



Savitribai Phule Pune University



Syllabus

Overview

Department of Media & Communication Studies



M.Sc. Degree in

Media & Communication Studies

Credit and Semester based Syllabus to be implemented from the Academic Year 2020-2021.

M.Sc. in Media and Communication Studies

Programme Description:

M.Sc. programme in Media and Communication Studies is one of the most successful and established course in SPPU. It is designed to provide multidisciplinary understanding of contemporary communications including cultural, political, technical and sociological approaches. It provides students with an opportunity to critically explore the ways in which selected areas of ‘real world’ communications operate in national and global contexts. The course is open to students regardless of their bachelor degree background. In the rapidly changing environment of the media and communication today, this M.Sc programme introduces Students to a dynamic mix of theoretical and critical approaches and to a range of practical experience across various media and communication sectors.

Students will develop an understanding of the way content is produced and consumed in the multi-platform and digitized environment of media industries. Students will learn about new critical approaches being developed in order to understand the processes of production, circulation and consumption. The course enables students to develop their own focused area of interest through the specializations in ‘Media Production’ and ‘Media Studies’. Students will specialize in any one of the stream depending on their suitability and interest.

Duration of the Course: The course will commence from July to May every year spreading to four semesters. July-Dec and Jan-May for 2 years .The admission will be done in the month of June.

Intake of the Course: The strength of the programme will be maximum **50 students** excluding foreign nationals.

Eligibility: Student with any undergraduate/Bachelor’s degree is eligible for this course

Admission Procedure:

Applications are invited and **entrance exam** will be conducted in the month of June for the admission of the course.

Instructions for Students:

Students seeking admission to masters course are here by informed that they are supposed to adhere to the following rules:

- A minimum of 70 % attendance for lectures / practical is the pre-requisite for grant of term.
- There shall be tutorial / practical / surprise test / home assignment / referencing of research papers / seminar / Media house visits / training course as a part of internal assessment in each semester. The students are supposed to attend all the tests. The students should note that re-test will not be given to the student absent for the test/s.
- The students opting for dissertation/project shall follow the rules framed for the same.

Admissions will be given as per the selection procedure / policies adopted by the University. Reservation and relaxation will be as per the Government rules.

Examination and Evaluation of Students:

- Students will be evaluated for 100 marks for 4 credits paper and 50 marks for 2 credits paper. This will include end semester examination for 50 marks and in-semester assessment for 50 marks for a 4 credit course. 25 marks internal/In – semester and 25 marks for end-semester assessment for a 2 credit Course.
- Student has to obtain 40% marks in the combined examination of In-Semester and End- Semester assessment with minimum passing of 30% passing in both assessments separately.
- A student cannot register for third semester if s/he fails to complete the 50% credits of the total expected within two semesters.
- Internal marks will not change. Student cannot repeat internal assessment. If student misses internal assessment examination, s/he will have second chance with the permission of the concerned teacher. But it will not be right of the student. It will be the discretion of the concerned teacher and internal departmental assessment committee. In case s/he wants to repeat Internal, s/he can do so only by registering for the said courses in the consecutive semester whichever is applicable.
- There shall be revaluation of answer script of end semester examination, but not of internal assessment papers.
- Internal assessment answer scripts may be shown to the concerned student but not end semester answer script.

In-semester Examination:

Internal assessment for each course would be continuous and dates for each tests/assignments will be pre-notified in the time table for teaching or placed separately as a part of time table. Faculty members will co-ordinate this activity with the help of the Head of Department.

Theory/Taught Courses: Conducting only written tests should not be encouraged. More focus should be on non-written tests. Students should be encouraged to conduct various academic activities. A teacher must select a variety of the procedures for internal assessment for example, Mid-term test, On-line test, Computer based examination, Open book test

(concerned teacher will decide the allowed books), Tutorial, Surprise test, Oral/Viva-voce, Home Assignments, Review of research paper, Seminar presentation or Journal/Lecture/Library notes. Student/Teacher has to preserve the documentation of the internal assessment.

End-Semester Examination: End-Semester examination for 50/25 marks per course would be held after completion of teaching for the semester. Paper setting and assessment for a particular course would be the responsibility of the course In-charge, and these activities would be coordinated by the Department. The Department would undertake preparation of the result-sheets for the student

Standard of Passing: Student has to obtain 40% marks in the combined examination of In-Semester and End- Semester assessment with minimum passing of 30% passing in both assessments separately.

ATKT Rules: A student cannot register for third semester if s/he fails to complete the 50% credits of the total credits expected to be ordinarily completed within two semesters.

