

**Revised Syllabus**

**Master of Arts (Journalism & Mass Communication)**

**M.A (J&MC)**

**Duration- 2 years full time**

**Programme structure  
And  
Curriculum & scheme of examination**

**2017**

**AMITY UNIVERSITY CHHATTISGARH  
RAIPUR**

## PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

May 2017

## PROGRAM STRUCTURE

### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN 4101	Introduction to Mass Communication	3		-	3
JRN 4102	Print Journalism - Reporting & Editing	2		2	3
JRN 4103	Media Arts - I: Radio & TV	2	-	2	3
JRN 4104	Advertising : Concepts & Principles	2	2	-	4
JRN 4105	Digital Photography	2		2	3
JRN 4106	Design Software	2	1	2	4
JRN 4107	History, Culture & Society	2	1	-	3
JRN 4108	Writing for Media	1		2	2
CSS 4151	Communication Skills - I	1	-	-	1
BEH 4151	Self Development & Interpersonal Skills	1	-	-	1
LAN4151 LAN4152 LAN4153 LAN4154 LAN4155	Foreign Language – I French- I German-I Spanish-I Russian-I Chinese-I	3	-	-	3
	<b>TOTAL</b>				<b>30</b>

### SECOND SEMESTER

JRN 4201	Advertising Planning & Strategy	2	1	-	3
JRN 4202	Print Design & Visualization	2	-	2	3
JRN 4203	Specialized Reporting & Feature Writing	2	-	2	3
JRN 4204	Media Arts - II: Radio & TV	2	1	2	4
JRN 4205	Mass Media & Industry	2	1	-	3
JRN 4206	Public Relation & Corporate Communication	3	1	-	4
JRN 4207	Research – I	3	1	-	4
CSS 4251	Communication Skills - II	1	-	-	1
BEH 4251	Behavioural Communication & Relationship Management	1	-	-	1
LAN4251 LAN4252 LAN4253 LAN4254 LAN4255	Foreign Language – II French- II German-II Spanish-II Russian-II Chinese-II	3	-	-	3
	<b>TOTAL</b>				<b>29</b>

### SUMMER PROJECT (6 CREDIT UNIT)

**Note:** Students must submit their summer project immediately on return from summer vacation in August and the same should be evaluated for 6 credit units, which should be included in the Third Semester marks.

### THIRD SEMESTER

JRN4301	Media Arts - III: Film	3	-	2	4
JRN4302	Research - II	3	1	-	4
JRN4303	Media Planning & Brand Management	2	1	-	3
JRN4304	Media Laws & Ethics	2	1	-	3
JRN4305	Development Communication	2	1	2	4
JRN4306	Digital Media	2	-	2	3
CSS4351	Communication Skills - III	1	-	-	1
BEH4351	Behavioural Science - III	1	-	-	1
LAN4351	Foreign Language - III	2	-	-	2
LAN4352	French-III				
LAN4353	German- III				
LAN4354	Spanish- III				
LAN4355	Russian-III				
LAN4355	Chinese-III				
MJM 360	Summer Project (Evaluation)	-	-	-	6
	<b>TOTAL</b>				<b>31</b>

### FOURTH SEMESTER

JRN 4601	<b>Professional Project Specialization (Any one)</b> <ul style="list-style-type: none"> <li>• Radio</li> <li>• Television</li> <li>• Print</li> <li>• Advertising</li> <li>• Public Relations</li> <li>• Photography</li> <li>• Sports Journalism</li> <li>• Business Journalism</li> </ul>	-	-	-	9
JRN 4401	Media Arts - IV: Cyber Media	3	1	2	5
JRN 4402	Media Analysis	3	2	-	5
CSS 4451	Communication Skills - IV	1	-	-	1
BEH 4451	Professional Excellence	1	-	-	1
JRN 4437	Internship	-	-	-	9
	<b>TOTAL</b>				<b>30</b>

# Curriculum & Scheme of Examination

## INTRODUCTION TO MASS COMMUNICATION

**Course Code:** JRN 4101

**Credit Units:** 03

### Course Objective:

Students will be introduced to the basic aspects of human communication and especially mass communication. Mass Media industries have developed in unprecedented ways due to changes in the society, economy, and technologies. There has been a corresponding change in the way the role of mass communication has been understood. Theories have mostly responded to developments in the Western society but they help us to interpret how these industries interact with the society in the past, present, and future. While in other subjects, students will learn about contemporary forms, in this course they will be introduced to the traditional modes of communication and expression in India which have worked closely with local communities. With this basic grounding in place, students will be able to evaluate mass media within a wider context. Students will be introduced to new ideas through case studies, practical exercises, class presentations, screenings, and reading groups.

### Course Contents:

#### Module I: Introduction to Communication

Process and elements of communications

Levels of communication: individual, group, organizational, mass communication, international and intercultural

Barriers to effective communication

Future of communication studies

Brief introduction to main communication models: wartime to postwar period

Three traditions in communication research: Users and gratification, lifestyle, and reception analysis

Forms and Functions of communication

#### Module II: Traditional Media

Introduction to traditional media

Oral Tradition of story-telling since early civilization

Influence of TM on all forms of mass communication in India

Types: street theatre, puppetry, music, dance, folk and tribal art, local fairs

Elements and case studies of each form

Strengths and limitations

Relationship with the society

Present Scenario

Tool for political, social, economic, and health awareness

#### Module III: Introduction to Mass Communication

Definition and forms of mass communication

History of Western mass media

Four eras in mass communication theories

Era of mass society theory (1850-1940)

Era of scientific perspective on mass media (1940-1950)

Era of limited effects (1950-60s)

Era of cultural criticism (1960s-1980s)

Ongoing Debates

Growth of mass media in India

### Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

(Note: CT has been marked less and compensated with higher weightage for S as students will need to demonstrate their understanding through practical exercises and discussions)

### Text & References:

- Rosengren Erik Karl (2000) Communication: An Introduction, Sage Publications: London.
- Kumar Keval J (2007) (3<sup>rd</sup> edn), Mass Communication in India, Jaico Publications: Delhi.

- Stone Gerald, Singletray, Michael & Richmond P. Virginia (2003) Clarifying Communication Theories: a Hands-On Approach, Surjeet Publications: Delhi
- Baran J Stanley & Davis K Dennis(2002) (2<sup>nd</sup> edn) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd: Singapore
- Dr. Andal N. (2005) Communication Theories and Models, Himalaya Publishing House: Bangalore
- Denis Mc Quail (2005) (5<sup>th</sup> edn) Mc Quail's Mass Communication Theory, Vistaar Publications: New Delhi
- Vir Bala Aggarwal & V S Gupta (2002) Handbook of Journalism & Mass Communication, Concept Publication Company: New Delhi

# PRINT JOURNALISM – REPORTING AND EDITING

**Course Code:** JRN 4102

**Credit Units:** 03

## Course Objective:

This unit will make students familiar with the history of the Indian press. The unit will also teach the basics of journalism and news reporting. News structure, interview skills and news values will be made clear and they will learn the process of editing also. Agency and magazine journalism will also be taught.

## Course Contents:

### Module I: History of Press in India

Press in pre-independent India  
Growth of press post-independence  
Role of English and Vernacular Press during freedom struggle  
Emergence of newspapers, magazines and publication houses  
Growth of Indian news agencies

### Module II: Reporting

What is Journalism?  
What is News, News Value and Sources of News  
Basic elements of News  
Qualities and responsibilities of a reporter  
Interviewing skills required for reporting  
Types of Reporting  
Structure of News Report  
Lead and types of leads  
Body text  
Newsroom Set up  
News Agencies

### Module III: Editing

Copy Editing  
Role and functions of copyeditor  
Newsroom  
Desk management  
Tools of editing  
Editing marks and symbols  
Editing on line  
Rewriting  
Headlines and captions  
Style Guides and importance

### Module IV: Mechanics of newspaper layout and design

Photo-editing: Choosing a picture, Creative cropping, Giving captions  
Relationship between newspaper content and design  
Tools and techniques of layout designing, front page make-up, types and type faces, use of white space in layout designing, importance of dummy

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Rangaswami Parthasarthy, Basic Journalism, McMillan India Ltd.
- M. V. Kamath, The Journalist's Handbook, Vikas Publishing house Pvt. Ltd.
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973
- Julian Harriss, Kelly Leiter & Stanley Johnson (eds.) The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing, Allyn/Bacon, Boston, 1992
- N. N. Sarkar, Art and production, Sagar Publication, New Delhi
- Gulab Kothari, Media management in India, Rawat Publication
- Charles J. Felton, Layout, printing, design and typography, St. Paul West Publishing Company 1990

- Melvin Menchor, Basic news variety, universal book
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973
- Alder Elizabeth, Print that work, Bull Publication California, 1991
- Bruce T. Pabcock, Graphics for desktop publisher, National Text Book. USA
- Ray Paul Nelson, Publication design, Brown Publishers, USA
- Rangaswami Parthasarthy, Basic Journalism, McMillan India Ltd.
- M V. Kamath, The Journalist's Handbook, Vikas Publishing house Pvt. Ltd



# MEDIA ARTS - I: RADIO AND TV

**Course Code: JRN 4103**

**Credit Units: 03**

## Course Objective:

The basic concepts and fundamental elements of Radio and TV production will be introduced to the students in this unit. The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them.

