

RANI RASHMONI GREEN UNIVERSITY TARAKESWAR, HOOGHLY



MASTER OF ARTS (MA) SYLLABUS OF JOURNALISM AND MASS COMMUNICATION (JMC)

Under the Semester System
Course Duration: 2 years, 4 Semesters
[W.e.f. : 2025- 2027]

A. Programme Structure

Semester	Course Code	Course Title	Full Marks	Credit (L+T+P)	Lecture hours
I	GE-100	Environmental Studies	40+10*	4 (x-x-x)	40
	JMC-101	Communication Studies	40+10	4 (3-1-0)	40
	JMC -102	Media History	40+10	4 (3-1-0)	40
	JMC -103	Media Laws and Ethics in India	40+10	4(3-1-0)	40
	JMC -104	Print Journalism	40+10	4 (3-0-1)	40
	JMC -105	Writing for Media	40+10	4 (1-0-3)	40
	Total			300	24
II	JMC -201	CBCS- I Essentials of Journalism (For students other than JMC)	40+10	4 (3-1-0)	40
	JMC -202	Broadcast Journalism	40+10	4 (3-0-1)	40
	JMC -203	Public Relations	40+10	4 (3-0-1)	40
	JMC -204	Advertising	40+10	4 (3-0-1)	40
	JMC -205	Development Communication	40+10	4 (3-1-0)	40
	JMC -206	Applied PR and Advertising	40+10	4 (1-0-3)	40
	Total			300	24
III	JMC -301	CBCS-II Introduction to Film Studies (For students other than JMC)	40+10	4 (3-1-0)	40
	JMC -302	International Communication	40+10	4 (3-1-0)	40
	JMC -303	Film and Documentary Studies	40+10	4 (3-0-1)	40
	JMC -304	Digital Media	40+10	4 (3-0-1)	40
	JMC -305	Communication Research	40+10	4 (3-1-0)	40
	JMC -396	Documentary Production	50	4 (0-0-4)	80
	Total			300	24
IV	JMC -401	Media, Society and Culture	40+10	4 (3-1-0)	40
	JMC -402	Environment Communication	40+10	4 (3-1-0)	40
	JMC - 403	Media and Gender Studies / Sports Journalism/ Health Communication	40+10	4 (3-1-0)	40
	JMC - 404	Business Communication / Media and Human Rights /Rural Communication	40+10	4 (3-1-0)	40
	JMC - 495	Digital Production	50	4 (0-0-4)	80
	JMC - 496	Project/ Internship	50	4 (0-0-4)	80
	Total			300	24
Grand Total			1200	96	1080

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Theory -50 Marks, Written - 40 Marks, Internal Assessment -10 Marks

B. Overview of the Curriculum

Semester	Paper	No of Papers	Full Marks of Each Paper	Credit Point of each paper	Total Marks	Credit Points	Total Credit Point
1st	Theoretical	06	40+10=50	4	300		24
2nd	Theoretical	06	40+10=50	4	300		24
3rd	Theoretical	06	40+10=50	4	300		24
4th	Theoretical	4	40+10=50	4	300		24
	Digital Production & Project / Internship	2	50	8			
Grand Total:96 Credit Points							

Question Pattern :

- Question of 2 marks (4 questions out of 6 questions, should be attended by the students) = 8 marks
- Questions of 4 marks (4 questions out of 6 questions, should be attended by the students) = 16 marks
- Questions of 8 marks (2 questions out of 4 questions, should be attended by the students) = 16 marks

Total=40 marks

C. Programme Outcome:

Based on the provided Post Graduate Journalism and Mass Communication curriculum, here is a note on the Programme Outcomes (POs). These outcomes narrate the media knowledge, technological skills, and scope of job orientation that are expected to be attained by the end of the program. The curriculum aims to develop students into skilled media researchers, media academicians, and ethical and responsible media professionals. The interdisciplinary curriculum is structured to provide both theoretical grounding and practical experience across various domains of media and communication. The following are the detailed Programme Outcomes:

- Comprehensive Theoretical Knowledge including Indian Knowledge System
- Proficiency in Media Writing and Production
- Legal and Ethical Awareness
- Specialization and Interdisciplinary Knowledge
- Awareness of Global and Cultural Perspectives
- Media Research and Analytical Skills
- Study on Media and Integrated Developmental Issues like Environmental, Health, Gender, Sports and Social Responsibility
- Digital and Technological Competence
- Industry Readiness and Professionalism

In a nutshell, this PG curriculum in Journalism and Mass Communication is designed to nurture multi-skilled, ethical, and socially responsible media academicians, media researchers and media practitioners ready to lead and innovate across the ever-evolving media landscape.

D. Unit-wise Division (Only Semester I & II)

1st Semester				
Paper	Course	Marks	Lecture hours	Credit Point
	GE-100	40+10	40	4
JMC -101	Communication Studies	40+10	40	4
Unit I	Basics of Communication			
Unit II	Models of Communication			
Unit III	Theories of Mass Communication			
Unit IV	Mass Communication and Audience			
Unit V	Contemporary Issues in Media and Communication			
JMC -102	Media History	40+10	40	4
Unit I	Emergence of Media and Print Culture in Colonial India			
Unit II	The Press and the Indian Freedom Movement			
Unit III	Development of News Agencies and Photojournalism			
Unit IV	Post-Independence Media Landscape in India			
Unit V	Historical Evolution of the Indian Film Industry			
JMC -103	Media Laws and Ethics in India	40+10	40	4
Unit I	Foundations of Media Ethics and Professional Responsibility			
Unit II	Constitutional Safeguards and Legislative Frameworks			
Unit III	Criminal and Civil Legal Provisions Affecting the Media			
Unit IV	Media-Specific Regulations and Institutional Codes			
Unit V	Media Ethics and Law in the Digital Age			
JMC -104	Print Journalism	40+10	40	4
Unit I	Foundations of Print Journalism			
Unit II	News Reporting and Writing			
Unit III	Editing and Page Design			
Unit IV	Specialized Journalism and Features			
Unit V	Contemporary Trends and Challenges			
JMC -105	Writing for Media	40+10	40	4
Unit I	Fundamentals of News Writing			
Unit II	Reporting Practice Across Beats			
Unit III	Feature, Interview, and Review Writing			
Unit IV	Editing and Copy Refinement			
Unit V	Writing for Specialized Print Sections			
	Total Marks	300		
	Total Credit			24

2ndSemester				
Paper	Course	Marks	Lecture hours	Credit Point
JMC -201	CBCS-I Essentials of Journalism	40+10	40	4
Unit I	Introduction to Journalism			
Unit II	History and Evolution of Journalism			
Unit III	News and News Values			
Unit IV	News Writing Basics			
Unit V	Contemporary Issues and Digital Journalism			
JMC -202	Broadcast Journalism	40+10	40	4
Unit I	History and Development of Broadcasting Journalism			
Unit II	Radio Programmes and Presentation			
Unit III	Audio Production			
Unit IV	Television Journalism			
Unit V	Emerging Trend in Broadcasting Journalism			
JMC -203	Public Relations	40+10	40	4
Unit I	Fundamentals of Public Relations			
Unit II	PR Strategy and Campaign Planning			
Unit III	PR in Different Sectors			
Unit IV	Corporate Branding			
Unit V	Ethics, Law, and Contemporary Issues in PR			
JMC -204	Advertising	40+10	40	4
Unit I	Introduction to Advertising			
Unit II	Advertising Theories and Models			
Unit III	Advertising Agency and Campaign Planning			
Unit IV	Copywriting and Media Strategy			
Unit V	Ethics, Regulation, and Future of Advertising			
JMC -205	Development Communication	40+10	40	4
Unit I	Social Development and Development Communication			
Unit II	Theorization of Development Communication			
Unit III	Issues and Applications of Development Communication in India			
Unit IV	Dimensions of Development Communication			
Unit V	Challenges of Development Communication in the Present Day			
JMC -206	Applied PR and Advertising	40+10	40	4
Unit I	Foundations of PR and Advertising Communication			
Unit II	PR Campaign Planning and Execution			
Unit III	Ad Copywriting and Concept Development			
Unit IV	Advertising Campaign Planning and Media Strategy			
Unit V	Project Work			
	Total Marks	300		
	Total Credit			24