Grade and Grade Point Average		
100 – 80	‘O’ Outstanding	10
79 – 70	‘A+’ Excellent	09
69 – 55	‘A’ Very Good	08
59 – 55	‘B+’ Good	07
54 – 50	‘B’ Above Average	06
49 – 45	‘C’ Average	05
44 – 40	‘P’ Pass	04
39 and less	‘F’ Fail	00

Final Grade Points	
Grade Points	Final Grade
09.00 – 10.00	O
08.50 – 08.99	A+
07.50 – 08.49	A
06.50 – 07.49	B+
05.50 – 06.49	B
04.25 – 05.49	C
04.00 – 04.24	P
00.00 – 03.99	F

Setting of Question Paper / Pattern of Question Paper:

For core (compulsory) theory course end semester question papers set by the University and centralized assessment for theory papers done as per the University instructions. Questions should be designed to test the conceptual knowledge and understanding of the basic concepts of the subject.

Theory examination will be of 3 hours duration for each theory course of 4 credits and 90 min for 2 credits. The pattern of question papers will be discussed in the class by respective teacher and there will be internal choice and compulsory questions

Verification / Revaluation:

There is also a provision for verification and revaluation. In case of verification, the existing rules will be applicable. The revaluation result will be adopted if there is a change of at least 10% marks and in the grade of the course. There shall be revaluation of answer script of end semester examination, but not of internal assessment papers.

University Terms:

Dates for commencement and conclusion for the first and second terms will be declared by University authorities. Terms can be kept by only for duly admitted students. The term shall be granted only on minimum 75 percent attendance at theory and practical course and satisfactory performance during the term.

Salient Features of the Course

Semester-wise Distributions of Credits: Every semester has equal distribution of credits making it a total of 80 credits.

Credit Distribution According to Nature of Subjects: Taught Subjects: 62 credits. Project based:-12 credits and Internships carries 4 credits.

Students will have to appear for 10 credits mandatory courses in Human Rights, Cyber Security and course on Enhancing communication skills and personality over and above the stipulated 80 credits.

Instructions for the Students:

The students seeking admission to M.Sc. Media and Communication Studies course are hereby informed that they are supposed to adhere to the following rules:

- A minimum of 70 % attendance for lectures / practical is the pre-requisite for grant of term.
- There shall be tutorial / practical / surprise test / home assignment / referencing of researchpapers/seminar/Mediahousevisits/trainingcourseasapartofinternal assessment in each semester. The students are supposed to attend all the tests. The students should note that re-test will not be given to the student absent for the test/s.
- The students opting for dissertation/project shall follow the rules framed for the same.

Structure of the Course

Basic structure of the syllabus for the two-year masters' programme leading to M.Sc. degree in Media and Communication Studies, SPPU.

Semester- I

Paper code	Title of Paper	Credits
MCS101	Introduction to Media & Communication Studies	4
MCS102	Basics of Writing	4
MCS103	Introduction to Video Production	4
MCS104	Intro to Journalism	4
MCS105	Radio Production	2
MCS106	Visual Communication	2
Total Credits		20

Auxiliary Courses

HRE01	Human Rights Education –I	1
SDC01	Enhancing Communication Skills & Personality Development	4
Total Credits		5

Semester-II

Paper code	Title of the Paper	Credits
MCS201	Media, Society and Culture	4
MCS202	Production: Genres and Processes	4
MCS203	Digital Media Studies	4
MCS204	Research Methods-I	4
MCS205	Script Writing	2
MCS206	Media Laws and Ethics	2
Total Credits		20

Auxiliary Courses

HRE02	Human Rights Education –II	1
SDC02	Cyber Security / Information Security	4
Total Credits		5

Semester III

Media Production			Media Studies		
Core Subjects					
Paper code	Title of the Paper	Credits	Paper code	Title of the Paper	Credits
MCS301	Media Audiences & Programming				4
MCS302A	Direction	2	MCS302B	Corporate Communication	2
MCS303A	Video Editing- I	2	MCS303B	Political Communication	2
MCS304A	Sound & Camera Techniques	4	MCS304B	Research Methods - II	4
Electives (Any ONE)					
MCS305E	Instructional Design				2
MCS306E	Media Management				2
	Optional from IFS/Any other Department				2
MCS307A Project	AV Production Radio Production Digital Media Project	6	MCS307B Project	Research Dissertation Content Development Digital Media Project	6
Total Credits					20