## Course Contents:

### Module I: Characteristics and nature of sound

The basic attributes: Loudness, Frequency, Intensity, Pitch, Amplitude, and Timbre  
Sound Aesthetics- Spatial Hearing, Sound Isolation, Sound perspective (mono and stereo)  
Importance of speech in broadcast media  
Sound and its functions  
Functions of sound in relation to picture.  
Acoustics and psychoacoustics

### Module II: Technique of Capturing Sound

Types of microphones  
Directionality and pick-up patterns  
Cardioid, Omnidirectional, supercardioid and hypercardioid  
Quadraphonic and surround sound  
Construction of mikes- dynamic mics and condenser mics  
Positioning of mics- floor stand, hidden mics, camera mics, wireless mics

### Module III: Lighting

Nature, quality, lighting for TV  
Colour temperature  
Lighting instruments  
Three point lighting  
Creative additions to lighting for different genres

### Module IV: Editing techniques

Editing; principles and techniques  
Continuity and non continuity editing  
Linear and non-linear editing

### Module V: Basic Structure of Video

The basic structure of a Video Camera  
Working mechanism and basic parts of camera  
Types of camera  
Camera Mounts

### Module VI: Aesthetics for broadcast

Camera movements & angles, shots  
Composition principles  
TV as a Medium of close ups  
Role of sound / voice over in TV programs  
TV as a medium of glamour, immediacy, democratizing, Infotainment

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Radio Production, Robert McLeish
- P.C. Joshi, Broadcasting in India, concept Publication

# ADVERTISING: CONCEPTS AND PRINCIPLES

**Course Code: JRN 4104**

**Credit Units: 04**

## Course Objective:

The challenging and very competitive world of Advertising will be unveiled in this module. This fascinating subject will be explored with the specific objective of enabling interested students to eventually carve out a viable career in this field. The modules have been designed to give students in-depth knowledge of the principles and practices of advertising. The mysteries of marketing will also be dwelt upon. Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be explained.

## Course Contents:

### Module I: What is Advertising

Definition

Concepts of Advertisement and Advertising Campaign

Target audience and audiences for advertising

Classification of advertising

### Module II: Advertising as a tool of marketing

The Marketing Plan

Situation Analysis to the Marketing Mix

Introduction to the concepts

Market Share

Target Segment

Positioning

Relationship of advertising to the marketing process

### Module III: Understanding advertising agencies

Types of advertising agencies

Advertising agency structure

Functions of various departments

### Module IV: Segmenting, Targeting and Positioning (STP) strategy

Market Segmentation

Markets, market segments and niches

Basis for segmenting consumer markets

Targeting strategies

Undifferentiated targeting

Differentiating targeting

Niche targeting

Various positioning strategies

Benefit approach

Price –Quality approach

User approach

Product category approach

Competitor approach

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India
- David Ogilvy, Ogilvy on Advertising, Vintage Books
- S.A. Chunawalla, K.C. Sethia, Foundations of Advertising Theory & Practice, Himalaya Publishing

# DIGITAL PHOTOGRAPHY

**Course Code: JRN 4105**

**Credit Units: 03**

## Course Objective:

After being exposed to the basics of photography in the first semester, the students will be eager to try their hands in the comparatively new area of digital photography and imaging. They will be able to start maintaining their portfolios and will be required to make digital presentations and undertake practical assignments.

## Course Contents:

### Module I: Basic of Photography

Traditional photography Vs Digital Photography

History of photography. Types of Shots, Aperture, Shutter speed.

Lighting & its control (Source, Contrast & Direction of light)

Electronic flash & its synchronization

One, two & three point lighting

Working on the Subject (Changing proximity, Varying angles, tightly framing subjects)

### Module II: Aesthetic Variations for various beats

Elements of a Camera (Introduction) – view finder, lens, iris, shutter, film chamber, light metre Camera

Designs –

- a. pinhole camera,
- b. view camera,
- c. compact camera,
- d. T L R
- e. S L R,
- f. Instant/Polaroid camera,
- g. digital camera Exposure control in camera Portrait, wildlife, Nature & landscapes, Night photography, Journalism (photography for newspapers & magazines)

### Module III: Understanding Digital Photography

Digital Image Construction (Size & Resolution of Digital Images)

Uses, Advantages and Limitations of Digital over Conventional Photography Image Sensors (CCD and CMOS)

Formats of a Digital Image

Types of Digital Cameras

### Module IV: Digital Image Manipulation

Problems with Digital Photographs

Commonly used image editors

Editing images with Adobe Photoshop and Photoshop Elements

Printing and Sharing Digital Images

### Module V: Advanced Photography Practicals

Practicing Outdoor Photography

Photography Assignments and Projects

Developing Personal Digital Portfolio

Digital Image Manipulation using various computer software

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

Advanced Photography; Langford, Michael (Focal Press)

- Photography, Handbook, Wright, Terence
- The Darkroom Cookbook; Anchell, Stephen G.
- Practical photography; Freeman, John
- Special Effect; Hicks, Roger & Schultz, Frances
- The art of colour photography; Hedgecoe's, John
- Photography Foundations for art & design; Galer, Mark
- Digital Art Photography by Matthew Bamberg, MA
- Digital Photography by David D. Busch

# DESIGN SOFTWARE

**Course Code: JRN 4106**

**Credit Units: 04**

## Course Objective:

This unit will give students a broad knowledge of the basics of computer usage in Advertising. How to work with computers, what are the design software's? Students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

## Course Contents:

### Module I: Basics of Computer

What is a computer, the Hardware/Software required, Input devices/ Output devices.

Windows, MSOffice: - Ms Word, Ms Power Point, Ms Access,

Networking: - LAN, WAN concept.

### Module II: What is Design?

Design Elements, Design Principles. How elements and principles help in design. Where and how these elements and principles are applicable. Showing how design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).

### Module III: Typography

History of fonts, Sizes of fonts, Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font.

### Module IV: Processes and equipments.

Images: choice of appropriate pictures/graphics, electronic scanning and manipulation using proper resolutions.

### Module V: Software

Page design packages (e.g. **Adobe PageMaker**, **QuarkXpress**, **Adobe Illustrator**, **CorelDraw**), picture management packages (e.g. **Adobe Photoshop**); creation of pages, importation and movement of copy and images, selection and cropping of photographs and graphics, use of text wrap, anchored graphics and rules, various palettes, master pages, templates etc. Adobe Illustrator is used for creating vector graphic images and typography. Also file formats. After creating graphic files, which format you are supposed to save and why? Colour Modes, File Formats, Image resolution etc.

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Adobe Page Maker 7.0 Classroom in a book; BPB Publication
- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen

# HISTORY, CULTURE AND SOCIETY

**Course Code: JRN 4107**

**Credit Units: 03**

## **Course Objective:**

Before stepping out into the field of mass communication and journalism, students need to have basic knowledge, curiosity, and awareness of politics, history, economics, and society. Various teaching methods and streams will be introduced (such as quizzes and debates) to make the students aware of contemporary issues so that they not only have opinions but also can intelligently analyze them in a broad perspective. Classes will be conducted in interesting and interactive ways where examples will be drawn from real life situations and from media texts so that students enjoy learning.

## **Course Contents:**

### **Module I: (History)**

What do you know of Indian history?  
Main periods in Indian history  
Stories of some main events & personalities  
Colonial Rule  
Struggle for Independence  
Modern Independent India  
Division of States and the ongoing debates on autonomies of state  
Post-Liberalization India  
Screening of Chanakya & Bharat Ek Khoj

### **Module II: (Politics)**

Parliamentary, Presidential, and Monarchy  
Single party, two party and Coalition Governments  
Federal and Centralized System  
3 wings of the Government: Judiciary, Legislation, and Executive  
Chief national personalities figuring in current news  
Important bills, Parliamentary Acts and Constitutional amendments passed by Indian Parliament over past 5 years  
Important Supreme Court rulings over past five years  
Bi-polar and uni-polar world after fall of communism  
Chief international personalities figuring in current news  
Regions of conflict in the world  
Role of UN umbrella over past 10 years

### **Module III: (Economics)**

India a mixed economy –feudalism, socialism, and capitalism  
Industrial and agricultural economies  
Developing, Developed, and Under-Developed economies  
Role of Private and Public Enterprise in the economy  
Role of Banks: RBI, World Bank, Asian Development Bank  
Regional economic groupings and their functioning  
The European Union and its expansion  
World Economic Forum  
Indian Economy: Growth Patterns

### **Module IV: (Society)**

Globalization and its cultural impact  
Global warming and environment  
Naxalism and Marxism  
Family, marriage, and gender relationships  
Cultural shifts in Indian society  
Urbanization & migration  
Growth of Entertainment Industry  
Shifts in the Indian Sports Scenario  
Criminalization of politics  
Reservation & Positive Affirmation  
New Age Spiritualism/ Health

### **Module V: (Science and Scientific Temper)**

Modern day debates on War and warfare

Debates on Nuclear Non-Proliferation  
Nanotechnology  
Latest developments in bio-technology  
Nobel Prizes in Science  
Debates on Cloning

**Examination Scheme:**

<b>Components</b>	<b>P</b>	<b>A</b>	<b>CT</b>	<b>EE</b>
<b>Weightage (%)</b>	10	5	15	70

**Text & References:**

- Newspapers
- Magazines
- Online literature
- Journals

# Writing For Media

**Course Code: JRN 4108**

**Credit Units: 02**

## Course Objective:

Through this course students will learn basics of Media Writing. Writing skills will be enhanced through this subject. This writing will be focused on Print, Radio, TV and new media.

## Course Contents:

### Module I: Writing for Print Media

Writing news for Newspapers  
Writing news for magazines  
Writing Book reviews  
Writing film reviews  
Writing Editorial, Writing features

### Module II: Writing for Television

Writing news for TV, Script for News  
Selection of words for TV news  
TV Interview question preparation  
Writing for soap operas  
Writing for Documentaries

### Module III: Writing for Radio

Writing for Radio News  
Writing for Radio Drama, Radio Feature, Radio Interview  
Writing for different type of radio programs

### Module IV: Writing for PR and Advertising

Writing Press Release, Pre and Post Press Release  
Writing Reports  
Writing for Newsletter, Writing for Ad-Copy  
Preparation for Ad Copy, Slogan Writing, Punch line writing  
Tag line writing

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

Taylor, Shirley, Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England.

Thomas S. Kane, Oxford Essentials Guide To Writing

Robey, L Cora, New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando

Usha Raman, Writing for Media. Oxford Edition 2009.

# COMMUNICATION SKILLS – I

**Course Code: CSS 4151**

**Credit Units: 01**

## **Course Objective:**

The Course is designed to give an overview of the four broad categories of English Communication thereby enhance the learners' communicative competence.

## **Course Contents:**

### **Module I: Listening Skills**

Effective Listening: Principles and Barriers

Listening Comprehension on International Standards

### **Module II: Speaking Skills**

Pronunciation and Accent

Reading excerpts from news dailies & magazines

Narrating Incident; Story telling.