Details of Curriculum SEMESTER-I

Course Code - JMC 101
Course Title: Communication Studies
Course Type: Core Theory Paper
Total Marks: 50 (40+10)
Credit -4 (3-1-0)

Course Objectives:

- To provide an understanding of the basic factors affecting mass communication and mass media
- To explore Indian Knowledge Systems and their contribution to the evolution of communication practices
- To encourage analytical and critical evolution of basic theories of mass communication and the ability to apply those theories in socio-political contexts of research and practice.
- To critically evaluate audience reception theories as applied to practical mass communication.
- To analyze current trends, ethical dilemmas, and the political economy of media systems

UNIT- 1: Basics of Communication

Communication, definitions process and key elements, Functions and goals of communication, Barriers to effective communication, Types of human communication: Verbal and non-verbal, Interpersonal, group, public, and mass communication, Communication and socialization, Mass communication: nature, characteristics, and impact, Media of mass communication and their features, Introduction to IKS: Philosophy, epistemology, and scope, Traditional Indian media: oral, visual, performative, and ritual communication

UNIT- 2: Models of Communication

Classical and foundational models: Aristotle, Shannon and Weaver, Lasswell, Interactive and transactional models: Osgood-Schramm, Dance's Helix model, Schramm's model Berlo's SMCR model, Modern and contextual models: Gerbner, Newcomb, Westley & MacLean, Rogers and Shoemaker (Diffusion of Innovation), Key communication concepts: Two-step and multi-step flow, Agenda-setting, Gatekeeping, Convergent communication, Indigenous models of communication such as *Natyashastra* and its application.

UNIT- 3: Theories of Mass Communication

Media Effects Theories: News Framing; Media Priming; Social-Cognitive theory of mass communication; Uses and Gratifications; Cultivation theory, Media and Audience theories: Stereotyping; Public Communication Campaigns; Entertainment and Enjoyment as Media Effects, Types of media systems, Communication theories: Individual Differences Theory, Normative theories (Authoritarian, Libertarian, Social Responsibility, Soviet), Functionalist theory, Feminist theory, Mass media, democracy, and public opinion, Media culture and its production, Propaganda model (Herman & Chomsky), Public Sphere (Jürgen Habermas), Media organizations and media content, Market-driven media and its effects, Political Economy of Communication, Gandhian communication ethics and ideas of mass mobilization through non-violent communication.

UNIT- 4: Mass Communication and Audience:

Audience Concept and Research, Understanding audiences: Active and passive audience, Audience as market and public, Concepts and definitions of "audience". Theoretical approaches to audience: Structural approach, Subculture and audience identity, Gendered audience perspectives

Unit -5: Contemporary Issues in Media and Communication

Media literacy and elements of media literacy, Challenges in media literacy, News vs Propaganda, Global Perspectives and mass media, Media Conglomerates, Revenue Generation, Media Advertising, Ethics in Mass Media, Media convergence and participatory culture, Emerging technologies and communication future.

Reading List :

1. Baran, Stanley and Davis, Dennis Mass Communication Theory, 7th Edition, 2015
2. Denis McQuail, McQuail's Mass Communication Theory, 6th Edition, 2010
3. Fahmy Shahira et al; Visual Communication Theory and Research, 2014
4. Fortner, Robert and Fackler Mark; The Handbook of Media and Mass Communication Theory, 2014
5. Harris, Richard Jackson; A Cognitive Psychology of Mass Communication, 6th Edition, 2013
6. Keval J. Kumar, Mass Communication in India, 1994
7. Kevin Williams, Understanding Media Theory, (2003),
8. Stevenson Nicholas; Understanding Media Cultures, 2002
9. Thomson B. John : The Media and Modernity, Polity Press, 1995
10. Vir Bala Aggarwal, V S Gupta, Handbook of Journalism and Mass Communication, 2012
11. Yadava, J.S. and Mathur Pradeep; Issues in Mass Communication, 2008
12. Sonia Livingstone – *Making Sense of Television: The Psychology of Audience Interpretation* (1990)
13. Christian Fuchs – *Social Media: A Critical Introduction* (3rd Edition, 2021)
14. Shoshana Zuboff – *The Age of Surveillance Capitalism* (2019)

Course Outcome:

- Understand and explain fundamental concepts, types, and processes of communication.
- Examine and appreciate traditional Indian knowledge systems and their relevance to contemporary communication contexts.
- Evaluate various mass communication theories and their historical, political, and cultural relevance.
- Demonstrate awareness of audience theories, media consumption behavior, and the challenges of media literacy.
- Analyze contemporary trends, ethical concerns, and the political economy of modern media systems.

Course Code - JMC 102
Course Title: Media History
Course Type: Core Theory Paper
Total Marks – 50 (40+10)
Credit -4 (3-1-0)

Course Objectives:

- To provide a comprehensive understanding of the historical evolution of media with a special focus on the Indian context
- To introduce students to the development of news agencies and photojournalism, both globally and in India
- To explore the growth and transformation of Indian media after Independence, including radio, television, digital media, and journalism education
- To familiarize students with the historical development of Indian cinema, major film centers, and the impact of censorship and globalization
- To enable students to contextualize contemporary media practices within their historical, cultural, and technological roots

Unit I: Emergence of Media and Print Culture in Colonial India

Origin and growth of media— Special reference to India-- Social, cultural, economic, political background--developments in Europe and the USA-emergence of telecommunication system and its impact -- Development of typesetting and printing technologies and their impact –special reference to India – early efforts to publish newspapers (both English language and Indian languages) – J A Hicky – Rammohun Roy – Derozians –Iswar Gupta- Harish Chandra Mukherjee-- post-1857 developments–James Long’s Report-Nationalist press- Anglo Indian press-Development of mass circulated press in India – repressive press laws by the colonial rulers.

Unit II: The Press and the Indian Freedom Movement

The Indian press and the anti-colonial movement- – social, political and economic issues and the Indian press – conflict with colonial rule—Gandhian era- important personalities of Indian journalism (both English and Indian language) --major Indian newspapers—birth of journalists’ organizations and their contributions- organisations like IJA, INS, AINEC etc.– commercialization of press – changing ownership pattern-development as a profession

Unit III: Development of News Agencies and Photojournalism

Development of news agency system – Havas, Reuters, AP etc. – origin and development of news agencies in India- API, Free Press of India, UPI –Reuter’s monopoly—nationalist interventions- news agency journalism and impact on the press — Development of photo journalism – special reference to India.