Semester IV

Media Production			Media Studies		
Core Subjects					
Paper code	Title of the Paper	Credits	Paper code	Title of the Paper	Credits
MCS401	Digital Marketing				4
MCS402	Internship				4
MCS403A	Video Editing- II	2	MCS403B	Comm'n & Development	2
Electives (Any ONE)					
MCS404E	Film Studies				2
MCS405E	Broadcast Journalism				2
	Optional from IFS/Any other Department				2
MCS406A Project	AV Production Radio Production Digital Media Project	8	MCS406B Project	Research Dissertation	8
Total credits					20

Syllabus over view

Semester-I

MCS101- Introduction to Media and Communication Studies

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: This introductory course is intended to provide the basic concepts of media and communication studies. It opens up with a brief understanding of the relationship between centrality of communication with the living world explaining various types and forms of communication. This course will offer an intensive introduction to semiotic and rhetorical perspectives of communication and helps students to understand the evolution of communication from oral cultures to mediated communication. A brief historical overview of mass media development with specific focus on India is discussed at the end.

Recommended Readings:

- Williams, Raymond.(2002)The Technology and the Society. The Anthropology of Media, a Reader, Ed. Askew Kelly and Richard R. Wilk. Blackwell Publishers.
- Chakravarti, Uma (2006)Everyday Lives, Everyday Histories, beyond the kings and Brahmanas of Ancient India. Tulika Books, NewDelhi.
- Lewis, J. (2002). Cultural studies: The basics. London: SAGE Publications.
- Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub.House.
- Watson, J. (1985). What is communication studies? London: EdwardArnold.
- Berko Roy (1989) Basically Communicating. Wm. C. Brown Publishers, 312pages
- Roloff, M. E., & Miller, G. R. (1987). Interpersonal processes: New directions in communication research. Newbury Park, Calif: SagePublications.
- Carey, J. W. (1989). Communication as culture: Essays on media and society. Boston: Unwin Hyman.
- Ghanekar, A (1998) Communication skill for effective management. Everest Publishing House. Gilligan, Pune.
- Fiske, J. (1982). Introduction to communication studies. London, Angleterre:Methuen.
- Chandler Daniel (2017) Semiotics: The Basics, New york, Routledge.

MCS 102: Basics of Writing

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The course helps develop the basic skills needed to write for various media, in varied capacities and work scenarios. It starts by helping them understand writing as a form of mediated expression and develop speed, comprehension and creative composition within the practice. Students are also taught how to read various audio-visual media texts and consequently developing their own style of writing.

Recommended Readings:

- Hilliard Robert L. (2015) Writing for Television, Radio and New Media
- Witt Leonard (1991) Complete Book of Feature Writing
- Standage Tom (2013) Writing on the Wall: Social Media – The First 2000 years
- Brande Dorothea (1934) Becoming a Writer
- Lamott Anne (1994) Bird by Bird: Some Instructions on Writing and Life

MCS 103: Introduction to Video Production

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The course will serve as an introduction to the basic grammar of the audio-visual language. The goal of the course is for the student to understand the dynamics of moving images. Students will be given a detailed insight of the ‘idea-to-screen journey of video production. The content of the course includes important topics like production equipment and technology, management and distribution of video, image and sound combination, visual composition etc.

Recommended Readings:

- Monaco, J. (1981). How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
- Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier
- Burrows, T. D., & Wood, D. N. (1986). Television production: Disciplines and

techniques.

- Dubuque, Iowa: W.C.Brown.White, G. (1982). Video techniques. London: Newness Technical Books
- Peter Combs and John Tiffin (1978). TV production for Education. Focal Press.
- Richard Lindheim. (1991) Inside TV Producing. Focal Press.328pages.
- Harcourt, A. (1986). The Independent producer: Film and television. London: Faber and Faber.
- Kindem, G. A., &Musburger, R. B. (1997). Introduction to media production: From analog to digital. Boston: FocalPress.
- Fairweather, R. (1998). Basic studio directing. Oxford: FocalPress.
- Rowlands, A., &Rowlands, A. (1994). The continuity handbook: A guide for single-camera shooting. Oxford: FocalPress.
- Owens, J., &Millerson, G. (2012). Video production handbook. Burlington, MA: Focal Press.
- Ferncase, R. K. (1995). Film and video lighting terms and concepts. Boston: FocalPress.

MCS104-Introduction to Journalism

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The course has three primary objectives: create awareness about news-media as an important social institution in modern societies, introduce basic principles & practices in journalism and develop basic skill set required for reporting & feature writing. It traces various technological, political, economic and social developments in the history which made news media an important social institution. The course then introduces key principles, practices and processes in journalism with focus on news values, gate keeping, organizational structure & content processing. Through academic inputs and assignments, the course attempt to impart skill required for news gathering and writing. While the course refers to all the news media in general, it emphasizes on the print media and Indian context.

