the overall implementation of training outcomes in practical situations.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FOURTH SEMESTER

(Specialisation in Video Production)

COURSE TITLE	DOCUMENTARY AND REALITY FILMS
COURSE CODE	MMTV 202
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END TERM THEORY PAPER	75
MARKS OF INTERNAL ASSESSMENT	25

OBJECTIVES OF THE COURSE

1. To make the students aware of the nuances of documentary filmmaking
2. To enable the students to conceptualize and produce documentary films.

UNIT 1 – Basic of Documentary Films

L-12

1. Brief Historical background of Documentary Films.
2. Understanding the Documentary –Meaning and Concept
3. Introduction to Realism – background and debate
4. Need for Documentary Films

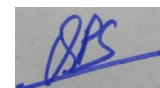
UNIT 2 - Documentary Film – Making Styles

L-12

1. Introduction to Documentary Film-making styles
2. Kinds of Documentary Films – Informational, Emotional & Amalgamation of Informational and Emotional Documentary Films
3. Observational Documentary Films
4. Important Documentary Film Makers in India and World and Their Films

Anand Patwardhan

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Anil Sharma

Mike Pandey

Sanjay Kak

Michael Moore

Rosie Malek – Yonan

UNIT 3 – Scripting for Documentaries

L-12

1. Scripting a documentary – Elements and steps
2. Types of Documentary Scripting – Pre-shoot/Shooting script & post-shoot script
3. Writing for Documentaries – How is it different from a Fictional Film
4. Screening of Non-fictional Films:

Bombay: Our City (*by Anand Patwardhan, 1985*)

In the name of God (*by Anand Patwardhan, 1991*)

Final Solutions (*Rakesh Sharma, 2004*)

Children of Pyre (*Rakesh S Jala, 2008*)

Smile Pinki (*Megan Mylan, 2008*)

Supermen of Malegaon (*Fiaza Ahmed Khan, 2012*)

UNIT 4 – Documentary Film Production

L-12

1. Documentary Film Production-Steps
2. Budgeting in Documentary
3. Need for Research in Documentary Film-making
4. Editing Styles in Documentary Films

Suggested Readings:

Core Readings:

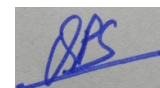
1. Baddeley, W. H. (1981). *The Technique of Documentary Film Production*. London: Focal Press.
2. Kahana, J. (2016). *The Documentary Film Reader: History, Theory, Criticism*. Oxford: Oxford University Press.
3. Jolliffe, G., & Zinnes, A. (2012). *The Documentary Filmmakers Handbook*. New York, NY: Continuum.

Additional Readings:

1. Millerson, G., & Millerson, G. (1999). *Television Production*. Oxford: Focal Press, 13 edition.

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2. Rosenthal, A. (1980). *The Documentary Conscience: A Casebook in Film-making*. Berkeley: University of California Press.
3. Zettl, H. (2005). *Television Production Handbook*, Cengage Learning.

Course Outcomes

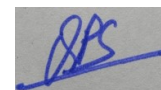
CO 1: Knowledge: To acquire knowledge about the development of communication through the medium of documentary and reality films.

CO 2: Understanding: To develop a thorough understanding of non-fiction storytelling on video and how it has developed historically.

CO 3: Lifelong Learning: To develop a lifelong learning about the importance of identifying, compiling and sharing the stories that emerge from our day to day existence.

CO 4: Communication: To learn to communicate non-fiction narratives in an engaging manner.

CO 5: Research: To learn the methods of research for developing non-fiction stories on audio-visual medium.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FOURTH SEMESTER

(Specialisation in Video Production)

COURSE TITLE	EDITING AND POST-PRODUCTION
COURSE CODE	MMTV 204
LECTURES	4
TUTORIALS / PRACTICALS	0
CREDITS	4
MARKS OF END THEORY	75
EXAM	
MARKS OF INTERNAL	25
ASSESSMENT	

OBJECTIVES OF THE COURSE

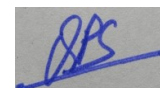
1. To create in students the perception about the aesthetics of sound
2. To explain the techniques of audio equipment used in TV Production
3. To make them learn the different aspects of post-production work
4. To make them understand the different practices in editing

UNIT 1

L - 12

1. Basics of Sound, Need and Importance of Sound in Media
2. Types of sound – voice, natural sound, music, sound effects
3. Physics of Sound: Frequency, Wave Length, Amplitude, Sound Pressure, Loudness.
4. Sound Perspective and sound Presence.
5. Constructing the audio portion of a programme – Narrator Vs no Narrator, on-camera and off-camera Questions, Natural Sound, Music and Sound Effects, Making a Track Chart.
6. Magnetic and Optical Recording Theory.
7. Recording Chain.