Unit IV: Post-Independence Media Landscape in India

Major trends after Independence – Radio - Television – Satellite TV, Cable TV, Internet, Digital media —Trends in print media (both English and Indian languages) — modernization and diversification — Press Commissions –Press Council of India--monopolization and corporate control – Indian media and Globalization—Foreign Direct Investment in Indian media industry — Development of journalism and communication education with special reference to India.

Unit V: Historical Evolution of the Indian Film Industry

Historical milestones of Indian film industry – major film production centres—Bombay, Chennai, Kolkata etc — Major film personalities—developments after Independence—Film censorship—effect of Globalization; Growth of regional film industries; Popularity of Indian films in the international market- New technologies and their impact on films.

Reading List:

1. J, Natarajan, History of Indian Journalism, 1995
2. B S Kesavan, History of Printing and Publishing in India, Vol. I-III, NBT, 1997
3. Mohit Moitra, A history of Indian journalism, NBA, Kolkata
4. K M Shrivastava, News Agencies from Pigeon to Internet, 2007
5. Krishnamurthy, Nadig. The History of Journalism in India, Mysore Prasaranga 1968.
6. Natarajan. S, A History of the press in India, Asia Publishing House, 1962.
7. ParthasarthyRangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
8. Press Council of India, Future of Print Media, 2001
9. Robin Jeffrey, India's newspaper revolution, 2000
10. Barns, Margarita, The Indian Press, History of Growth of Public Opinion in India, G Allen and Unwill, London, 1940
11. Arvind Singhal, Everett M Rogers, India's Information Revolution, 2001
12. 1A Briggs and P Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press ,2010)
13. H R Luthra, Indian Broadcasting, 1986
14. Israel, Milton. Communications and Power, Propaganda and the press in the Indian nationalist struggle, 1920-47 Cambridge University press, Delhi 1994
15. P C Chatterjee, Broadcasting in India, Sage, 1991
16. Vanita Kohli- Khandekar, The Indian Media Business, 4th edition, 2013

Course Outcome

- Familiarity with the historical evolution of media systems with special reference to India and its colonial context, like the role of the press in anti-colonial resistance and national awakening
- Awareness of key developments in Indian media post-Independence, including technological shifts, policy interventions, and globalization
- Appreciation of the historical course of Indian cinema, major personalities, and the evolution of regional film industries
- Critical understanding of how social, political, and technological changes have shaped the Indian media landscape over time

Course Code - JMC 103
Course Title: Media Law and Ethics
Course Type: Core Theory Paper
Total Marks – 50 (40+10)
Credit -4 (3-1-0)

Course Objectives:

- To provide a foundational understanding of media ethics, codes of conduct, and principles of responsible journalism, and awareness of constitutional rights
- To acquaint students with the legal framework governing the press, broadcasting, and digital media in India and also enable students to identify legal risks and apply ethical reasoning in real-world and newsroom contexts
- To critically assess the regulatory bodies and codes, including those by the Press Council, Election Commission, and Prasar Bharati
- To explore emerging legal and ethical challenges in the digital age and also examine ethical dilemmas in journalism

Unit I: Foundations of Media Ethics and Professional Responsibility

Media ethics – concept – comparing media ethics and media laws- media ethics, media freedom – media’s social responsibility and accountability -self-regulation – trial by media- Media’s ethical problems including privacy - right to reply, covering communal disturbances, atrocities on women, elections – Para journalism-- Yellow journalism- Cheque book journalism- -Sting operation -Paid news --Plagiarism—Ethical issues related with ownership of media –Ombudsman-- Guidelines and/or Codes prescribed by Press Council of India-Guidelines and/or Codes suggested for media/press by other national and international organizations – Election Commission guidelines for media.

Unit II: Constitutional Safeguards and Legislative Frameworks

History of press/media laws in India –Press Laws and Laws of the Press-- New challenges after Independence—Constitution of India-Fundamental rights – Freedom of Speech and Expression and their limits--Provisions of declaring emergency in India and their effects on media– --Press and Registration of Periodicals Act, 2023- Press Registrar General of India- Registration of newspapers— Registration of online news portals-Freedom of Information—Right to Information- --Communication Right-Right to Information Act 2005--Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955;

Unit III: Criminal and Civil Legal Provisions Affecting the Media

Defamation, Libel, Slander-journalistic defence – relevant provisions of Bhartiya Nyaya Sanhita,2023--relevant provisions of Bhartiya Nagarik Suraksha Sanhita, 2023--Sedition, Crime against women and children - Obscenity --Contempt of court and journalistic defence --; Parliamentary privileges - Provisions for legislature reporting-- Contempt of parliament and journalistic defence; Drugs and Magic Remedies (Objectionable Advertisements) Act;- Indecent Representation of Women (Prohibition) Act 1986;1954, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, --Intellectual Property Right- Copyright Act, Trade Marks Act and Patent Act -Famous cases involving journalists and news media organisations

Unit IV: Media-Specific Regulations and Institutional Codes

Cinematograph Act 1953- Film Censorship –Prasar Bharati Act --Regulation of Private TV Channels-- Cable TV Regulations Act – Policy Guidelines for Setting up Community Radio Stations in India -- Community Radio Licence Procedure-- Community Radio regulations in India -- Broadcasting Code for AIR and Doordarshan, Self-regulation of private TV channels; Codes for advertising and public relations.

Unit V: Media Ethics and Law in the Digital Age

Media Freedom and Ethics in the Digital Age; New Challenges; cyber freedom- Surveillance; Privacy; Laws and regulations related to online media--Information Technology Act 2000; Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021-Wiki Leaks — challenges before free media. Ethical issues related to cyber media: Social Media Trolling- Concepts of ‘Post-Journalism’ and ‘Post-Truth’ period- relevance.

Reading List:

1. D D Basu, Laws of the Press in India, 2002
2. Paranjoy Guha Thakurta, Media Ethics: Truth Fairness and Objectivity, 2011
3. Edward S Herman and Noam Chomsky, Manufacturing Consent: The Political Economy of Mass Media, 2010
4. Ess Charles; Digital Media Ethics, 2013
5. Fortner, R.S. and Fackler Mark; The Handbook of Global Communication and Media Ethics, 2011
6. Media, Press and Telecommunications Laws, Eastern Book Company
7. Plaisance, P.L; Media Ethics: Key principles for Responsible Practice, 2013
8. Report of the Press Commissions, First and Second
9. Future of Print Media- Press Council of India, 2001

Course Outcome

- Familiarity with core ethical concepts in journalism and their practical application in various media scenario
- Understanding of the constitutional and legislative framework governing media freedom and responsibility in India
- Engagement with real-world legal provisions, including defamation, obscenity, contempt of court, and intellectual property
- Evaluation of key statutory acts such as the Press and Registration of Periodicals Act, RTI Act, and IT Act
- Critical insight into ethical issues in digital journalism, including trolling, surveillance, misinformation, and post-truth narratives
- Ability to distinguish between ethical and unethical journalistic practices in the context of evolving legal landscapes

Course Code - JMC 104
Course Title: Print Journalism
Course Type: Core Theory Paper
Total Marks – 50 (40+10)
Credit -4 (3-1-0)

Course Objectives:

- To provide an in-depth understanding of print journalism – its history, practices, ethics, and challenges.
- To develop news writing, editing, and reporting skills with emphasis on accuracy, fairness, and newsworthiness.
- To familiarize students with the changing landscape of print journalism in the digital age.
- To introduce students to the workings of a newsroom and the structure of a newspaper.
- To encourage critical thinking about press freedom, media law, and the socio-political role of print media.