Recommended Readings:

- Mass Communication In India: Keval Kumar (2011). Jaico Publication
- Broadcast journalism: Techniques of radio and TV news: Boyd, A. (2001). FocalPress.
- Writing Feature Stories: Matthew Ricketson (2004): Allen &Unwin
- White, R. (1990). TV news: Building a career in broadcast journalism. Boston: Focal

Press.

- Rivers, W. L., & Mathews, C. (1988). Ethics for the media. Englewood Cliffs, N.J: PrenticeHall.
- Olen, J. (1988). Ethics in journalism. Englewood Cliffs, N.J:Prentice-Hall.
- Visit:www.thehoot.org/presscouncil.nic.in

MCS105-Radio Production

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Objectives: This course introduces the students to the history and growth of radio as a medium of mass communication, in India. It includes a focus on the theoretical as well as practical aspects of radio production and dissemination, while touching upon the future of the medium, beyond the radio waves. The coursework includes writing and producing content for radio as well as field visit to a radio station and engagement with practitioners.

Recommended Readings:

- All India Radio Handbook, New Delhi,2005
- Awasthy G.C., Broadcasting in India, Allied publishers, Mumbai,1965.
- Chatterji, P.C., Broadcasting in India, Sage, New Delhi,1988.
- Masani, Mehra, Broadcasting and People, National Book Trust, New Delhi,1997.
- Kumar Kewal, Mass Communication in India, Jaico Publication,2005
- Vinitha Kohli, Indian Media Business, Response books from Sage,2008

MCS106 – Visual Communication

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course aims at orienting students to ways in which we create, view and make meanings from visuals. It starts by introducing them to elements that make any visual text what it is, and then gives them an understanding of the aesthetics of design, language, symbols and creativity as a whole. It grounds the knowledge of visual communication in the history of art and goes on to unravel ways in which we have come to

create a visual culture through films and television, from creative and ethical perspectives.

Recommended Readings

- Paul M. (2006) Visual Communication: Images with Messages
- Ralf E. Wileman: Visual Communication
- David Sless Learning & Visual Communication
- The Digital Evolution: Visual Communication in the electronic age
- Friedrich O. Huck; Carl L. Fales; Zia-Ur-Rehman. Visual Communication an Information Theory Approach

Semester-II

MCS201: Media, Society & Culture

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: Studying and working in the media requires an acute consciousness of the way media and culture shape people’s understanding of contemporary society. This course will examine how our everyday engagements with media are influenced and structured by broader industrial, political, ideological, and social contexts. It focuses on how people interpret and interact with media content which in turn influence cultural practices and continue to influence our daily lives. By anchoring on key theoretical debates this course provides the critical understanding of media and cultural studies from local, national and global contexts.

Recommended Readings:

- Hodkinson, Paul(2011) Media, Society and Culture London, Sage publications
- Raymond Williams. “Culture is ordinary.” Williams, Raymond. Resources of Hope: Culture, Democracy Socialism. London, Verso: 1989. Pp3-18.
- Pierre Bourdieu, Distinction. Harvard University Press,1987.
- Judith Butler. “Subversive bodily acts.” During, Simon, Ed. The Cultural Studies Reader (Third Edition). New York: Routledge, 1993. Pp371-382.
- Louis Althusser, “Ideology and ideological state apparatuses” Lenin and Philosophy and Other Essays, Monthly Review Press1971.
- “A Cultural Approach to Communication”, James W Carey (1989), in Communication As Culture: Essays on Media and Society, Routledge, London.

- Downing, J., Mohammadi, A., &Sreberny, A. (1995). Questioning the media: A critical Introduction, Thousand Oaks, Calif: Sage Publications.
- Hay, J., Grossberg, L., &Wartella, E. (1996). The audience and its landscape. Boulder, Colo: West view Press.
- McQuail, D. (2005). McQuail's mass communication theory. London: Sage Publications.

MCS202 - Production: Genres and Processes

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The course helps students get a firm grip on the convergence of audio and video media to create texts. It teaches them the skill of how to frame narratives, how to shape their aesthetics, the use and presentation of time, the interaction of sound and image along with basics of technologies and infrastructure used in production and editing.