Extempore & Role Plays

### **Module III: Reading Skills**

Vocabulary: Synonyms, antonyms, diminutives, homonyms, homophones

Idioms & phrases

Foreign words in English

### **Module IV: Writing Skills**

Writing Paragraphs

Précis Writing

Letter writing

Coherence and structure

Essay writing

### **Module V: Activities**

News reading

Picture reading

Movie magic

Announcements

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge



# **BEHAVIOURAL SCIENCE - I**

## **(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)**

**Course Code: BEH 4151**

**Credit Units: 01**

### **Course Objective:**

This course aims at imparting an understanding of:  
Self and the process of self exploration  
Learning strategies for development of a healthy self esteem  
Importance of attitudes and their effect on work behaviour  
Effective management of emotions and building interpersonal competence.

### **Course Contents:**

#### **Module I: Understanding Self**

Formation of self concept  
Dimension of Self  
Components of self  
Self Competency

#### **Module II: Self-Esteem: Sense of Worth**

Meaning and Nature of Self Esteem  
Characteristics of High and Low Self Esteem  
Importance & need of Self Esteem  
Self Esteem at work  
Steps to enhance Self Esteem

#### **Module III: Emotional Intelligence: Brain Power**

Introduction to EI  
Difference between IQ, EQ and SQ  
Relevance of EI at workplace  
Self assessment, analysis and action plan

#### **Module IV: Managing Emotions and Building Interpersonal Competence**

Need and importance of Emotions  
Healthy and Unhealthy expression of emotions  
Anger: Conceptualization and Cycle  
Developing emotional and interpersonal competence  
Self assessment, analysis and action plan

#### **Module V: Leading Through Positive Attitude**

Understanding Attitudes  
Formation of Attitudes  
Types of Attitudes  
Effects of Attitude on  
Behaviour  
Perception  
Motivation  
Stress  
Adjustment  
Time Management  
Effective Performance  
Building Positive Attitude

#### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal  
Assessment of Behavioural change as a result of training  
Exit Level Rating by Self and Observer

### **Text & References:**

- Towers, Marc: Self Esteem, 1<sup>st</sup> Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book Company.

- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1<sup>st</sup> Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1<sup>st</sup> Edition, Harmony Books
- Chatterjee Debashish, Leading Consciously: 1998 1<sup>st</sup> Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

# FRENCH - I

**Course Code:** LAN4151

**Credit Units: 03**

## Course Objective:

To familiarize the students with the French language

- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

## Course Contents:

**Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Object if 1, 2**

Only grammar of Unité 3: object if 3, 4 and 5

### Contenu lexical: Unité 1: Découvrir la langue française: (oral et écrit)

1. se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

### Unité 2: Faire connaissance

1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

### Unité 3: Organiser son temps

1. dire la date et l'heure

### Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ce que, où, quand, comment, quel(s), quelle(s)  
Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : Campus: Tome 1

# GERMAN - I

**Course Code:** LAN4152

**Credit Units: 03**

## Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

## Course Contents:

### Module I: Introduction

Self introduction: heissen, kommen, wohnen, lernen, arbeiten, trinken, etc.

All personal pronouns in relation to the verbs taught so far.

Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!),

Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!,  
Es geht!, nicht so gut!, so la la!, miserabel!

### Module II: Interviewspiel

To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview – game for self introduction.

### Module III: Phonetics

Sound system of the language with special stress on Diphthongs

### Module IV: Countries, nationalities and their languages

To make the students acquainted with the most widely used country names, their nationalities and the language spoken in that country.

### Module V: Articles

The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

### Module VI: Professions

To acquaint the students with professions in both the genders with the help of the verb “sein”.

### Module VII: Pronouns

Simple possessive pronouns, the use of my, your, etc.

The family members, family Tree with the help of the verb “to have”

### Module VIII: Colours

All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

### Module IX: Numbers and calculations – verb “kosten”

The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.

“Wie viel kostet das?”

### Module X: Revision list of Question pronouns

W – Questions like who, what, where, when, which, how, how many, how much, etc.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

## Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3

- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmoe, Deutsch als Fremdsprache 1A, Grundkurs

# SPANISH – I

**Course Code:** LAN4153

**Credit Units:** 3

## **Course Objective:**

To enable students acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary

## **Course Contents:**

### **Module I**

A brief history of Spain, Latin America, the language, the culture...and the relevance of Spanish language in today's global context.

Introduction to alphabets

### **Module II**

Introduction to '*Saludos*' (How to greet each other. How to present / introduce each other).

Goodbyes (*despedidas*)

The verb *llamarse* and practice of it.

### **Module III**

Concept of Gender and Number

Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

### **Module IV**

Introduction to *SER* and *ESTAR* (both of which mean To Be). Revision of '*Saludos*' and '*Llamarse*'. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of *Ser* and *Estar*.

### **Module V**

Time, demonstrative pronoun (*Este/esta, Aquel/aquella* etc)

### **Module VI**

Introduction to some key AR /ER/IR ending regular verbs.

## **Examination Scheme:**

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Español, En Directo I A
- Español Sin Fronteras

# CHINESE – I

**Course Code: LAN4155**

**Credit Units: 03**

## Course Objective:

There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## Course Contents:

### Module I

Show pictures, dialogue and retell.

Getting to know each other.

Practicing chart with Initials and Finals. (CHART – The Chinese Phonetic Alphabet Called “Hanyu Pinyin” in Mandarin Chinese.)

Practicing of Tones as it is a tonal language.

Changes in 3<sup>rd</sup> tone and Neutral Tone.

### Module II

Greetings

Let me Introduce

The modal particle “ne”.

Use of Please ‘qing’ – sit, have tea ..... etc.

A brief self introduction – Ni hao ma? Zaijian!

Use of “bu” negative.

### Module III

Attributives showing possession

How is your Health? Thank you

Where are you from?

A few Professions like – Engineer, Businessman, Doctor, Teacher, Worker.

Are you busy with your work?

May I know your name?

### Module IV

Use of “How many” – People in your family?

Use of “zhe” and “na”.

Use of interrogative particle “shenme”, “shui”, “ma” and “nar”.

How to make interrogative sentences ending with “ma”.

Structural particle “de”.

Use of “Nin” when and where to use and with whom. Use of guixing.

Use of verb “zuo” and how to make sentences with it.

### Module V

Family structure and Relations.

Use of “you” – “mei you”.

Measure words

Days and Weekdays.

Numbers.

Maps, different languages and Countries.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

## Text & References:

- “Elementary Chinese Reader Part I” Lesson 1-10

# ADVERTISING PLANNING AND STRATEGY

**Course Code: JRN 4201**

**Credit Units: 03**

## Course Objective:

The students will now be ready to understand the nitty gritty of advertising. Brands will be introduced and brand management, positioning and loyalty will be discussed. The steps involved in developing an advertising plan will be taught. The consumers, who are the ultimate targets of the advertisers, will also be examined in this section. Students will undertake studies to evaluate and understand their behavior, preferences and compulsions. The all- important decision making process will find adequate mention in the classroom. An understanding of the media which is so vital for the completion of the advertising process will also be examined in detail.

## Course Contents:

### Module I: The Advertising Plan

Steps involved in developing an advertising plan  
Situation analysis  
Identify target audience  
Determine communication objective  
The creative plan  
Copywriting  
The Media Plan: selecting the communication channel  
Determining the advertising budget  
Deciding on the communication mix  
Evaluation

### Module II: Advertising and Consumer Behavior

The Decision process  
Low-Involvement Decision Process  
High-Involvement Decision process  
Stages in the decision process

### Module III: Advertising and Ethics

ASCI's code of Advertising Practice  
Truth in advertising  
Advertising to children  
Advertising controversial products

### Module IV: How advertising works

Rational to emotional approaches  
Advertising strategies  
Generic  
Preemptive  
USP  
Positioning  
Brand Image Approach  
Resonance  
Affective  
Concept of an advertising brief  
Study of various elements of a brief and how advertising evolves out of a brief

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India
- David Ogilvy, Ogilvy on Advertising, Vintage Books
- S.A. Chunawalla, K.C. Sethia, Foundations of Advertising Theory & Practice, Himalaya Publishing
- Frank Jefkins, Advertising, Macmillan India Limited
- J. Thomas Russell, Advertising Procedure, Prentice Hall
- Dr. Jaishri N. Jethwaney, Advertising, Phoenix Publishing House



- Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, Advertising, South Western College Publishing
- Herschell Gordon Lewis, Nelson, Handbook of Advertising, NTC Business Books
- Roderick White, Advertising, McGraw-Hill
- Sean Brierley, The Advertising Handbook, Routledge

# PRINT DESIGN AND VISUALIZATION

**Course Code: JRN 4202**

**Credit Units: 03**

## Course Objective:

The course provides students a broad knowledge of designing of layouts of various mediums. They will learn the terminology used in layouts and designs in indoor medium (newspapers, periodicals, leaflets etc.) as well as outdoor medium (hoardings, posters, banners etc.). The students will study the design for advertising layouts, graphics, taking into the consideration the choice of typeface and positioning and choice of colors, images and text. They will also learn the terminology used in page layout and design and the importance of house styles. Their work will include practical project as well as investigations into current advertising design and editing practices in a variety of print forms.

## Course Contents:

### Module I: House styles

What is style sheet? How to create style sheet? Style guide: examples from newspapers, magazines; own guide produced for new publication.

Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc, text manipulation, juxtaposition of text/images/advertising, Typography.

### Module II: Comparison in newspapers and magazines

What is the difference between Newspaper & Magazine layouts? What needs to take care when creating layouts for Fashion feature or Business articles or News pages. Which software is to be used for making layouts, creating vector graphics and raster images? Proper utilization of design elements and principles in layouts.

### Module III: Advertising concepts

Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation.

Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design.

Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers, and Banners etc. Choice and usage of images and colors in advertisements.

### Module IV: Relevant Softwares to design Advertisements

Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.

Photoshop, PageMaker, CorelDraw, Illustrator, and their relevant usage in creating different forms of design for advertisements and campaigns.