Unit I: Foundations of Print Journalism

Historical evolution of print journalism in India and the world: Role and relevance of newspapers and magazines in a democratic society, Classification and characteristics of print media: Broadsheets, tabloids, newsletters, magazines (general interest and niche), Organizational structure of a newspaper house: Editorial, circulation, advertising, printing, marketing

Unit II: News Reporting and Writing

News values: Timeliness, proximity, impact, human interest, conflict, novelty, prominence, Walter Lippmann and Galtung Theories, Types and techniques of reporting: Political and parliamentary reporting, Crime and investigative journalism, Civic beat and development reporting, Cultural and lifestyle journalism, Sports, business, science, and environment reporting, Court and legal reporting, Structure of news writing: The inverted pyramid, hourglass, and narrative formats, Crafting leads: Summary lead, anecdotal, question, quote, contrast, Source evaluation: On-the-record, off-the-record, anonymous sources; the ethics of whistle blowing, Tools for fact-checking and verification: OSINT, data triangulation, background research, Ethical issues in reporting - Sensationalism, conflict of interest, embedded journalism, trial by media, Role of reporter in crisis and conflict zones: Risk management and sensitivity

Unit III: Editing and Page Design

Principles of good editing: Clarity, brevity, coherence, accuracy, tone, grammar, Hierarchy in the newsroom: Editor, Chief Sub, News Editor, Editing symbols and proof-reading techniques; Headline writing - Types: Straight, question, pun, feature, command, kicker, Challenges: Sensationalism vs factual precision, SEO considerations in digital versions, Basics of page makeup: Page layout: Columns, grids, modular design, white space, Typography: Fonts, legibility, visual hierarchy, Introduction to Design and Pagination Software: InDesign, QuarkXPress

Unit IV: Specialized Journalism and Features

Feature writing Types: Personality profiles, travelogues, reviews (book, film, theatre), backgrounders, Structure and techniques: Nut graphs, transitions, kicker endings, literary devices, Human interest stories: Techniques for storytelling, emotion, and engagement, Writing editorials, op-eds, columns: Tone, voice, subjectivity, argumentative structure, Magazine journalism: Characteristics of long-form journalism, Differences between magazine and newspaper style, Niche magazines: Business, fashion, health, culture, investigative, Data journalism in print: Sourcing and interpreting data, Infographics, maps, timelines, and charts, Evolution and relevance in print, Gender-sensitive and inclusive journalism practices

Unit V: Contemporary Trends and Challenges

Print vs digital journalism: Content adaptation, convergence models, and cross-media strategies, Role of AI and automation in newsrooms: Prospects and challenges, Rise of citizen journalism: Opportunities, credibility, and limitations, Blogs, newsletters, and independent publishing; Crisis in print media: declining readership and advertising revenue, Transition to subscription and paywall models, Role of print media in: Electoral coverage and political propaganda, Reporting social movements, protests, and public health crises, Ethical dilemmas in journalism: Privacy vs public interest, Paid news and advertorials, Fake news, misinformation, and media trials

Reading List:

1. Baskette, P. K., & Sissors, J. Z. (2005). *The art of editing* (9th ed.). Pearson Education.
2. Bender, J. R., Davenport, L. D., Drager, M. W., & Fedler, F. (2015). *Reporting for the media* (11th ed.). Oxford University Press.
3. Dahlgren, P., & Sparks, C. (1991). *Decoding the news: Politics, journalism and the public*. SAGE Publications.
4. Friedlander, E. J., & Lee, J. (2003). *Feature writing for newspapers and magazines* (6th ed.). Pearson Education.
5. Frost, C. (2003). *Designing for newspapers and magazines*. Routledge.
6. Khandekar, V. K. (2021). *The Indian media business* (5th ed.). SAGE Publications India.
7. Kovach, B., & Rosenstiel, T. (2014). *The elements of journalism: What newspeople should know and the public should expect* (3rd ed.). Three Rivers Press.
8. Aggarwal, V. B., & Gupta, V. S. (2001). *Media and journalism: Principles and practices*. Concept Publishing Company.
9. Kumar, K. J. (2014). *Mass communication in India* (5th ed.). Jaico Publishing House.
10. McChesney, R. W. (2013). *Digital disconnect: How capitalism is turning the internet against democracy*. The New Press.
11. Mencher, M. (2010). *News reporting and writing* (12th ed.). McGraw-Hill Education.
12. Parthasarathy, R. (1989). *Journalism in India: From the earliest times to the present day* (Reprint ed.). Sterling Publishers.
13. Sarkar, P., & Ghosh, S. (2006). *Media ethics: Truth, fairness and objectivity*. Authorspress.
14. Shankar, R. (2020). *The first print: Celebrating 200 years of Indian newspapers*. Niyogi Books.
15. Venkateswaran, K. S. (2014). *Mass media laws and regulations in India* (Rev. ed.). Asian Law House.
16. Westley, B. H. (1972). *News editing* (3rd ed.). Houghton Mifflin.

Course Outcome

- Engagement with news values, beat-specific reporting, and fact-based journalistic writing

- Technical proficiency in editing, headline writing, page layout, and introductory DTP software
- Creation of feature stories, editorials, and reviews with narrative depth and reader engagement
- Application of media laws, press regulations, and professional codes of ethics in journalistic practice

Course Code - JMC 105
Course Title: Writing for Media
Course Type: Practical Paper
Total Marks – 50 (40+10)
Credit -4 (1-0-3)

Course Objectives:

- To provide intensive practical training in the craft of writing for newspapers, magazines, and other print publications.
- To equip students with professional skills in news writing, feature writing, interviewing, editing, and reporting.
- To cultivate journalistic ethics, clarity in writing, and effective communication for diverse readerships.
- To help students develop a strong individual portfolio showcasing their versatility across various formats.

Unit I: Fundamentals of News Writing

Definition and structure of news: 5Ws and 1H, News values and news judgment, Types of leads and writing effective intros, Inverted pyramid vs narrative structure, writing headlines, subheads, and captions, Exercises in rewriting press releases and agency copy, Practice in writing breaking news vs follow-up stories, Cross-platform adaptation: print vs web news versions, Crafting photo captions and selecting accompanying visuals

Unit II: Reporting Practice Across Beats

Submit a compiled file based on the following assignment:

- Write 4 news reports, covering different beats like political, health, environment, education, sports, etc. that will include field visits, interviews, and background research for primary data.