Recommended Readings:

- Dancyger, K. (1999). The world of film and video production: Aesthetics and practices. Fort Worth: Harcourt Brace College Publishers.
- Non-linear Editing Basics, Electronic Film and Video Editing
- Hart, Colin. (2012). Television Program Making. Focal Press
- Bayes, S. (1999). The Avid handbook. Boston: Focal Press.
- Vale, E., & Vale, E. (1998). Vale's technique of screen and television writing. Boston: Focal Press.
- Anderson, G. H. (1984). Video editing and post-production: A professional guide. White Plains, NY: Knowledge Industry Publications.
- Ivan Cury. Directing and Producing for Television. A Formal Approach.
- Cinematography Image making for Theory &Practice
- Ward, P. (2001). Studio and Outside Broadcast Camerawork. Burlington: Elsevier.

MCS203 - Digital Media Studies

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: Following McLuhan’s ideas and probes, the course first introduces and establishes communication technology as a significant determinant factor in macro level socio-cultural changes. In this backdrop, the course identifies broad contours of fundamental changes Internet and Mobile are bringing in individual’s life. It locates these changes mainly in new spatio- temporal consciousness, invasion of privacy, information & communication overload, rise of visual culture and, reconfiguration of relationship & identities. The course then extends this determinist approach to macro level and explores the rise of network society and new public sphere through the prism of internet and social media.

Recommended Readings:

- The Network Society: Jan van Dijk (2012). SagePublication
- Understanding Media: Marshall McLuhan (1964). McGraw HillPublications.
- Pradip Thomas, Digital India: Understanding Information, Communication and Social Change Media, Sage Publication,(2012)
- Alone Together: Sherry Turkle (2011) Basic BooksInc.
- Andrew Dewdney and Peter Ride, The New Media Handbook, Routledge Publication (2009)
- Eugenia Siapera, Understanding new media, Sage Publication,(2012)
- Leah A. Lierouw and Sonia Livingstone, The Handbook of new media, Sage Publication,(2007)
- Paul Hodkinson, Media, Culture and Society – An introduction by, Sage Publication, (2011)
- McQuail Denis, Mass Communication Theory, Sage Publication.

MCS204 - Research Methods- I

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: This course is designed to introduce some of the basic concepts in research and explain their relevance in the world of media research. The course will begin by introducing students to the paradigm of scientific research and will help them realize the strengths and weaknesses of scientific methods. Students will learn the principles of scientific research with special reference to media and communication studies. The course will introduce various approaches, elements, and data analysis methods used in media research to help students prepare research design for various media centric research enquiry and conduct individual research project.

Recommended Readings:

- Wimmer, R. D., & Dominick, J. R. (2000). Mass media research: An introduction. Belmont, Calif: Wadsworth Pub.Co.
- Berger, A. A. (2015). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage Publications.
- Reinard, J. C. (2001). Introduction to communication research. McGraw-Hill Humanities, Social Sciences & World Languages.
- Kothari, C. R. (2004). Research methodology: Methods & techniques. New Delhi: New Age International (P)Ltd.
- www.thehoot.org (The website is created to promote, support, encourage and undertake social science, statistical and scientific research pertaining to the print, electronic, film and other media. It publish research based quality articles on contemporary media events)
- www.indiantelevision.com (Indiantelevision.com is an online information and interactive service focusing on the Indian Television and Media business.)
- www.media4exchange.com (Exchange4media is a website that publish niche, relevant publications for the marketing, advertising and media professionals. It also provides latest news and updates on advertising agencies, marketing, print, radio, digital, television, media, events and happenings.)
- www.agencyfaqs.com (Afaqs is a Indian advertising, media & marketing portal that provides agency news from the field of digital media, television, advertisement, branding, print, radio, marketing.)
- www.indianstat.com (Indiastat.com provides secondary level socio-economic statistical information about India, its states, regions and sector. It is India's largest resource of Socio- economic statistical information & Data. A Comprehensive Insight On The Demographics, Industries, Market, Agriculture and much more).

MCS205: Script Writing

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course takes the introduction done in the paper media writing forward by focusing on the specific form of the screenplay. It is designed to help students separate between other forms of writing and format based writing for arriving at the screenplay. The course is intended to be a practical step-by-step skill based program to write a screenplay.

Recommended Readings:

Hilliard, R. L. (1976). Writing for television and radio. New York: HastingsHouse.
 Thomas, J. M. (2005). Script analysis for actors, directors, and designers. Boston: Focal Press
 Wainwright, C. A. (1966). The television copywriter: How to create successful TV commercials. New York: Hastings House.