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8. Microphones: Characteristics, Types.
9. Mixers and Portable Recorders: Recording Sound on a Portable Camcorder.
10. Standardised recording procedures, monitoring and playback.
11. Equalizing and filtering to improve sound quality.
12. Acoustics and Psycho-acoustics.
13. Dubbing: Adding Sound to Pre-recorded Video Programme.
14. Audio Post-production for Video.

UNIT 2

L - 12

1. What is Editing, Types of Editing, Needs and Importance of Editing.
2. Brief History of Evolution of Film Editing: Early Years, Russian School, Contributions of Pudovkin, Eisenstein and Kuleshov, Hollywood Style, German Expressionism, French New Wave.
3. Language and Grammar of Editing.
4. Role of the Editor – Creative Editor, Technical Editor, Editor as Graphic Artist.
5. Theory of Editing – Continuity Editing, Montage, Spatial and Temporal Continuity. Types of Continuity and Montage, Pace and Rhythm.
6. Functions of the Editing – Combine, Shorten, Correct, Build.
7. Transition and Effects.
8. Sound, Graphics and Design in Editing.

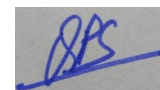
UNIT 3

L - 12

1. Analogue and Digital Editing.
2. Editing on Film based Systems, Video Tape Editing and Computer Based Editing
3. Editing modes – off and online editing, Digital Post-production.
4. Control track and time code editing, A-B Roll Editing.
5. Basic Concepts of Computer Technology, Analog and Digital Video, Compression Formats.
6. Working with Celluloid and Digital Platforms.

Assignment:

1. *Analysis of Editing and Sound Design of various acclaimed Fiction and Non-fiction Films*



UNIT 4: CUTTING BY GENRE

L - 12

1. Action sequences.
2. Dialogue sequences.
3. Chase sequences.
4. Montage sequences.
5. Editing of Non-fiction Programmes.

Suggested Readings:

Core Readings:

1. Anderson, G. H. (1988). *Video editing: and post-production, a professional guide*. White Plains: Knowledge Industry Publications.
2. Browne, S. E. (1997). *Video editing: a postproduction primer*. Boston: Focal Press.
3. Gross, L. S., & Ward, L. W. (2000). *Electronic moviemaking*. Australia: Wadsworth

Additional Readings:

1. James, D. (2009). *Crafting digital media: Audacity, Blender, Drupal, GIMP, Scribus, and other open source tools*. New York: Apress.
2. Millerson, G., & Millerson, G. (1999). *Television Production*. Oxford: Focal Press, 13 edition.
3. Wurtzel, A., & Rosenbaum, J. (1995). *Television production*. New York: McGraw-Hill.
4. Zettl, H. (2005). *Television Production Handbook*, Cengage Learning.

Course Outcomes

CO 1: Knowledge: To develop knowledge of theoretical aspects of video editing, sounds recording, audio post production and visual storytelling.

CO 2: Understanding: To understand the possibilities that exist with regard to video and audio editing.

CO 3: Communication: To learn to create and communicate various simple and complex meanings through the means of motion picture and sound.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FOURTH SEMESTER

(Specialisation in Video Production)

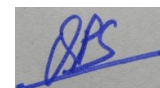
COURSE TITLE	EDITING AND POST- PRODUCTION LAB
COURSE CODE	MMTV 252
LECTURES	0
TUTORIALS / PRACTICALS	8
CREDITS	4
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE To introduce the students to the practices and techniques of sound and editing.

Exercises/Assignments:

1. Demonstration and Use of Microphones, Audio Cables and Connectors.
2. Demonstration and Use of recorders and mixers.
3. Studio based recording of various Programmes.
4. Location Recording Exercises.
5. Music recording with the help of multiple microphones and mixing consoles
6. Sound track design with still images
7. Synchronising the location audio and video of double system shooting.
8. Demonstration of video editing equipment
9. NLE Interface and Data Management
10. Editing practice of various continuity sequences, dialogue sequences and action sequences.
11. Editing exercise of theme based montage sequences

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Course Outcomes

- CO 1: Knowledge:** To develop a thorough knowledge of practical aspects of audio and video post production.
- CO 2: Understanding:** To understand the technical and aesthetic challenges faced during a post-production process and find ways to overcome them.
- CO 3: Communication:** To learn to communicate meaning through juxtaposition of shots and sounds.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FOURTH SEMESTER