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen

# SPECIALIZED REPORTING AND FEATURE WRITING

**Course Code: JRN 4203**

**Credit Units: 03**

## **Course Objective:**

After learning the basics of newspaper reporting in the first semester, the students will now be required to delve into the issues of specialization in news. The concepts of beats will be introduced and they will learn the subtle differences between reporting on politics, business, sports and crime. The student will be give focus on the principles of editing, mechanics of newspaper layout and design and acquiring skills for feature writing.

## **Course Contents:**

### **Module I: Beat Reporting**

Covering a news beat

Coverage of various beats: crime, education, health, civic affairs and local government.

Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections)

Parliament Reporting (Parliament Structure, reporting on legislature)

Covering the Government (PIB, Ministries)

Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)

### **Module II: Business & Sports Reporting**

Basic Business Knowledge & Business Bodies

Corporate Reporting

Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries)

Stock market coverage

How to develop good sports writing skills

Covering local, national and international level events

Entertainment and Lifestyle Reporting

### **Module III: Investigative Reporting**

Definition and elements

Tools of investigative reporting

Importance of Sources

Sting Operations and latest trends

Relevant Case studies: Indian and International

### **Module IV: Feature Writing**

How to write a feature

Different types of features

Book reviews and film reviews

## **Examination Scheme:**

<b>Components</b>	<b>P</b>	<b>A</b>	<b>CT</b>	<b>EE</b>
<b>Weightage (%)</b>	10	5	15	70

## **Text & References:**

- Journalism Reporting; Sharma, Seema
- Writing the New's; Fox, Walter
- The newswriter's Handbook; Stein, M.L. & Paterno, Susan F.
- Basic News writing; Mencher, Melvin
- News Writing; Hough, George A.
- Sports Writing: The Lively Game; Fink Conrad C.
- 21<sup>st</sup> Century Journalism in India; Rajan, Nalini
- The Newspapers Handbook; Keeble, Richard

## MEDIA ARTS - II: RADIO AND TV

**Course Code:** JRN 4204

**Credit Units: 04**

### Course Objective:

This unit will give students the opportunity to study the contemporary conventions and practices in Television and Radio Journalism. Students will be taught to identify and examine key principles involved and required in news broadcasting, and TV and radio programming. This unit will train the student in basics of news and feature reporting, writing and programming.

### Course Contents:

#### Module I: Writing For Media

Writing styles for Broadcast Medium  
TV - Writing for visuals, Conversational Writing  
Terminology  
Script, screen play, story board, script formats  
Writing for different formats  
Radio- Writing for ear  
Style, Radio scripts for different formats, Jargon and terminology

#### Module II: Lighting

Nature, quality, lighting for TV  
Colour temperature  
Lighting instruments  
Three point lighting  
Creative additions to lighting for different genres

#### Module III: Editing techniques

Editing; principles and techniques  
Continuity and non-continuity editing  
Linear and non-linear editing

#### Module IV: Introduction to TV journalism

Basic contours and characteristics of TV news journalism.  
TV news room- hierarchy, role of each element in hierarchy  
The news process from field reporting to packaging and going on Air  
Various technical departments  
Functioning of each department  
Designations of technical staff  
Equipments or hardwares for a news channel  
Utility of each  
Importance of technical functioning in a news channel  
Coordinating with the newsroom  
Professional terminologies  
Functioning while working on a live bulletin and recorded programme  
TV news bulletin; rundown, stacking, blocking

#### Module V: Television Reporting: the human angle

Qualities and attributes of a broadcast reporter.  
Essentials during reporting  
Live reporting and working on a story  
Different functioning for different beats  
Interviewing skills  
The news Anchor- qualities, role and responsibilities.

### Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

### Text & References:

- William Crawley & David Page (Eds.), Satellites over South Asia, Sage, India, 2000
- Geeta Sen, Image and imagination, Mopin Publishing

- Gopal Sexena, Television in India, Vikas Publishing House
- E. Moris, Broadcasting reforms in India, Oxford University Press

# MASS MEDIA INDUSTRY

**Course Code: JRN 4205**

**Credit Units: 03**

## **Course Objective:**

A knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

## **Course Contents:**

### **Module I: Media as an industry**

Journalists becoming managers  
Ownership patterns in Print Media  
Ownership patterns in Broadcast Media  
Organizational structure  
Fieldtrip to media industries

### **Module II: Contemporary Practices**

Overview of Indian Media Market  
Growth of the Indian Print Business: Problems and Prospects  
Growth of the Television Industry: Problems and Prospects  
Radio Industry: Growth, Problems and Opportunities  
Indian Film Industry: Growth and success story, problems and prospects  
Overview of the Indian Music Industry

### **Module III: Media and Globalization**

Foreign equity in Indian media  
The concept of global media  
Global Media Giants  
Critical analysis of media globalization

## **Examination Scheme:**

<b>Components</b>	<b>P</b>	<b>A</b>	<b>CT</b>	<b>EE</b>
<b>Weightage (%)</b>	10	5	15	70

## **Text & References:**

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala

# PUBLIC RELATIONS AND CORPORATE COMMUNICATION

**Course Code: JRN 4206**

**Credit Units: 04**

## Course Objective:

This unit provides an introduction to the principles, concepts and objectives of Public Relations & Corporate Communication. Media handling and planning which are integral parts of successful Public Relations in today's world will be explained. The students will also be taught the techniques of effective press release writing, how to issue releases, statements.

## Course Contents:

### Module I: Public Relations

Basics of Public Relations: Evolution and History of PR  
Definitions and Concepts: PR definition and PR w.r.t allied disciplines  
Political and financial PR, PR as management function.  
Role and Objectives of PR (need of PR for effective employee & community relations)  
Publics in public relations: Internal and External PR, targeting the correct public.  
Public Relations in India and other developing countries.  
Globalisation & PR: Changing trends in PR

### Module II: Public Relations and Media Affairs

Planning Process in PR: Research –Brief Intro of qualitative and Quantitative research methods and Media Planning,  
Implementation and Evaluation of Campaign and techniques, program budget & assessing results  
Event and Crisis management  
Media Relations (Understanding the Media, Media events and facility visit, principles of good media relations)

### Module III: PR tools

Press releases, Backgrounders, catalogues, Brochures, Journals, annual reports, writing company profile, Newsletter (types & contents)  
Making press kit, organizing press conference (Role & importance, press reception and conference organization)  
Public Relations & Socio –Economic development  
Public Relations in Journalism and Advertising  
Public Relations Laws and Ethics  
PRSI, origin, Objectives and Achievements

### Module IV: Corporate Communication

PR vs Corporate Communication  
Introduction, its need, importance and functions  
Elements of corporate communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy  
Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management, Celebrity endorsement

### Module V: Tools of Corporate Communication

Desktop Publishing (DTP)  
Corporate Communication through websites, designing of website  
Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report  
Types of leaflets, formal and informal invitations, Designing of leaflets, invitations  
Blogs, Pod casting, chat rooms, social networking sites and current TV: Impact of citizen journalism and “Transparency” on Corporate communications practice

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Anne Gregory, Planning and Managing a Public Relations campaign: A step by Step guide, The institute of Public Relations, London, Kogan Page 1999
- Corporate Communication: Principle, Techniques and Strategies, Kogan Page. 1997
- Scott M Cutli and Allen H Centre, Effective Public Relations, Prentice Hall, 1990

- Baldev Sahai, Public Relations a Scientific Approach, Scope Publication, New Delhi
- D.S. Mehta, Handbook of Public Relation in India , Allied Publishers, New Delhi
- J.N. Kaul, Public Relations in India , Nyay Prakashan, Calcutta
- Frank Jefkins, Public Relations, Pitman Publishing , London
- Media Management; Kundra. S
- The power of Corporate Communication: Argenti, Paul, A & Forman , Janis
- Event Management :Lynn Van Der Wagem
- Corporate Communication: Joseph Fernandez
- Corporate :Paul A. Argenti
- Corporate Communication Concepts and Cases: Nagendra V Chowdhary



# RESEARCH - I

**Course Code: JRN 4207**

**Credit Units: 04**

## Course Objective:

This course aims to ensure that the students have a comprehensive understanding of the issues and different approaches that are involved in undertaking research. In semester two the emphasis will be on qualitative approaches to research. This includes being well-versed in the theory and practice of research. Students will be able to conduct research individually and as a group in a clear and imaginative manner and in oral and written mediums. Students will learn how to access, analyze and use information by using a range of research tools for their projects in different subjects.

## Course Contents:

### Module I: Introduction to Research

Meaning and importance of research

Historical Overview of Mass Communication Research Theories

5 W's of Research: why, what, where, who, and which

Two types of research: basic and applied research

Ethical issues of informed and voluntary consent

Framing the right research questions

Different ways of starting a research process: a question or a hypothesis

### Module II: Research Process

Four Stages of Research

Preliminary research: location, people, allocation of resources, deadlines, requirements, literature review, planning the research design, and understanding the variables, and timeline

Data recording: primary and secondary data, techniques of collecting data, recording instruments, and coding devices.

Data analysis and organization: writing choices, forms of writing (report, proposal, dissertation), formats and conventions of writing, technological tools

Presentation of final outcomes: knowing the conventional formats

Theoretical approaches to data collection and analysis: Positivism, Feminism, and Postmodernism

Action Research: a feminist concept (observation, intervention, participation, observation)

### Module III: Research Methods

Brief historical background of central debates

Main models of research: deductive & inductive, qualitative & quantitative approach

Understanding Ethnography and how it utilizes the following research methods

Focusing on Qualitative Methods: its uses, features, advantages and disadvantages

Interview: Different types (individual, couple, and group), forms (structured, semi-structured, and unstructured), mediums (TV, Radio, and Print)

Observation: direct observation, auto-observation, and participant-observation

Content analysis

Discourse analysis

Comparative analysis

Focus Group

Case Study

Longitudinal Study

### Module IV: Research Project

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Thomas R. Lindlof & Bryan C. Taylor (2002) (2<sup>nd</sup> edn.) Qualitative Communication research methods, Sage Publications: London.
- Kimberly A. Neuendorf (2005) (1<sup>st</sup> edn.) The Content Analysis Guidebook, Sage Publications: London.
- Roger D. Wimmer and Joseph R. Dominick (2005) (8 edn.) Mass Media Research, Wadsworth Publishing: London.