MCS206 - Media Laws and Ethics

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course makes students to recognize contemporary ethical and professional practices in media space, as dictated by laws, acts and policies in Indian Context. Students will learn about their legal rights and obligations in a rapidly changing and complex legal environment for publicists, creative entrepreneurs and for journalists. We will also examine how to navigate the digital space of contemporary media and focusing on Fair Use, other copyright laws, policies and best practices in dealing ethical issues.

Recommended Readings:

- Jean Folkerts (1999)The Media in your life
- Jan R. Hakeculdar(1998) Media Ethics and Laws
- Black, J. and Roberts, C. (2011). Doing ethics in media: Theories and practical applications. New York: Routledge.

Also visit

<http://www.thehoot.org/web/home/index.php>

<http://www.ifj.org/> <http://www.ifjasia.org/>

<http://www.mediaethicsmagazine.com/home/><https://www.newslaundry.com/><http://www.fair.org/index.php>

Semester -III

MCS 301 – Media Audiences and Programming

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: This course is designed to help students understand the centrality of concept of ‘audiences’ in the mass communication process. The course has three broad components namely theoretical framework, audience measurement systems and television programming. In theoretical frameworks student will be given a historical overview of development of audience and effects studies which will make students understand the theoretical complexities in studying media audiences. In second section i.e. ‘audience measurement systems’ students will be given an overview of audience measurement systems in India with special reference to television audiences. Having learnt basic of audience measurement systems students will be exposed to the practical world of television programming for GECs i.e. general entertainment channels. The unit will discuss the need, significance process and challenges associated in television programming.

Recommended Readings:

- McQuail, D., Blumler, J. G., & Brown, J. R. (1972). The television audience: A revised perspective. Media studies: A reader, 271,284.
- McQuail, D. (1997). Audience analysis. Sage Publications.
- McQuail, D. (2010). McQuail's mass communication theory. Sage publications.
- Ang, I. (2006). *Desperately seeking the audience*. Routledge.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.

MCS302A – Direction

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course offers insights into various aspects of direction. It is specifically designed around the aesthetic, technical and collaborative aspects of direction with the primary focus on storytelling. Narrative, visual language and performance being the focal points, the paper offers students a thorough understanding of the process of production from script to screen. This production includes fiction narratives as well as documentary films. Not just single camera set up, students explore the modus operandi of multi-camera set up from directorial point of view. The course extends further to cover project pitching procedure as well.

Recommended Readings:

- Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press,(2010)
- Single-Camera Video Production, Musburger, Robert, B., Focal Press(2010)
- From Script to Screen: The Collaborative Art of Filmmaking, Seger, Linda and Whetmore, Edward, J., Lone Eagle Publishing Company (2004)
- Studio and Outside Broadcast Camera Work, Ward, Peter, Focal Press(2001)
- World of Film and Video Production: Aesthetics and Practice, Dancyger, Ken, Wadsworth Publishing (1999)
- Television Programme Making: Everything you need to know to get started, Hart, Colin, Focal Press(1999)
- Vales Technique of Screen and Television writing, Vale, Eugene, Focal Press(1998)
- Studio Drama: Processes and Procedures (Multiple Camera Video Series), Schihl, Robert, J., (1991)
- Directing the Documentary 5thEdition.

MCS302B – Corporate Communication

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This paper familiarizes the students on how an organization uses corporate communication to lead, motivate, persuade and inform both employees and outside stakeholders. The course will discuss how organizations set objectives, define messages and reach their employees, the media, customers and extended audiences, Focus will be placed on crafting corporate messages for internal and external stakeholders. It covers corporate communications planning and briefs, media relations, digital PR, social responsibility and crisis communications.

Recommended Readings:

- Joep Cornelissen, Corporate Communication: A Guide to Theory and Practice, Sage Publication,(2005)
- Michael B. Goodman, Peter B. Hirsch, Corporate Communication: Strategic Adaptation for Global Practice, Peter Lang Publication,(2009)
- Sandra Oliver, Corporate Communication: Principles, Techniques and Strategies, Kogan Page,(2005)
- Argentiby Strategic Corporate Communication, Tata McGraw-Hill Education, 2004

MCS303A – Video Editing-I

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course accustoms the students to the art of Video Editing. The objective of the class is to familiarize the students with all the aspects of editing and how they affect the final product. It concentrates on the technical, conceptual and aesthetic principles associated with the process of editing. Practical application of the theory will be provided into the state-of-the-art post production studios. By the end of the paper, students will master professional editing software like Adobe Premiere and Final Cut ProX.