Unit III: Feature, Interview, and Review Writing

Submit a compiled file based on the following assignment:

- 2 Feature story (human-interest)
- 2 Film Review
- 2-Book Review
- 2 OTT Series Review
- 3 Editorial (at least one from Political, Economical and Social issues)
- 2 Profile/interview of a public figure or local changemaker

Unit IV: Editing and Copy Refinement

Submit a compiled file based on the following assignment

- Sub-edit, proofread, and rewrite sample drafts
- Practice editing for grammar, clarity, headline-writing, and formatting
- Use standard editorial symbols and style guides (AP/Reuters)
- Convert raw copy into print-ready content
- Prepare one piece for layout of the front page of a newspaper
- Students should publish at least 2 Letters to the Editor in any local/ regional/ national paper

Unit V: Writing for Specialized Print Sections

Specialized Print Section Compilation

- Write 3 articles for niche sections (e.g., lifestyle, travel, business, opinion)
- Include backgrounder or explainer piece

Mode of Examination

- Oral presentation and Viva voce at the end of the semester

Reading List:

1. Bender, J. R., Davenport, L. D., Drager, M. W., & Fedler, F. (2015). *Reporting for the media* (11th ed.). Oxford University Press.
2. Friedlander, E. J., & Lee, J. (2003). *Feature writing for newspapers and magazines* (6th ed.). Pearson Education.
3. Guth, D. W., & Treadwell, D. (2016). *Journalism for the mass media* (9th ed.). Pearson Education.
4. Harrower, T. (2012). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill Education.
5. Hicks, W., Adams, S., Gilbert, H., & Holmes, T. (2008). *Writing for journalists* (2nd ed.). Routledge.
6. Itule, B. D., & Anderson, D. A. (2007). *News writing and reporting for today's media* (7th ed.). McGraw-Hill.
7. Kovach, B., & Rosenstiel, T. (2014). *The elements of journalism: What newspeople should know and the public should expect* (3rd ed.). Three Rivers Press.
8. Mencher, M. (2010). *News reporting and writing* (12th ed.). McGraw-Hill Education.
9. Raman, U. (2010). *Writing for the media* (2nd ed.). Oxford University Press India.
10. Rich, C. (2015). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.
11. Scanlan, C., & Perry, R. (2010). *Reporting and writing: Basics for the 21st century* (2nd ed.). Oxford University Press.
12. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). *Mediawriting: Print, broadcast, and public relations* (4th ed.). Routledge.

Course Outcome

- Understanding of beat-specific reporting techniques and ethical considerations in field assignments
- Engagement with feature writing, profile building, and review formats using narrative storytelling approaches

- Technical proficiency in sub-editing, proofreading, fact-checking, and adherence to professional style guides
- Ability to write for specialized sections such as lifestyle, education, business, and culture with audience sensitivity
- Development of a professional writing portfolio showcasing diverse journalistic formats and writing styles

Details of the Curriculum SEMESTER-II

Course Code – JMC 201
Course Title: Essentials of Journalism
Course Type: Core Theory Paper
Total Marks – 50 (40+10)
Credit -4 (3-1-0)

Course Objectives

- To introduce students to the foundational principles of journalism in India and globally
- To explain the structure and functioning of news organizations in democratic societies
- To develop basic news writing and reporting skills across various journalistic platforms
- To cultivate awareness of journalistic responsibilities, audience expectations, and media literacy.

Unit 1: Introduction to Journalism

Definition, nature and scope of journalism, Functions of journalism, Types of journalism (print, Broadcast, online), Role of journalism in a democracy, Press and society.

Unit 2: History and Evolution of Journalism

Early history of journalism in India and the world, Development of Indian press (pre- and post-Independence), Role of press in freedom movement, Growth of regional journalism, Yellow journalism Penny press, tabloid press, News Portal, e edition, E paper digital journalism

Unit 3: News and News Values

Definition of news, Elements and values of news (timeliness, proximity, etc.), Types of news: Hard vs. soft, spot news, investigative, interpretative, News sources and their credibility, The news process: from the event to the reader (how news is carried from event to reader), Ethics in news gathering, basic components of a news story Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 4: News Writing Basics

Understanding the structure and construction of news Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news,

use of internet, Different mediums-a comparison Language and principles of writing: Basic differences between the print, electronic and online journalism Citizen journalism

Unit 5: Contemporary Issues and Digital Journalism

Challenges and opportunities in digital-first journalism, social media and journalism: Fake news and fact-checking tools, Media convergence and multimedia storytelling, Newsroom structure in digital and legacy media, Role of the journalist in a changing media ecosystem

Reading List :

1. Journalism in India – R. Parthasarathy
2. Basic Journalism – Rangaswamy Parthasarathy
3. Mass Communication in India – Keval J. Kumar
4. Handbook of Journalism and Mass Communication – Vir Bala Aggarwal & V.S. Gupta
5. Indian Journalism: Critical Issues – Nalini Rajan
6. McQuail's Mass Communication Theory – Denis McQuail
7. Mass Communication Theory: Foundations, Ferment, and Future – Stanley J. Baran & Dennis K. Davis

Course Outcomes

- Understand and explain the core concepts, functions, and types of journalism.
- Trace the historical development of journalism with a focus on India's media legacy and its sociopolitical impact.
- Evaluate the values, ethics, and criteria essential to professional news reporting.
- Demonstrate competency in writing news reports using appropriate formats for print, broadcast, and digital media.
- Critically engage with contemporary issues like citizen journalism, fake news, media ethics, and digital transformation.

Course Code – JMC 202
Course Title: Broadcast Journalism
Course Type: Core Theory Paper
Total Marks – 50 (40+10)
Credit -4 (3-0-1)

Course Objectives:

- To enable students to critically analyze the development of the institutional framework of Indian broadcast media
- To develop student proficiency in scriptwriting and programme design of radio programme.
- To train students in the technical aspects of audio production
- Analyze Emerging Trends and Technological Shifts in Broadcast Journalism

Unit I: History and Development of Broadcasting Journalism

Development and evolution of Radio & TV journalism in India, All India Radio— News Service Division; Commercial Broadcasting Service- Vividh Bharati, External Broadcast Service, National Service, FM service of AIR and Private FM channels, News on Internet; Digitalization of AIR, Doordarshan and its Family; Era of Globalization, Satellite broadcasting- DTH, Soap Opera in Indian television, TV magazine -*AMUL SURVI*, Administrative and Functional Reforms: Chanda Committee Report, Akash Bharati and Prasar Bharati Corporation

Unit II: Radio Programmes and Presentation

Script writing for radio programmes; Radio news -Convergence forms of news format; news portal and news apps, Radio Drama, Documentary, Storytelling format, Creative strategy of radio commercials, Radio interview, Internet radio- Cultural changes and discourse of content, ‘You’ culture, Alternative voice in Community Radio- AMARC; Scope and challenges of community radio, Community radio in West Bengal, HAM Radio- disaster communication.

Unit III: Audio Production

Sound and Sign wave – types of sound, types of microphones and its usage, voice modulation, Audio wrap-up, cross fade, Audio Editing: Single Track and Multi-Track, Mono and Stereo Recording, Live production, Creation of sound effects, Audio mixing and mastering, Editing and mixing software – Audacity & Adobe Audition

Unit IV: Television Journalism

Scripting for visuals, Camera shots and movements, TV News- basic format, Changing scenario of TV news format- style & presentation, Booming of 24X 7 News Channels, News and entertainment channels in social media platform; Visual storytelling, Production Management for TV broadcasting- Different stages- Production Strategies, Shooting Schedule, Production Budget, Visual Thinking, Research & Architecture of Outline Treatment, Single Vs. Multi Camera Production, Studio Vs. Location Production, E-Content development, design & implementation in broadcast journalism

Unit V: Emerging Trends in Broadcasting Journalism

Audio –Visual Pod Casting in social media platform- Reach and acceptance, Mobile journalism (MoJo) tools and techniques - impact of Mojo over on conventional broadcast journalism, Live streaming and multimedia storytelling, YouTube, OTT, and independent broadcasting- Scope & Challenges, Threat from: misinformation and polarization of content in post truth society, AI in news - AR in Broadcasting media, audience analytic, transformation of behaviour and consumption of content – From Live TV to OTT platform.