- White, Patrick (2009) Developing research questions: a guide for social scientists, Palgrave Macmillian: Basingstoke.
- Alasuutari, Pertti and Bickman, Leonard (2008) The SAGE handbook of social research methods, edited by Julia Brannen, Sage: London.
- Kothari, C. R (1990) Research Methodology: Methods and Techniques: Wishwa Prakashan: New Delhi.
- Berger, Arthur Asa (2000) Media and Communication Research Methods an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.

## COMMUNICATION SKILLS - II

**Course Code:** CSS 4251

**Credit Units:** 01

### Course Objective:

To enrich the understanding of English language and communication, structure, style, usage, and vocabulary for global business purposes.

### Course Contents:

#### Module I: Fundamentals of Communication

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Enhancing listening

Forms of Communication: one-to-one, informal and formal

#### Module II: Verbal Communication (Written)

Business Letter

Social correspondence

Writing resume and Job applications

#### Module III: Speaking skills

Conversational English

Guidelines to give an effective presentation

Activities to include:

Presentations by students

Just a minute

### Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

### Text & References:

- Business Communication, Raman – Prakash, Oxford
- Textbook of Business Communication, Ramaswami S, Macmillan
- Speaking Personally, Porter-Ladousse, Cambridge

# **BEHAVIOURAL SCIENCE - II**

## **(BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)**

**Course Code: BEH 4251**

**Credit Units: 01**

### **Course Objective:**

This course aims at imparting an understanding of:

Process of Behavioural communication

Aspects of interpersonal communication and relationship

Management of individual differences as important dimension of IPR

### **Course Contents:**

#### **Module I: Behavioural Communication**

Scope of Behavioural Communication

Process – Personal, Impersonal and Interpersonal Communication

Guidelines for developing Human Communication skills

Relevance of Behavioural Communication in relationship management

#### **Module II: Managing Individual Differences in Relationships**

Principles

Types of issues

Approaches

Understanding and importance of self disclosure

Guidelines for effective communication during conflicts

#### **Module III: Communication Climate: Foundation of Interpersonal Relationships**

Elements of satisfying relationships

Conforming and Disconfirming Communication

Culturally Relevant Communication

Guideline for Creating and Sustaining Healthy Climate

#### **Module IV: Interpersonal Communication**

Imperatives for Interpersonal Communication

Models – Linear, Interaction and Transaction

Patterns – Complementary, Symmetrical and Parallel

Types – Self and Other Oriented

Steps to improve Interpersonal Communication

#### **Module V: Interpersonal Relationship Development**

Relationship circle – Peer/ Colleague, Superior and Subordinate

Initiating and establishing IPR

Escalating, maintaining and terminating IPR

Direct and indirect strategies of terminating relationship

Model of ending relationship

#### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

### **Text & References:**

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1<sup>st</sup> Edition Cassell
- Harvard Business School, Effective Communication: United States of America
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.

# FRENCH - II

**Course Code:** LAN 4251

**Credit Units: 03**

## Course Objective:

- To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.
- To make them learn the basic rules of French Grammar.

## Course Contents:

**Module A: pp.38 – 47: Unité 3: Objectif 3, 4, 5, 6**

**Module B: pp. 47 to 75 Unité 4, 5**

**Contenu lexical: Unité 3: Organiser son temps**

1. donner/demander des informations sur un emploi du temps, un horaire  
SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour ...
  - i) prendre un rendez-vous/ accepter et confirmer/ annuler
  - ii) inviter/accepter/refuser
3. Faire un programme d'activités  
imaginer une conversation téléphonique/un dialogue  
Propositions- interroger, répondre

**Unité 4: Découvrir son environnement**

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

**Unité 5: s'informer**

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

**Contenu grammatical:**

1. Adjectifs démonstratifs
2. Adjectifs possessifs/exprimer la possession à l'aide de :
  - i. « de » ii. A+nom/pronom disjoint
3. Conjugaison pronominale – négative, interrogative - construction à l'infinitif
4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il faut... »/ «il ne faut pas... »
5. passé composé
6. Questions directes/indirectes

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : Campus: Tome 1

# GERMAN – II

**Course Code: LAN 4252**

**Credit Units: 03**

## Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

## Course Contents:

### Module I: Everything about Time and Time periods

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

### Module II: Irregular verbs

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lessen, schlafen, sprechen und ähnliche).

### Module III: Separable verbs

To comprehend the change in meaning that the verbs undergo when used as such

Treatment of such verbs with separable prefixes

### Module IV: Reading and comprehension

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

### Module V: Accusative case

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

### Module VI: Accusative personal pronouns

Nominative and accusative in comparison

Emphasizing on the universal applicability of the pronouns to both persons and objects

### Module VII: Accusative prepositions

Accusative prepositions with their use

Both theoretical and figurative use

### Module VIII: Dialogues

Dialogue reading: 'In the market place'

'At the Hotel'

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

## Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

## SPANISH – II

**Course Code:** LAN 4253

**Credit Units: 03**

### **Course Objective:**

To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

### **Course Contents:**

#### **Module I**

Revision of earlier modules.

#### **Module II**

Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

#### **Module III**

More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (*bueno/malo, muy, mucho, bastante, poco*). Simple texts based on grammar and vocabulary done in earlier modules.

#### **Module IV**

Possessive pronouns

#### **Module V**

Writing/speaking essays like my friend, my house, my school/institution, myself....descriptions of people, objects etc, computer/internet related vocabulary

### **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

### **Text & References:**

- Español, En Directo I A
- Español Sin Fronteras

# CHINESE – II

**Course Code: LAN 4255**

**Credit Units: 03**

## **Course Objective:**

Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## **Course Contents:**

### **Module I**

Drills  
Practice reading aloud  
Observe Picture and answer the question.  
Tone practice.  
Practice using the language both by speaking and by taking notes.  
Introduction of basic sentence patterns.  
Measure words.  
Glad to meet you.

### **Module II**

Where do you live?  
Learning different colors.  
Tones of “bu”  
Buying things and how much it costs?  
Dialogue on change of Money.  
More sentence patterns on Days and Weekdays.  
How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end ..... etc.  
Morning, Afternoon, Evening, Night.

### **Module III**

Use of words of location like-li, wai hang, xia  
Furniture – table, chair, bed, bookshelf,.. etc.  
Description of room, house or hostel room.. eg what is placed where and how many things are there in it?  
Review Lessons – Preview Lessons.  
Expression ‘yao’, ‘xiang’ and ‘yaoshi’ (if).  
Days of week, months in a year etc.  
I am learning Chinese. Is Chinese difficult?

### **Module IV**

Counting from 1-1000  
Use of “chang-chang”.  
Making an Inquiry – What time is it now? Where is the Post Office?  
Days of the week. Months in a year.  
Use of Preposition – “zai”, “gen”.  
Use of interrogative pronoun – “duoshao” and “ji”.  
“Whose”??? Sweater etc is it?  
Different Games and going out for exercise in the morning.

### **Module V**

The verb “qu”  
Going to the library issuing a book from the library  
Going to the cinema hall, buying tickets  
Going to the post office, buying stamps  
Going to the market to buy things.. etc  
Going to the buy clothes .... Etc.  
Hobby. I also like swimming.  
Comprehension and answer questions based on it.



**Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

**Text & References:**

- “Elementary Chinese Reader Part I” Lesson 11-20

# MEDIA ARTS III: FILMS

**Course Code: JRN 4301**

**Credit Units: 04**

## Course Objective:

This course focuses on the language of filmmaking and its techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, film appreciation will also be a part of the semester. The ability to analyze and put film studies in proper perspective will be intended during the course.

The finer nuances of cinema will be explained. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

## Course Contents:

### Module I: Language of cinema

Shots, camera angles, movements

Mise-en-scene

Dimensions of Sound: sync and non-sync, sound effects, and silence, dialogues, ambient sound.

Narrative Composition: 3 plot structure, Characterization & Dramatic Structure

Ideation and Visualization, Screen Play, Storyboarding

### Module II: Production Overview

Three stages of Film Production: Pre-production, Production, Post Production

Lighting

Art Direction

Departments and their role

Role and importance of the director

Division of roles between creative and technical personnel

### Module III: Aesthetics of film

Sound as a metaphor

Importance of silence

Misc en scene and interpretations

Continuity vs discontinuity

Film space and screen space

Changing dimensions of pace and rhythm

### Module IV: Film Genres

Narrative and non narrative

Fiction: romance, comedy, family drama, suspense thriller

Documentary Film and its sub-gneres

The bollywood masala

### Module V: Film Studies

Film Genre and Auteur Theory

Feminist Film Theory

New Wave Cinema

Changing trends in Indian cinema

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Directing the Documentary; Rabiger, Michael
- Movies and Methods V1; Nichols, Bill
- Movies and Methods V2; Nichols, Bill
- Film Art: An Introduction, D. Bordwell, K. Thomson 1990
- Image and imagination, Geeti Sen
- The Cinematic Society, Norman K. Denzin
- The Image trap, M.S.S. Pandian

- The Camera Age, Michael J. Arlen
- Gurudutt, Nasreen Munni Kabir
- 100 Years of Cinema, Prabodh Maitra

# RESEARCH – II

**Course Code: JRN 4302**

**Credit Units: 04**

## Course Objective:

This course aims are similar to the semester two but the students will be given an overview of different aspects and issues involved in using quantitative methods independently and in conjunction with qualitative methods but without becoming too detailed. The course will teach students the art of research writing and provide detailed insight into undertaking a research project which will be an extension of the earlier semester in terms of its scope, methodologies, and presentation.