Recommended Readings:

- In the Blink of an eye 2nd Edition: Walter Murch, 2001: Publisher:Silman-James.
- Adobe Premiere Pro CC Classroom in a Book 2018 Release: MaximJago:
- Final Cut Pro X Beyond the Basics: Advanced Techniques for Editors, TomWolsky
- Art of the Cut: Conversations with Film and TV Editors, by SteveHullfish
- Color Correction for Video: Using Desktop Tools to Perfect Your Image, by Jaime Fowler and SteveHullfish.
- The Technique of Film and Video Editing: History, Theory, and Practice 5th Edition: Ken Dancyger.
- Grammar of the Edit 2nd Edition: Roy Thompson Christopher J.Bowen: Focal press

MCS303B – Political Communication

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This Course explores the complex relationship between the communication, media and power politics. It first delineates the centrality of communication in any political process and then takes up the specific case of liberal democracies like India and traces various contours of the political communication. After explaining politics as concept and practice, the paper explores the role of communication in politics in its three forms: unmediated, mass mediated and network-mediated political communication. The paper also describes two phases of this relationship- politicization of media and mediatization of politics. It also takes a critical appraisal of practices of political image management, campaigns, propaganda and censorship. Finally, the paper attempts to portray a sketch of contemporary political public sphere in liberal democracies. Although, the papers does take into account references and cases from across the world, it emphasizes Indian context of political communication.

Recommended Readings:

- Media and the Political Process: Erik Louw
- Hacker, K and van Djik J, [2000]. Digital Democracy: Issues of theory and practice [Thousand Oaks:Sage]
- Hague, B & Loader, B., [1999]. Digital Democracy. Discourse and Decision making in the information age [New York:Routledge]
- Iyengar, S [1991] Is anyone responsible? How Television frames political issues [University of ChicagoPress].
- Do the media govern? Politicians, Voters and Reporters in America [Thousand Oaks: Sage]
- McCombs, M. Shaw, D. L. Weaver, D. [Eds] [1997] Communication and Democracy- Exploring the intellectual frontiers in agenda setting theory.
- Trent, J.S.& Friedenburg R. V. [1995] Political Campaign communication [Westport: Praeger]
- Reese, S.D., Gandy, O.H. Grant, A.E. [2001] Framing Public Life - Perspectives on media and our understanding of the social world [Mahwah:LEA]

MCS 304A: Sound and Camera Techniques

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20 -25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The course is designed to provide a basic knowledge and skills required to work with camera and designing sound for the production. It also discusses theoretical knowledge to sound production techniques focusing on on-set reference

recording for optimal sound which enhances production value. The course also integrates the basic skills required for translating audio-visual content using the recording tools a.k.a. the camera. It is designed as a practical and skill-based approach to enable students to handle any real life equipment and videography requirements. The paper aims to equip the students with skills that are not only suitable for their production requirements but also for procuring sustainable employment.

Recommended Readings:

- The Five C’s of Cinematography by Joseph V.Mascelli
- Painting With Light by JohnAlton
- Cinematography: Theory and Practice by Blain Brown
- Masters of Light by Dennis Schaefer
- The Visual Story by BruceBloc.
- The Art of Music Production: The Theory and Practice, Burgess, Richard, J., Oxford University Press(2013)
- The Recording Engineer’s Handbook, Owsinski, Bobby, Cengage Learning PTR(2013)
- Audio Engineering 101: A Beginner’s Guide to Music Production, Dittmar, Tim, Focal Press(2011)
- What is Music Production?: A Producers Guide: The Role, the People, the Process, Hepworth- Sawyer, Russ and Golding, Craig, Focal Press(2010)
- Creative Recording Volume 1: Effects and Processors, White, Paul, Music Sales America (2006)Creative Recording Volume 2: Microphones, Acoustics, Soundproofing and Monitoring, White, Paul, Music Sales America(2006)

MCS304B – Research Methods – II

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20 -25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: This course focuses on specific methodological approaches and practices in the field of media and communication. After revisiting key concepts in research process by way of application, the course identifies various research domains in the field of mass media and network media. The course emphasizes on specific quantitative and qualitative methods especially in the domain of content and audiences. These methods mainly include Semiotic, Rhetorical, Discourse and Content Analysis to study the symbolic phenomenon and Survey and Quasi Experimental designs to study Audiences. The course also introduces basic descriptive statistics and use of statistical software.

Recommended Readings:

- Mass Media Research: Roger Wimmer & Joseph Dominick
- Mass Communication Research Methods, Hsia H.J.
- The Practice of Social Research, Babbie E.R.
- Methods in Social Research, Kothari C.R
- Basics of Qualitative Research, Strauss Anselm, CorbinJuliet
- How to Publish Communication Research, Edt- Alison Alexander etal
- Qualitative research methods in Public Relations and Marketing Communication- Daymon Christine and HollowayImmy.