Reading List:

1. Vasuki Belavedi, Video Production, 2nd ed, OUP, 2013
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India
3. Bhatt, S.C., Broadcast Journalism: Basic Principles
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
6. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
7. AkashBharti National Broadcast Trust : Publication Division, New Delhi, 1987

8. Hellard Robert -, Writing for Television and Radio, Sage 2000
9. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to
10. Television., Rinehart & Winston, rawat publication, 2010
11. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi. 2007
12. Macliesh Robert - Radio Production Techniques. Macmillan. NY., 2002
13. Singhal Arvind, & Rogers Everett - India's Information Revolution., sage, 1998
14. Ash, William - The Way to Write radio Drama, BBC, 2009
15. Arthur Asa Berger: Seeing is Believing: An Introduction to Visual Communication, NewYork, Mayfield
16. Boyd, Stewart & Alexander: Broadcast Journalism, Focal Press sixth edition2008
17. Kohli .V: The Indian Media Business, Response New Delhi 2006
18. Others Voices , Vinod Pavarala & Kanchan K Malik, Sage , 2007
19. Vinod Pavarala & Kanchan K Malik , Community Radio in South Asia, 2020, Rutledge

Course Outcomes:

- Familiarity with Indian broadcast media system
- Understanding technological shifts and media globalization
- Engagement with digital convergence in auditory media
- Technical proficiency and operational knowledge of audio and visual production
- Evaluation of hybrid formats like podcasting and OTT, and AI-driven personalization and media consumption trends

Course Code – JMC 203

Course Title: Public Relations

Course Type: Core Theory Paper

Total Marks – 50 (40+10)

Credit -4 (3-0-1)

Course Objectives:

- To provide foundational knowledge of Public Relations and publicity
- To develop strategic thinking in PR campaign planning
- To understand sector-specific applications of PR in corporate, government, and NGO
- To instill ethical awareness and legal understanding

Unit I: Fundamentals of Public Relations

Definition, nature, scope, and functions of PR, Difference between PR, Advertising and Publicity, Theorizing the Public Relations - Grunig's System Sub system theory; Grunig 's observation on Public, Symmetrical and asymmetrical model of PR, PR Tools and Techniques - Written tools: Press releases, newsletters, brochures, Spoken tools: Press conferences, interviews, speeches, Digital PR: social media, blogs, websites, podcasts, Event management and sponsorships

Unit II: PR Strategy and Campaign Planning

PR planning process: Research, objectives, audience, tactics, evaluation- Johari's window, Crisis communication and issues management, Crisis management team and Crisis management plan, Media relations and networking - Guidelines for good media relations; -, social media @work -Influence of social media on Crisis Communication and CSR promotion, Digital media platform for Corporate Communication during COVID epidemic period

Unit III: PR in Different Sectors

Corporate PR- Identification and understanding corporate goals, corporate strategy and corporate Niche, Corporate Employee relations; Corporate CSR – Triple bottom line Theory and Carroll's Model, Government PR- PR in electoral war fare; NGO and PR- Role of NGO in CSR Activities' Funds for NGOS & CSR –Promotion & Debate, PR in Entertainment and Sports facilities;

Unit IV: Corporate Branding

Corporate Brand and Brand Promotions -Coloration, Logo, celebrity endorsement; Identity and image; Grounded theory of the corporate identity; Six-staged model of Corporate Identity; Managing Brand vs Managing Customers- Role of PR; New Anthem for Open-source Branding - Social Media Advocacy in promotional communication and branding

Unit V: Ethics, Law, and Contemporary Issues in PR

Ethical principles and codes (IPRA, PRSI), PR and media law: Defamation, privacy, copyright, Transparency, accountability, fake news, Challenges in PR: Misinformation, digital trolling, deep fakes

Reading list:

1. Joep Cornelissen Corporate Communication: A Guide to Theory and Practice, 4th ed., Rawat Publication 2014.
2. Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008
3. J V Vilanilam, Public Relations in India : New Tasks and Responsibilities, Sage publication 2009
4. Corporate Social Responsibility in India , By Bidyut Chakrabarty , Rutledge, 2011
5. Corporate Social Responsibility: Concepts and Cases : the Indian Experience , By C. V. Baxi, Ajit Prasad, Excel Books new Delhi, 2005
6. Corporate Social Responsibility in India, By Sanjay K Agarwal, Response Publication, 2008
7. Online Public Relations , By David Phillips, The Institute of Public Relations , KOGAN Page
8. The Public Relations Handbook , By Alison Theaker, Rutledge
9. Public Relations: Principles and Practice, By Philip J. Kitchen, Thompson, Hall University
10. An Overview of the Public Relations Function , By Shannon A. Bowen, Business Expert Press, 2010
11. Public Relations and the Social Web: How to Use Social Media and Web 2.0, By Rob Brown, KOGAN, 2009
12. S.M.Sardana, Public Relations: Theory and Practice
13. Public Relations, By Edward L. Bernays, University of Oklahoma Press
14. Jethwaney, I. N. & Others—Public Relations : Concept, Strategies, Tools,Publisher: New Delhi : Sterling Publishers Private Limited, 200
15. Black, Sam—Practical Public Relations, Prentice Hall Trade; Revised edition (April 1983)
16. Crisis Management: Leading in the New Strategy Landscape, Second Edition, Rawat Publications ,

2013

17. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.
18. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.
19. Introducing Public Relations: Theory and Practice, By Keith Butterick, Sage, 2011

Course Outcomes:

- Build effective relationships with media and key publics in different situation
- Identify PR functions across corporate, government, NGO sectors and apply appropriate PR tools across various communication contexts
- Utilize branding models to craft communication strategies
- Adapt PR practices to address challenges in the digital age and apply social media tools for interactive brand promotion and reputation building

Course Code – JMC 204
Course Title: Advertising
Course Type: Core Theory Paper
Total Marks – 50 (40+10)
Credit -4 (3-0-1)

Course Objectives

- To develop a comprehensive understanding of advertising as a persuasive and strategic Communication tool.
- To explore the evolution, theories, structure, and socio-economic influence of advertising.
- To provide insights into advertising campaign planning, copywriting, media selection, and branding.
- To critically examine ethical, legal, and regulatory aspects of advertising.
- To prepare students for careers in advertising, marketing communications, creative strategy, and media planning.

Unit I: Introduction to Advertising

Definition, nature, and scope of advertising, Evolution and history of advertising (global and Indian context), Functions of advertising in society and the economy, Types of advertising: Product, Service, Institutional, Social, Political, Advertising vs Publicity vs Propaganda vs Public Relations, Advertising and consumer behaviour, Role of advertising in capitalist and consumerist societies, Evolution of advertising post-liberalization in India, Impact of globalization on advertising narratives, Influence of advertising on identity, lifestyle, and aspiration

Unit II: Advertising Theories and Models

AIDA Model, DAGMAR, Maslow's Hierarchy of Needs, Communication theories applied to advertising: Persuasion theories, Two-Step Flow, Uses and Gratifications, Agenda Setting, Framing, Semiotics and symbolism in advertising, Psychological, sociological, and cultural influences in ad creation, Brand recall, brand awareness, brand loyalty, and brand equity, Consumer perception and

attitude formation, Heuristics and cognitive biases in advertising, Neuromarketing and behavioural advertising concepts

Unit III: Advertising Agency and Campaign Planning

Structure and functions of an advertising agency, Roles of creative director, copywriter, art director, media planner, account executive, Client brief and creative brief development, Campaign planning process: Situation analysis, Objective setting, Strategy, Creative concept, Execution, Media plan, Evaluation, Budgeting, media mix decisions, scheduling, Media pitch preparation and client presentation, Agency-client relationship management and retention strategies, Inter-agency collaboration (PR, digital, production), Case studies of advertising campaigns

Unit IV: Copywriting and Media Strategy

Principles of copywriting: USP, CTA, audience targeting, clarity, emotional and rational appeals, writing for different media: Print (newspapers, magazines), Radio and TV (scripts, jingles, voice-overs), Outdoor (billboards, transit ads), Digital (display ads, social media, SEO/SEM copy), Role of visuals, symbols, taglines, and sound in enhancing recall, Media selection criteria: reach, frequency, cost-effectiveness, Media planning and buying: TRPs, GRPs, CPRP, digital metrics, Integrated media strategy and cross-platform campaigns, Programmatic advertising, native advertising, influencer marketing, Case studies: Copywriting breakdowns of iconic ad campaigns.