## Course Contents:

### Module I: Research Methods

Type of research design: experimental, non-experimental, and quasi-experimental

Introduction to hypothesis testing

Type of variables: independent, dependent and controlled

Data collection: The process of measurement, measuring techniques, levels and problems of measurement, psychometric features of an instrument (reliability and validity), developing a survey questionnaire, secondary analysis, and basic ideas involved in sampling and concise introduction to various sampling strategies

Data Analysis: simple and multiple correlation and regression

Examples when qualitative & quantitative methods of collection and analysis are combined

Computer Softwares for Quantitative and Qualitative Analysis: SPSS for quantitative data, for qualitative data there are two types: QSR N6 for academic purposes and XSight (QSR, 2004) for market researchers

### Module II: Research Writing

Types of writers

Stages of writing: first draft, second draft, final draft and proof-reading

Writing to report vs. writing to learn

Difference between proposal, report and thesis

Writing as a continuous process: defining the idea, methodological framework, pilot project, main findings

Mistakes, Lessons, and Emerging Insights of the Pilot Project

Writing the final findings, insights, questions for future research

Structure and conventions of research writing: Title of the Project, Abstract, Acknowledgements, Table of Contents and Indexing, format of referencing, Difference between footnotes and endnotes, Presenting tables, graphs, diagrams, and appendix

### Module III: Main Project

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- David J. Luck and Ronald S. Rubin (1987) Marketing Research, Prentice-Hall: Englewood Cliffs, NJ
- Singh, A.K. (2006) Tests, measurements, and research methods in Behavioural Sciences, Bharti Bhawan: Patna.
- Bell, Judith (2005) (4th edn.) Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Buckingham: Open University Press.
- Kothari, C. R (1990) Research Methodology: Methods and Techniques: Wishwa Prakashan: New Delhi.
- Berger, Arthur Asa (2000) Media and Communication Research Methods an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.
- K N Krishnaswamy, A.I. Sivakumar and M Mathirajan (2006). Management Research Methodology: Integration of Methods and Techniques. Pearson Education: New Delhi.
- Schroder, Kim; Drotner, Kristen; Kline, Stephen & Murray, Catherine (2003) Researching Audiences, Oxford University Press: Delhi.
- Keith F Punch (2005) (2<sup>nd</sup> edn.) Introduction to Social Research, Sage Publications: London

# **MEDIA PLANNING AND BRAND MANAGEMENT**

**Course Code: JRN 4303**

**Credit Units: 03**

## **Course Objective:**

Media planning is the strategic formulation of activities designed to carry out the objectives of the advertising program. Students are involved in research to become proficient in media analysis and hone their negotiation skills. This course will familiarize students with the most important aspect of all marketing – ‘Brands’. Students will learn the basic concepts associated with brands as well as how marketing and communication revolves around launching, building and sustaining brands. The process by which media selects companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.

## **Course Contents:**

### **PART I: MEDIA PLANNING**

#### **Module I: Media Planning**

Planning is the strategic formulation of activities design to carry out the goals or objectives of the advertising program. The planner decisions are directed by a series of questions:

Whom is the campaign directed to

Where will the campaigns run

How long will the campaign run

When will the campaign run

What degree of target coverage and repetition of exposure are necessary

Integrating science with creatively in advertising.

Role of media in the Marketing Framework.

Media Planning framework

Developing Media Strategy-the media mix, Factors influencing media strategy decision.

Media availability & economics.

#### **Module II: Overview**

Media types characteristic of major media forms.

Electronic media-The global goose

Outdoor Advertising-They do not circulate market circulates around them

Transit advertising

Internet-news born medium for the millennium.

#### **Module III: Matching media & market**

Geographical selectivity, reach & frequency.

Maximizing advertising exposure.

Media briefing

Media scheduling

What patterns of exposure works best

Timing the effective exposure and finding time opportunities to communicate

Media budget

#### **Module IV: Selecting and buying acceptable media**

Media Buying functions

New trends

Increasing complexity in Media Buying

### **PART II: BRAND MANAGEMENT**

#### **Module V: Brand Concepts**

Evolution of Brands

Brands & Products

Brand Perspectives

Brand Differentiation

Brand Positioning

Brand Image

Brand Equity

Brand Extention

**Module VI: Branding Strategies**

Closing Branding Strategies

Products Branding

Line Branding

Range Branding

Umbrella Branding

Source/Double Branding

Endorsement Branding

**Examination Scheme:**

<b>Components</b>	<b>P</b>	<b>A</b>	<b>CT</b>	<b>EE</b>
<b>Weightage (%)</b>	10	5	15	70

**Text & References:**

- William B. Goodrich, Jack Z. Sissors, Media Planning Workbook ( 2 Photocopies), NTC Business Books
- Jack Z. Sissors, Lincoln Bumba, Advertising Media Planning, NTC Business Books
- Larry D. Kelley, Donald W. Jugenheimer, Advertising Media Planning, Prentice Hall of India

# MEDIA LAWS AND ETHICS

**Course Code: JRN 4304**

**Credit Units: 03**

## Course Objective:

Today's media is increasingly market driven, and the students in this section will learn the regulation and practices of various ownership patterns. Legal implications of news, and other legal issues and laws, which rule the everyday lives of newsmen, will be discussed. Students will learn in detail about the contempt of court, defamation legislation, copyright and issues of privacy, Debates and discussions on the ethical issues related to the media will take place in class. Newspaper management will also be explained.

## Course Contents:

### Module I: Introduction

Defining Ethics  
Truth, Fairness & Objectivity  
Sources of Information  
Case Studies: Aarushi & the Indian media

### Module II: Constitutional Framework

Constitutional Provisions on freedom of speech and expression  
Constitutional Restrictions on freedom of speech and expression  
Law on Morality, Obscenity and Censorship

### Module III: Media Laws

Contempt of court (Reporting on the judiciary)  
Defamation  
Right to Privacy  
Intellectual Property Rights  
Right to Information (Official Secrets Act, 1923, The Evidence Act, 1872)  
Cinematograph Act

### Module IV: Media Ethics

Editorial content & integrity  
Editorial & advertorial  
Meeting Advertisers' Needs  
Press Council Guidelines  
Broadcast Regulation  
Sting Journalism  
CoCA and trial by the media  
Case Studies: Uma Khurana sting operation, other relevant case studies

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Facets of media Law; Divan, Madhavi Goradia
- Media Ethics; Cristians, G. Clifford
- Media ethics; Shrivastava
- Media Ethics and Laws; Hakemulder, R. Jan
- Media and Society; Ravindran, R.K

# DEVELOPMENT COMMUNICATION

**Course Code: JRN 4305**

**Credit Units: 04**

## Course Objective:

This course will develop an understanding of developmental issues in the mind of students and will make them understand the importance of the subject as via this they can contribute to the development of the country as future mass communicators.

## Course Contents:

### Module I: Concept and indicators of development

Definition, meaning and process of development

Theories and paradigms of development – unilinear and non-unilinear theories/paradigms

Characteristics of underdeveloped economics

Ingredients (5Ms) of development and money generation

MNCs and foreign aid

Basic needs model

Indicators of development

Communication, Democracy, Human Rights as an indicator, Sustainable development, Social Relations [inequality]

### Module II: Development theories and issues

Diffusion of Innovation, Empathy, theory of Magic multiplier, localized approach

Development support communication - Extension Approach:- Health and FW, Women empowerment, Literacy & Education, Unemployment, Watershed management, Harvesting, Participation in development

### Module III: Media and Development

Role of communication in development process

Development message design and communication

Role and performance of Print, Radio, TV, Outdoor publicity in Indian perspective, Cyber media and development

Traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in Development Communication

NGOs and development – preparing projects, Communication for rural development (INDIAN

PERSPECTIVE): Panchayati Raj, Advancement in farming and alternative employment, Urban sanitation, Slum development, sanitation, Communication for Tribal development, Wild life and forest conservation etc.

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Narula Uma Development Communication – Theory and Practice, Har Anand, 1999
- Gupta V.S. Communication and Development Concept, New Delhi 2000
- Tewari, I P Communication Technology and Development, Publication Division, Govt. of India, 1997
- Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi 2001
- Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi 2001
- Lerner Daniel and Schramm Wilbur ed. Communication and changes in Developing Countries, East West Communication Centre, Hanolulu
- Rogers Ereerett M Communication and Development, Critical perspective, Sage, New Delhi, 2000
- Todaro, Michael P Economic Development in the Third World, Longman, New Yort, 1981



# DIGITAL MEDIA

**Course Code: JRN 4306**

**Credit Units: 03**

## Course Objective:

The limitless potential in the field of digital media will be revealed in this unit. The processes and practices of graphics and animation that help to translate creative imaginations into digital realities will be taught. Acoustics and Sound editing will also be learnt. The primary goal is to help students use the power of the Internet as a tool in multimedia presentations.

## Course Contents:

### Module I: Concept of Graphics

Understanding graphics, Types of graphics, Understanding animation, Difference between graphics and animation, Conventional aspects of graphics and animation, new form of animation /recent trends.

### Module II: Concept

Traditional media vs Digital Media, Print TV Cyber and graphics  
Advanced technologies, Use of DTP, beginning of E-paper. Digital TV.

### Module III: Cyber Media

Importance and need of cyber media. Effective use of cyber media,  
Social Media, Social Networking sites.  
Effective use of Social Media

### Module IV: Fundamentals of Sound & Video Editing

Types of sound formats- WAVE, MP3, Video Editing, Special Effects, after effects.  
Mixing of Stereo, Mono, and Multi-track sound  
Mixing the composed sound with the animation

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Computer Dictionary, Ian Simmons
- Mastering PageMaker 6 for Windows 95, Rebecca Bridges Altman, Rick Altman
- Teach Yourself HTML 4, Dick Oliver
- Desktop Publishing on PC, M.C. Sharma
- Teach Yourself Page Maker 6.5 for Macintosh & Windows, David D. Busch
- The Big Basic Book of Windows 98, Kraynak
- Using CorelDraw 9, Steve Bain
- Photoshop (Photocopy)

## COMMUNICATION SKILLS - III

**Course Code:** CSS 4351

**Credit Units: 01**

### Course Objective:

To initiate the learners with the basic mechanics of writing skills and facilitate them with the core skills required for communication in the professional world.

### Course Contents:

#### Module I: Mechanics and Semantics of Sentences

Writing effective sentences

Style and Structure

#### Module II: Developing writing skills

Inter - office communication: Business Letter; E mails; Netiquette

Intra – office communication: Memos, Notices, Circulars, Minutes

Report Writing

#### Module III: Business Presentations

Planning, design and layout of presentation

Information Packaging

Audience analysis

Audio visual aids

Speaking with confidence

Case Studies

### Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

### Text & References:

- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.