(Specialisation in Video Production)

COURSE TITLE	RESEARCH PROJECT
COURSE CODE	MMTV 254
LECTURES	-
TUTORIALS / PRACTICALS	-
CREDITS	6
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE:

- To develop an aptitude towards research amongst the students.
- To help the students to apply the learning of research methodology in an actual Research Project.
- To enrich the portfolio of the student with a Research Project in view of his/her higher education prospects

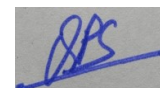
COURSE CONTENTS

Every student will have to do a dissertation /project report in any area of Filmmaking / Video Production detailed in the curriculum under the guidance of any one faculty member as mentor. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of Filmmaking/Documentary Production/Digital Cinematography.

For the research project, the students are required to choose any topic of their choice. However, it is advisable to choose a topic that has value in the contemporary scenario. The research work can be conducted by the student using any method of research/and or production, if the subject demands.

The report is to be written like a research paper along with a power-point presentation of the same. It may be supplemented by a film / video in the form of a documentary film or

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docu-drama or a short fictional film, if the case demands.

Evaluation:

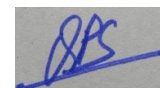
The Research Project carries 100 marks. The report/film will be evaluated by a board of Examiners comprising one Internal and one External Examiner to be appointed by the Vice Chancellor.

Course Outcomes

CO 1: Knowledge: Students will develop applied knowledge of research methods related to TV, Video and Film Industry.

CO 2: Understanding: Students will develop a research project and thus develop an understanding of applying various tools of research methodology.

CO 3: Communication: The learner will develop an ability to communicate and present his findings in a comprehensive, organised and interesting manner before a discerning audience.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FOURTH SEMESTER

(Specialisation in Video Production)

COURSE TITLE	MAJOR PROJECT
COURSE CODE	MMTV 256
LECTURES	-
TUTORIALS / PRACTICALS	-
CREDITS	6
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	60
MARKS OF INTERNAL ASSESSMENT	40

OBJECTIVES OF THE COURSE

To produce a film which can stand the scrutiny of industry professionals.

To come up with a product which showcases the best aspects of the talents and learning of the students.

To enrich the professional portfolio of the student in view of his/her prospects as a professional in the industry..

EXERCISES / PROJECT

Students will make a 25-30 minute long film on an idea and script approved by the jury in the previous semester (in the course titled 'Major Project Proposal).

Groups will submit a detailed production book to the mentor before starting with the production.

Students may make necessary changes in the approved script as per the needs of the production in consultation with the mentor.

EVALUATION

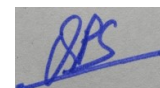
The Major Project will be evaluated by a Jury Comprising Internal Faculty/Project Mentor and two external examiners.

The Jury will watch the film in a public screening organised by the school in the University.

It will be compulsory for all the students of TV production to attend all screenings. The screening will be kept open for other teachers, students and family members of the film makers.

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Course Outcomes

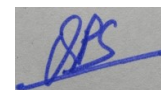
CO 1: Knowledge: Students will learn how to do video production projects based on research, planning, coordination, shooting and post-production.

CO 2: Understanding: By working under continuous guidance of the mentors they will understand the nuances of developing a Video Programme.

CO 3: Lifelong Learning: The student will get the lifelong learning to work with a plan and also adapt to emerging situations.

CO 4: Communication: Students will learn to communicate their ideas and preparations with their mentors and team mates.

CO 5: Research: This paper will help students to apply research related to the subject as well as the audience in developing TV and Video programme production.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
MASTER OF MASS COMMUNICATION
FOURTH SEMESTER
(Specialisation in Video Production)

COURSE TITLE	COMPREHENSIVE VIVA VOCE
COURSE CODE	MMTV 258
LECTURES	-
TUTORIALS / PRACTICALS	-
CREDITS	4
MARKS OF END TERM VIVA VOCE AND PRACTICAL EXAM	100

OBJECTIVES OF THE COURSE

The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

COMPREHENSIVE VIVA :

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

EVALUATION:

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

Course Outcomes

CO 1: Knowledge: Students shall revise the knowledge gained in two years of studies.

CO 2: Understanding: The student will get an opportunity to show their understanding of the subjects studied in the course

CO 3: Communication: The student will practice his ability to communicate the knowledge, skills, understanding and insights that he has developed through the programme.