Unit V: Ethics, Regulation, and Future of Advertising

Advertising Standards Council of India (ASCI) and regulatory framework, Legal aspects: Misleading ads, surrogate advertising, comparative claims, Gender stereotypes, objectification, and representation ethics, Advertising to children and vulnerable groups, Social responsibility: CSR communication and cause-based advertising, Greenwashing and purpose-driven advertising, Digital advertising ethics: cookies, tracking, data privacy, Artificial Intelligence, personalization, and the future of targeted ads, Case studies of socially impactful campaigns, Future roles in ad-tech and evolving agency structures

Reading List:

1. Arens, W. F., Weigold, M. F., & Arens, C. (2013). Contemporary advertising and integrated marketing communications (14th ed.). McGraw-Hill Education.
2. Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: An integrated marketing communications perspective (12th ed.). McGraw-Hill Education.
3. Hackley, C., & Hackley, R. A. (2021). Advertising and promotion (4th ed.). Sage Publications.
4. Jefkins, F. (2000). Advertising (5th ed.). Pearson Education Limited.
5. Ogilvy, D. (2007). Ogilvy on advertising. Vintage Books. (Original work published 1983)
6. O'Guinn, T. C., Allen, C. T., Semenik, R. J., & Scheinbaum, A. C. (2018). Advertising and integrated brand promotion (8th ed.). Cengage Learning.
7. Pelsmacker, P. D., Geuens, M., & Van den Bergh, J. (2018). Marketing communications: A European perspective (6th ed.). Pearson Education Limited.
9. Pricken, M. (2010). Creative advertising: An introduction (2nd ed.). Thames & Hudson.
10. Shimp, T. A., & Andrews, J. C. (2013). Advertising, promotion, and other aspects of integrated marketing communications (9th ed.). South-Western Cengage Learning.
11. Singh, R. (2012). Advertising: Planning and implementation. Prentice-Hall of India.
12. Sissors, J. Z., & Baron, R. B. (2010). Advertising media planning (7th ed.). McGraw-Hill Education.
13. Sivagnanasundaram, R. (2015). Advertising and media planning. Tata McGraw-Hill Education.

14. Vilanilam, J. V., & Varghese, A. K. (2004). Advertising basics! A resource guide for beginners. Sage Publications India.
15. Wells, W., Burnett, J., & Moriarty, S. (2006). Advertising: Principles and practice (7th ed.). Pearson Education.

Course Outcome

- Familiarity with the evolution, scope, and societal functions of advertising in both global and Indian contexts
- Understanding of foundational advertising models, communication theories, and consumer behaviour frameworks
- Engagement with branding concepts and symbolic strategies used in persuasive advertising
- Evaluation of media planning strategies and emerging advertising trends like influencer marketing and programmatic media
- Awareness of legal frameworks, regulatory norms, and ethical concerns surrounding representation in advertising
- Critical understanding of future challenges including digital disruption, personalization, and AI-driven advertising

Course Code: JMC 205

Course Title: Development Communication

Course Type: Core Theory Paper

Total Marks – 50 (40+10)

Credit -4 (3-1-0)

Course Objectives:

- To introduce foundational concepts and paradigms of development communication
- To examine key theories and models and their application for an integrated development
- To explore India's development communication practices, including IKS system
- To analyze contemporary digital dimensions in development communication

Unit I : Social Development and Development Communication

Emergence of the Social Development Paradigm – Quebral & Midgley's Observation; Dominant and Alternative Paradigm, Development Support Communication, Diversity in social development progress in Asia-Millennium Development Goals-poverty eradication, basic conceptual differences between economic and social development; food security and health investment in developing countries; KAP and CFSC Model; Comparison between Economic and Social Development Paradigm on ideology, aims, policy, approach and outcomes;

Unit II: Theorization of Development Communication

Modernization Theory - Daniel Lerner & Wilbur Schramm; Dependency Theory- neo-colonialism, empower local voices and resist media imperialism; Participatory Communication - community-level engagement, dialogic action, Paulo Freire's work on dialogue; Behaviour Change Communication (BCC)- health, education, and environment, Sustainability and Cultural Sensitivity - long-term goal-oriented communication strategies, diversity of culture, local traditions, languages, and knowledge systems.

Unit III : Issues and Application of Development Communication in India

Bridging the Rural-Urban Divide- community radio, vernacular newspapers, and local dialect programming - *Kisan Vani* , *KRISHIDARSHAN* , *SITE, KHEDA* ; Literacy and Education Campaigns - *National Literacy Mission* , *Taru* and *Ek Titli* ; Health Communication – Restrict the Misinformation and cultural taboos, maternal health, family planning, and sanitation- *Pulse Polio Campaign, Swachh Bharat Abhiyan*; , IKS and its application - Positive Deviances and IKS ; Digital Divide and New Media - *Digital India*, and mobile-based apps - Digital advocacy to digital literacy

Unit IV: Dimensions of Development Communication

Role of state, civil society, and activists, RTI , MGNEGRA, Mid-Day Meal, Digital and Smart phone Based Networking - *Aarogya Setu*, and UMANG, Aadhar Card Link, Digital outreach and public feedback mechanisms; Integration with Government Schemes and E-Governance - *Digital India, My Gov, My Bharat Portal* and *Swachh Bharat Mission*; Social Media Influencers - campaigns on LGBTQAI+, mental health, sanitation, women’s rights, and COVID-19 vaccination.

Unit V : Challenges of Development Communication in the Present Day

Misinformation and Media Credibility - spread of fake news and unverified information, especially on social media, a barrier of development goals; Cultural and Linguistic Diversity - Localized and culturally sensitive communication strategies; Alternative mode of media literacy - Engaging Youth in New Media Platforms – development approach and creativity in YouTube, *Instagram*, and *mobile apps*; Redefine the collaboration between GOs, NGOs and Corporate for Environmental sustainability.