# **BEHAVIOURAL SCIENCE - III (LEADING THROUGH TEAMS)**

**Course Code: BEH 4351**

**Credit Units: 01**

## **Course Objective:**

This course aims to enable students to:

Understand the concept and building of teams

Manage conflict and stress within team

Facilitate better team management and organizational effectiveness through universal human values.

## **Course Contents:**

### **Module I: Teams: An Overview**

Team Design Features: team vs. group

Effective Team Mission and Vision

Life Cycle of a Project Team

Rationale of a Team, Goal Analysis and Team Roles

### **Module II: Team & Sociometry**

Patterns of Interaction in a Team

Sociometry: Method of studying attractions and repulsions in groups

Construction of sociogram for studying interpersonal relations in a Team

### **Module III: Team Building**

Types and Development of Team Building

Stages of team growth

Team performance curve

Profiling your Team: Internal & External Dynamics

Team Strategies for organizational vision

Team communication

### **Module IV: Team Leadership & Conflict Management**

Leadership styles in organizations

Self Authorized team leadership

Causes of team conflict

Conflict management strategies

Stress and Coping in teams

### **Module V: Global Teams and Universal Values**

Management by values

Pragmatic spirituality in life and organization

Building global teams through universal human values

Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

## **Text & References:**

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

# FRENCH - III

**Course Code:** LAN 4351

**Credit Units:** 02

## Course Objective:

To provide the students with the know-how

- To master the current social communication skills in oral and in written.
- To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

## Course Contents:

**Module B: pp. 76 – 88 Unité 6**

**Module C: pp. 89 to103 Unité 7**

### Contenu lexical: Unité 6: se faire plaisir

1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
2. parler de la nourriture, deux façons d'exprimer la quantité, commander un repas au restaurant
3. parler des différentes occasions de faire la fête

### Unité 7: Cultiver ses relations

1. maîtriser les actes de la communication sociale courante (Salutations, présentations, invitations, remerciements)
2. annoncer un événement, exprimer un souhait, remercier, s'excuser par écrit.
3. caractériser une personne (aspect physique et caractère)

### Contenu grammatical:

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne...rien/personne/plus
4. Questions avec combien, quel...
5. expressions de la quantité
6. ne...plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec l'objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je sais que

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : Campus: Tome 1

# GERMAN - III

**Course Code:** LAN 4352

**Credit Units: 02**

## Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

## Course Contents:

### Module I: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

### Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or “Referat” – neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

### Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences – nominative, accusative and dative

### Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

### Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

### Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

### Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

### Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

## Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmoe, Deutsch als Fremdsprache 1A, Grundkurs

# SPANISH – III

**Course Code:** LAN 4353

**Credit Units: 02**

## **Course Objective:**

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

## **Course Contents:**

### **Module I**

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb *Tener, Poner, Ir....*

Weather

### **Module II**

Introduction to *Gustar...* and all its forms. Revision of *Gustar* and usage of it

### **Module III**

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using *estar*)

Introduction to IR + A + INFINITIVE FORM OF A VERB

### **Module IV**

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

### **Module V**

Reflexives

## **Examination Scheme:**

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Español, En Directo I A
- Español Sin Fronteras -Nivel Elemental

# CHINESE – III

**Course Code: LAN 4355**

**Credit Units: 02**

## Course Objective:

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## Course Contents:

### Module I

Drills  
Dialogue practice  
Observe picture and answer the question.  
Introduction of written characters.  
Practice reading aloud  
Practice using the language both by speaking and by taking notes.  
Character writing and stroke order

### Module II

Measure words  
Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight.  
Directional words – beibian, xibian, nanbian, dongbian, zhongjian.  
Our school and its different building locations.  
What game do you like?  
Difference between “hui” and “neng”, “keyi”.

### Module III

Changing affirmative sentences to negative ones and vice versa  
Human body parts.  
Not feeling well words e.g. ; fever, cold, stomach ache, head ache.  
Use of the modal particle “le”  
Making a telephone call  
Use of “jiu” and “cai” (Grammar portion)  
Automobiles e.g. Bus, train, boat, car, bike etc.  
Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

### Module IV

The ordinal number “di”  
“Mei” the demonstrative pronoun e.g. mei tian, mei nian etc.  
use of to enter to exit  
Structural particle “de” (Compliment of degree).  
Going to the Park.  
Description about class schedule during a week in school.  
Grammar use of “li” and “cong”.  
Comprehension reading followed by questions.

### Module V

Persuasion-Please don't smoke.  
Please speak slowly  
Praise – This pictorial is very beautiful  
Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc.  
Talking about studies and classmates  
Use of “it doesn't matter”  
Enquiring about a student, description about study method.  
Grammar: Negation of a sentence with a verbal predicate.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation  
I – Interaction/Conversation Practice

**Text & References:**

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30



# SUMMER PROJECT

**Course Code: JRN 4335**

**Credit Units: 06**

## GUIDELINES FOR SUMMER PROJECT

Research is an endless quest for knowledge. Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

### Types of Summer Project

1. Comprehensive Case Study covering formulation, analysis and recommendations.
2. Inter organizational study if any and comparison, surveys.
3. Field study.
4. Preparation of daily report in case of summer training work.

### In general, the Project should be comprehensive and include

- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals and objectives.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

### Report Layout

The report should contain the following components:

#### Title or Cover Page

The title page should contain the following information: University Logo at the top, Project Title; Student's Name; **Roll No.**; Course; Year; Supervisor's Name. Name of the university and the dept. at the bottom.

#### ➤ Preface

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

#### ➤ Acknowledgement

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

#### ➤ Certificate (Project Guide)

A certificate from the project guide to be enclosed.

#### ➤ Table of Contents

Titles and subtitles are to correspond exactly with those in the text.

#### ➤ Introduction

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must where as hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

#### ➤ Research Design

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

#### ➤ Literature Review

This section should contain a detail list of related literature reviewed by the project investigator while preparing the project report.

### ➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in “point” form.

### ➤ **Summary of Findings, conclusion and Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

### ➤ **Future prospects**

### ➤ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

### ➤ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

### **Examples**

Foot notes to be given.

### **For research article**

Padhy, M. K., (2005) Development communication campaign in developing countries, Journal of Communication studies, Vol.1, PP.116–117.

### **For book**

Padhy, M.K.,(2006) Advertising and Marketing Communication, Gyan Jyothi Publication, Kathmandu, ISBN No.99946-645-1-4, Edn.I, PP. 63-67.

### **Assessment of the Project File**

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.

Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.

Project execution is concerned with assessing how much work has been put in.

The File should fulfill the following *assessment objectives*:

### **Range of Research Methods used to obtain information (Including the statistical devices).**

#### **Execution of Research**

#### **Data Analysis**

Analyse Quantitative/ Qualitative information

Control Quality

#### **Draw Conclusions**

### **Examination Scheme:**

An examiner appointed by the Director other than the guide shall evaluate the report. The examiner will conduct the Viva-Voce at the time of Final Examination. Date and Time will be intimated at the time of examination.

Project Report:	50
Viva Voce:	50

<b>Total:</b>	<b>100</b>
---------------	------------

# PROFESSIONAL PROJECT

After learning the intricacies of mass media and its various mediums, it is hoped that the students will now be competent to decide the particular arena of mass communication in which they would like to find a place. With the objective of helping them to focus on a specific stream of mass media, they will be required to pursue specialization in the field of their choice. They can choose amongst the broad categories of Television, Radio, Print, Public Relations and Photography. They will devote special time and attention to these specific areas and attempt to comprehensively as well as minutely understand them through making projects, presentations, reports and assignments on these. This will be immensely helpful once they step into the job market, as they will have definite ideas of the kind of work they want to do instead of wasting time and energy in discovering this on the job.

## SPECIALIZATION (ANY ONE)

### RADIO

**Course Code:** JRN 4601

**Credit Units: 09**

#### Course Objective:

Students can do specialization in the different areas of Radio production Viz. Various Formats, News, Talk shows,

Spots and commentaries, Radio documentary, Radio features, various music formats- classical, countdown shows, contemporary hit radio, music on demand, oldies, artist spotlights, request and dedication shows etc. Commercials/Jingles/ PSAs

### TELEVISION

**Course Code:** JRN 4601

**Credit Units: 09**

#### Course Objective:

The students can choose a specific area of TV production in which they want to specialize, viz. TV Journalism, Reporting, Anchoring, Editing, Camera, Documentary Film making, Feature Films, Short Film, Ad Film making,

Entertainment Based programming etc.

### PRINT

**Course Code:** JRN 4601

**Credit Units: 09**

#### Course Objective:

Students can jointly bring out a journal with each one attending to a specific function of its production like reporting, editing, sub-editing, design and layout, photography and graphics.

### ADVERTISING

**Course Code:** JRN 4601

**Credit Units: 09**

#### Course Objective:

The students will use their understanding of all advertising concepts learnt in the previous semesters to do a practical exercise. Students will act as brand managers of a new brand being launched. They will be required to study the following elements for the product category assigned to them:

Market Research to determine the situation analysis

Segmenting the market and selecting a segment for their new brand

Identifying target audience

Positioning their brand. This will involve a detailed study of the positioning of the competitive brands

Developing the media strategy, including the communication mix

Developing the creative strategy

Creative strategy to follow a complete campaign creative presentation. This will include development of TV Commercials, print ads, radio ads and POP material.

# PUBLIC RELATIONS

**Course Code: JRN 4601**

**Credit Units: 09**

## Course Objective:

PR specialization can be undertaken in these different areas

Crisis case studies

PR in Non- Governmental organizations

Cross- cultural PR

Internal PR department in corporate situation

## Sports Journalism

**Credit Units:09**

**Course Code:JRN 4601**

- Students will have to cover various sports events at District, State and national level. They may also cover School and universities' sports events and write reports on various sports events.
- They may also do study on coverage of different sports through various medium of media.
- Students' will have to write News, Analysis, Features, Editorials on different sports.

## Business Journalism

**Credit Units :09**

**Course Code: JRN 4601**

- Students will have to cover various economic policies of State & Central Government.
- Special Stories on General Budget.
- Coverage of Stock Market.
- Covering Financial Markets
- Covering RBI and its policies
- Covering Finance and Commerce Ministry

# PHOTOGRAPHY

**Course Code: JRN 4601**

**Credit Units: 09**

## Course Objective:

Student can choose any two subjects for Specialization:

Photojournalism

Travel Photography

Portrait Photography

Product & Table-top Photography

Glamour Photography

Wild life Photography

Students have to get themselves registered with the faculty concerned and take up project work in a systematic manner, planning, exposing in colour as well as in B & W, processing, contact sheet, enlargements and presentation in a portfolio.

These projects have a direct bearing on the career prospects of students as well as the image of the Photography Department of ASCO, therefore, the decision of faculty in every stage of assignment would be considered final and binding.

## Examination Scheme:

a) Duration of summer Project -	8 weeks
b) Total marks for summer project -	100 marks
Break-up of marks	
I) Timely Submission	5 marks
II) Content	
i) Clarity	25 marks
ii) Comprehensiveness	20 marks
iii) Originality	5 marks
c) Project Presentation	45 marks

## MEDIA ARTS – IV: CYBER MEDIA

**Course Code: JRN 4401**

**Credit Units: 05**

### Course Objective:

No aspect of today's world has been able to escape the influence of the World Wide Web. Journalism has also been revolutionized with the inclusion of the Internet for newsgathering and news dissemination. The students will be made familiar with online organization, process and strategies as well as Internet tool kits, servers and other aspects of the virtual world.

### Course Contents:

#### Module I: Introduction to Internet

Internet-history and development, WWW, W3C, revenue generation Internet tool kits - server, IP address, URL, ISP, networking, browsers, Search Engine, Domain, Domain name, home page, hyperlinks, etc

#### Module II: Cyber Journalism

Comparison of Cyber Media with Print, TV, Radio mediums, Online as a publishing medium (main features), Basic rules of online writing, content writing, blog writing, advertising on net, Print & Electronic Media networks are going on the Net, Impact of Web Journalism and reading habits, Web Journalism as a career, Cyber Laws.

#### Module III: Web Designing

Web Design Guidelines  
Planning your Website  
Design Patterns  
Basic HTML  
Dream weaver

### Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

### Text & References:

- Macromedia Dreamweaver Mx advanced; Towers, J. Tarin
- Journalism Online; Ward, Mike
- The Internet Complete Reference; Hahn, Harley
- The Web Writer's Guide; Koppel
- Cultures of Internet
- Frontiers of Electronic Commerce

# MEDIA ANALYSIS

**Course Code: JRM 4402**

**Credit Units: 05**

## Course Objective:

The objective of this course is to provide a clear understanding of the Growth of print media in India, trends, movements and principles of journalism, problems and issues in news gathering. It emphasizes on various theories of media, culture and society while encouraging students to become critical consumers of the media and engaged citizens in the society. It also offers directions for surveying the cultural landscape and tools for critiquing the media's influences on democratic life and consumer culture.

## Course Contents:

### Module I: Culture & the evolution of mass communication

Oral & written communication  
Printed Communication  
Electronic & Digital Communication  
Defining culture and media culture  
Cultural turn in Media research

### Module II: Theories of Media, Culture & Society

Overview  
Marshall McLuhan: The medium is the message  
Harold Innis: The bias of communication  
McLuhan: Understanding media  
Social Marketing Theories  
Knowledge Gap  
Agenda Setting  
Spiral of Silence  
Media Systems Dependency theory  
Cultivation Analysis  
Case Studies: The commodification of culture; Advertising: The ultimate cultural commodity

### Module III: Media Industries & Culture

Newspapers & the rise of modern journalism  
Sound recording & popular music  
Popular radio & broadcasting  
Television / Cable and the power of visual culture  
Movies & the impact of images

### Module IV: Democratic Expression vs Commercial Culture

Advertising & Commercial culture  
Public Relations & framing the message  
Media Economics & the global marketplace  
The culture of journalism: Values, Ethics & Democracy  
Trends in newsgathering (Activism, Citizen Journalism, Pressures on Media)

## Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

## Text & References:

- Durga Das Basu, Law of the press, Printing hall of India
- E. S. Venkatramaya, Freedom of press, B. R. Publication Pvt. Ltd.
- Keval J kumar, Mass Communication in India.
- Arvind Singhal and Everett M. Rogers, India's Communication Revolution: From Bullock carts to Cyber marts, Sage, 2001.
- Media and Society; R.K. Ravindran.
- India's Communication revolution: From Bullock Carts to Cyber Marts; Singhal and Rogers
- The Media Effect: Dr Navneet Anand
- Making News: Handbook of media in contemporary India; Oxford University press

# COMMUNICATION SKILLS - IV

**Course Code: CSS 4451**

**Credit Units: 01**

## **Course Objective:**

To facilitate the learner with Academic Language Proficiency and make them effective users of functional language to excel in their profession.

## **Course Contents:**

### **Module I: Introduction to Speaking Skills**

Business Conversation  
Effective Public Speaking  
Art of Persuasion

### **Module II: Speaking for Employment**

Types of Interview  
Styles of Interview  
Facing Interviews-Fundamentals and Practice Session  
Conducting Interviews- Fundamentals and Practice Session  
Question Answer on Various Dimensions

### **Module III: Basic Telephony Skills**

Guidelines for Making a Call  
Guidelines for Answering a Call  
Telephone Word Groups  
Answering Systems and Voice-Mail

### **Module IV: Work Place Speaking**

Team Briefing  
Conflict Management  
Negotiations  
Participation in Meetings  
Keynote Speeches

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice.

# **BEHAVIOURAL SCIENCE - IV**

## **(PERSONAL AND PROFESSIONAL EXCELLENCE)**

**Course Code: BEH 4451**

**Credit Units: 01**

### **Course Objective:**

This course aims at imparting an understanding of:

Build and leverage your professional reputation

Maintain focus in pressure situations

Make a balanced choice between professional and personal commitments

### **Course Contents:**

#### **Module I: Individual, Society and Nation**

Individual Differences and Dimensions of Personality

Socialization Process

Relating to the Nation: Values, Culture, Religion

Sense of pride and Patriotism

Managing Diversity

#### **Module II: Components of Excellence**

Personal Excellence:

Identifying long-term choices and goals

Uncovering the talent, strength & style

Analyzing choke points in your personal processes by analysis in area of placements, events, seminars, conference, extracurricular activities, projects etc.

Developing professional power: Goal-setting, time management, handling criticism, interruptions and time wasters

#### **Module III: Career Planning**

Knowing one's Interest and Aptitude

Identifying available Resources

Setting goals to maintain focus:

Developing Positive attributes in personality

Self-reliance and Employability skills

#### **Module IV: Stress Management for Healthy Living**

Meaning and Nature of Stress

Stages of stress

Causes and Consequences of stress: Personal, Organizational and Environmental

Personal Styles and strategies of coping

#### **Module V: Professional Success**

Building independence & interdependence

Reducing resistance to change

Continued reflection (Placements, events, seminars, conferences, projects extracurricular Activities etc.)

#### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

### **Text & References:**

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers
- Raman, A.T. (2003) Knowledge Management: A Resource Book. Excel Books, Delhi.
- Kamalavijayan, D. (2005). Information and Knowledge Management. Macmillan India Ltd. Delhi



# INTERNSHIP

**Course Code: JRN 4437**

**Credit Units: 09**

## **Course Objective:**

By the final semester, the students have learnt about all the aspects of mass communication. It is now time to put this knowledge to use in a professional environment. Students also have to be eased into the professional world from the field of pure academics. In order to ease this transition from student to professional, they are required to undergo a period of training or internship in a professional organization. They have to finally zero in on the media of their choice and have to intern in an organization related to that media. The students have to submit a fortnightly progress report to the teacher concerned, updating him/her on all the activities they have done, and new things learnt on the job. This period is one of hardcore learning and putting whatever was learnt in class into practice in the studio, dark room, computer, public relations office. The advantages accrue when the student is absorbed into the organization where he/she has interned. In any case, this period of summer training forms an important feature of their resume'.

**Duration of Internship – 10 to 12 weeks**

## **GUIDELINES FOR INTERNSHIP**

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

- To provide an out-of-the classroom training environment for the students and provide opportunities for them to apply the knowledge and skills that they have learnt in real life working environment.
- To enable our students to be exposed to more real life work situations and prepare them for their career /working life.
- ASCO would always remain in loop of a students placement and training assignments.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The Internship report will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: Preferably double space.
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment:-

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.
3. The **research report** that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

## ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

## STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500-2000 words)	<ul style="list-style-type: none"> <li>• Clear presentation of ideas and analysis</li> <li>• Provides an organizational diagram, following organization presentation conventions</li> <li>• Analysis covers the organization's: <ul style="list-style-type: none"> <li>➤ Business strategy and mission</li> <li>➤ Structure</li> <li>➤ Resources and assets</li> <li>➤ Current financial performance</li> <li>➤ Leadership/decision-making style</li> <li>➤ Staffing and skill base</li> <li>➤ Products/services and customers</li> </ul> </li> </ul>
2. Personal review of Management skills development (1000-1500 words)	<ul style="list-style-type: none"> <li>• Clear presentation of ideas and analysis</li> <li>• Demonstrate awareness of own management skills</li> <li>• Presents critical analysis of own management effectiveness, supported with examples</li> <li>• Provides evidence of development of specific management skills e.g. strategic, financial, leadership</li> <li>• Explains how new skills and learning have benefited the organization and self</li> </ul>
3. Design of Research Project (1500- 2000 words)	<ul style="list-style-type: none"> <li>• Clear presentation of ideas and analysis</li> <li>• Justifies the choice of subject for the research project and why this</li> </ul>

	<p>might be beneficial to the organization</p> <ul style="list-style-type: none"> <li>• Selects and justifies appropriate research methods for the project</li> <li>• Demonstrate understanding of the key stages in undertaking a research project</li> <li>• Indicates which analytical/statistical tools would be most appropriate and why</li> <li>• The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs</li> </ul>
--	---

### Examination Scheme:

#### Report by Student (Internship File)

a. Organization & Presentation/Language and clarity /substance of Contents covered and Comprehensiveness	20%
b. Research Report	30%

<b>Industry Feedback</b> (continuous)	20%
---------------------------------------	-----

<b>Presentation &amp; Viva</b> (At the end)	30%
---	-----

**Total**