Reading List

1. Arvind Singhal, Everett M Rogers. *India's Communication Revolution: From Bullock Carts to Cyber Marts*
2. Arvind Singhal, Everett M Rogers. *Entertainment-Education: A Communication Strategy for Social Change*, Rutledge, 1999.
3. Linje Manyozo. *Media, Communication and Development: Three Approaches*. Sage. 2012.
4. *Communication for Development* . Srinivas Raj Melkote, H. Leslie Steeves, SAGE . 2015
5. Arvind Singhal and Everett M. Rogers (1989). *India's Information Revolution*. Thousand Oaks, CA: Sage
6. Melkote Srinivas R., H. Leslie Steeves. *Communication for Development in the Third World: Theory and Practice for Empowerment*. Sage. 2001
7. Jan Servaes. *Communication for Development and Social Change*, Sage Publications, 2009.
8. K. E. Eapen, Srinivas R. Melkote, Sandhya Rao, *Critical issues in communication: looking inward for answers: essays in honor of K.E. Eapen*. Sage, 2001.
9. Arvind Singhal and Everett M. Rogers (2003). *Combating AIDS: Communication Strategies in Action*. Thousand Oaks, CA: Sage
10. Michael J. Papa, Arvind Singhal, and Wendy Papa (2006). *Organizing for Social Change: A Dialectical Journey of Theory and Praxis*. Sage Publications: Thousand Oaks, CA; London, and New Delhi .
11. Murli Desai , *Social Development in Asia: Diversity and Implications*, Rawat Publications, 2015.
12. Kiran Prasad *New Media and Pathways for Social Change: Shifting Development Discourses*. BRPC: New Delhi. 2012.
13. H.Y. Siddiqui, *Social Development in Indian Subcontinent* , Rawat, 2004.

14. Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. Southern Illinois University Press, 1986.
15. Uma Nerula. Development Communication: Theory and Practice. HarAnand. 2004.
16. Katar Singh & Anil Shishodia , Rural Development: Principles, Policies and Development Paperback, Sage 2024.
17. Amit Bhaduri, Development with Dignity, National Book Trust, 2017.
18. Omondi Oketch. Language Use and Mode of Communication in Community Development , Lambart Publication, 2010.
19. Dipankar Sinha, Development Communication, Orient Blackswan, 2013.
20. Paulo Freire, Pedagogy Of The Oppressed ; 30th Anniversary Edition • Translated by Myra Bergman Ramos, Continuum, New York & London, 2025

Course outcomes:

- Understand global vs local development models and the idea about power dynamics in global media, also considering ethical communication narratives
- Analyze development policies in Asian context, more specifically Indian development campaigns
- Gain theoretical grounding in media and society to learn communication’s role in poverty, health, environment and education
- Design culturally responsive campaigns and design on local-language media content.
- . Analyze digital inclusion and public engagement through mobile apps and digital portals

Course Code: JMC 206
Course Title: Applied PR and Advertising
Course Type: Practical Paper
Total Marks – 50 (40+10)
Credit -4 (1-0-3)

Course Objectives

- To provide hands-on training in key practices of Public Relations and Advertising.
- To develop creative, strategic, and technical skills for campaign design, copywriting, media handling, and communication planning.
- To simulate real-world professional scenarios, including press release writing, ad creation, PR event planning, and crisis communication.
- To prepare students with a versatile portfolio showcasing their expertise in both domains.

Unit I: Foundations of PR and Advertising Communication

Principles and formats of PR and advertising communication, Structure and purpose of press releases, advisories, speeches, and digital content, Basics of ad copy: headlines, body text, slogans, taglines, Media content for internal use and public dissemination (newsletters, memos, social media), Introduction to campaign elements: creative briefs, message appeals, and media mix, Crisis communication and media strategy, Branding basics: visual-textual integration and consistency, Communication protocols with media and stakeholders, Overview of audience targeting, segmentation, and ethical considerations

Unit II: PR Campaign Planning and Execution

Design and simulate a Public Relations campaign for a selected cause, product, or organization

Deliverables:

- Situational analysis and goal setting
- Stakeholder mapping and message framework
- Simulated PR event plan (launch, crisis, advocacy)
- Crisis response exercise with press statements
- Media outreach list and sample email follow-ups
- Final PR campaign document with strategy and evaluation tools

Unit III: Ad Copywriting and Concept Development

Develop cross-format advertising content for a chosen brand or cause

Deliverables:

- Ad copy sets
 - 4 print headlines, body, illustrations
 - 2 audio jingles/scripts
 - 2 video story board
- Comparative ad samples: commercial vs. cause-based messaging
- Personalization for different target audiences
- Social media post samples and influencer taglines
- Reflection on voice, tone, and platform adaptation

Unit IV: Advertising Campaign Planning and Media Strategy

Create an end-to-end advertising campaign with media strategy

Deliverables:

- Creative brief and campaign theme
- STP (Segmentation, Targeting, Positioning) framework
- Cross-platform media strategy (print, digital, OTT, ambient)
- Budget allocation outline and scheduling plan
- Branding elements: logo draft, typography guide
- Mock-up campaign using digital tools (Canva/Adobe/AI platforms)
- Presentation to a simulated client panel

Unit V: Project Work

Capstone project integrating PR and Advertising (choose product/cause/event)

- Prepare and submit a final project including:
 - 2 PR write-ups (press release)
 - 1 PR campaign proposal
 - 3 ad copies (across media types – print, audio, and audio-visual)
 - 1 advertising campaign blueprint

Mode of Examination

- Oral presentation and Viva voce at the end of the semester

Suggested Readings:

1. Arens, W. F., Weigold, M. F., & Arens, C. (2013). *Contemporary advertising and integrated marketing communications* (14th ed.). McGraw-Hill Education.
2. Bivins, T. H. (2017). *Public relations writing: The essentials of style and format* (8th ed.). McGraw-Hill Education.
3. Black, S. (2013). *Practical public relations* (7th ed.). Kogan Page.
4. Butterick, K. (2011). *Introducing public relations: Theory and practice*. SAGE Publications.
5. Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). *Effective public relations* (9th ed.). Pearson Education.
6. Jefkins, F. (1994). *Advertising* (4th ed.). Pearson Education Limited.
7. Moriarty, S., Mitchell, N., & Wells, W. (2018). *Advertising: Principles and practice* (10th ed.). Pearson Education.
8. Newsom, D., Turk, J. V., & Kruckeberg, D. (2012). *This is PR: The realities of public relations* (11th ed.). Cengage Learning.
9. Ogden, J. R., & Ogden, D. T. (2014). *Integrated marketing communications: Advertising and promotion in a digital world*. Bridgepoint Education.
10. Ogilvy, D. (2007). *Ogilvy on advertising*. Vintage Books. (Original work published 1983)
11. Smith, R. D. (2017). *Strategic planning for public relations* (5th ed.). Routledge.
12. Theaker, A. (2020). *The public relations handbook* (6th ed.). Routledge.
13. Wilcox, D. L., & Cameron, G. T. (2012). *Public relations: Strategies and tactics* (10th ed.). Pearson Education.
14. Wright, D. K., & Hinson, M. D. (2014). *Public relations and new media: Practitioners' digital strategies in a changing environment*. Peter Lang Publishing.

Course Outcome

- Familiarity with professional formats for PR writing including press releases, speeches, advisories, and internal communication
- Understanding of end-to-end PR campaign planning and execution, including stakeholder engagement and media handling
- Engagement with persuasive ad writing across print, audio-visual, and digital platforms tailored to audience and purpose
- Technical proficiency in concept development, tagline creation, storyboard planning, and slogan writing
- Application of advertising campaign planning strategies, including media mix, budgeting, scheduling, and branding elements
- Demonstration of real-world skills through project work integrating PR and advertising practices
- Evaluation of campaign performance using PR metrics, media monitoring, and feedback mechanisms
- Presentation and articulation of strategic thinking in oral presentations, viva voce, and reflection reports