MCS305E – Instructional Design

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: Instructional Design is a multidisciplinary subject which builds up its principles and practices on the inputs from subjects like educational psychology, technology, media and methods of instruction. This discipline is rooted in three most crucial paradigms of learning: behaviorism, cognitive and constructivism. This course introduces the students to important learning theories, instructional design models and the complete process of design. The course also explains various instructional strategies and methods to help student design suitable learning solutions. Besides, it introduces some software tools which are used to prepare instructionally sound learning experiences. This course aims to make students proficient in designing and developing instructionally sound content.

Recommended Readings:

- Choi, H. J., & Johnson, S. (2005). The effect of context-based video instruction on learning and motivation in online courses. *American Journal of Distance Education*, 19(4),215-227.
- Coombs, Norman (2010). Creating a level learning space in *Making online teaching accessible: Inclusive course design for students with disabilities* (pp. 1–18). San Francisco, CA:Jossey-Bass.
- Coombs, Norman (2010). Making multimedia accessible in *Making online teaching accessible: Inclusive course design for students with disabilities* (pp. 101–113). San Francisco, CA: Jossey- Bass.
- Kirschner, P. A., Sweller, J., & Clark, R. E. (2006). Why minimal guidance during instruction does not work: An analysis of the failure of constructivist, discovery,

problem-based, experiential, and inquiry-based teaching. *Educational Psychologist*, 41(2),75–86.

- Krathwohl, D. R. (2002). A revision of Bloom's taxonomy: An overview. *Theory into Practice*, 41(4),212–218.
- Mayer, R. E. (2002). Rote Versus Meaningful Learning. *Theory into Practice*, 41(4), 226–232.
- Morain, M., & Swarts, J. (2012). YouTutorial: A framework for assessing instructional online video. *Technical Communication Quarterly* 21(1),6-24.

MCS306E – Media Management

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: The paper aims to introduce the financial and economic aspects of the media which get funneled down to various aspects of its management. It introduces the vast array of media businesses and aims to educate the students to the various occupations, skills and expertise required for managing modern day media. The paper engages with the market and business side of various media while maintaining a balance with the creative requirements of each form.

Recommended Readings:

- C. S. Rayudu (1993) *Media and Communication Management*. Mumbai: Himalaya PublishingHouse.
- Shejwalkar Pc, Anjali Ghanekar, BhivpathakiDp (1998). *Principles and practice of Management*. Mumbai: Everest publishinghouse
- Banerjee, S. (1981). *Principles and practice of management*. New Delhi: Oxford & IBH.
- Banerjee. M (1988) *Management-An Integrated Approach*. New Delhi National PublishingHouse
- Banerjee, Mrityunjoy (1986). *Gems of management*. Jaico PublishingHouse.
- Chandan, J. S., Singh, J., &Malhan, P. N. (1990). *Essentials of advertising*. New Delhi: Oxford & IBHPub.
- Michael L. Ray (1981) *Advertising and Communication Management*. Englewood Cliffs, New JerseyPrentice-Hall
- Hawkrige, D. G., Robinson, J., &Unesco. (1982). *Organizing educational broadcasting*. London: CroomHelm.
- Koontz, Harold; Weihrich, Heinz. (1990) *Essentials of management*. New York McGraw-Hill Publishing Company.

MCS307A - Media Production (Group Project)

Students in a group of 3-4 from media production stream will take up the entire production process in any one of the following:

- a. AV production which will culminate in 10 min short film of fiction/Non-fiction. Audio-production through SPPU campus radio 'Vidyavani'.
- b. Digital media project(Web based / Social media platform)

The students will be guided by his/her faculty supervisor and evaluated by an external examiner.

MCS307B - Media Studies (Group Project)

Students in a group of 2-3 from media studies stream will take up the assignment in any one of the following:

- a. Research Dissertation involving literature review, formulation of research questions, data collection and analysis.
- b. Students can take a search/research based content development project on some important or contemporary topic.
- c. Digital media project(Content development for digital media platforms)

The students will be guided by his/her faculty supervisor and evaluated by an external examiner.

Semester IV

MCS401: Digital Marketing

Course Credits	4
Duration	January -April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The course is tandem with changing nature of media and communication today in times of convergence. It covers the aspects of Internet, Social Media and Mobile Marketing that are most relevant to the marketing mix for 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, communications and PR. Within the overall framework of digital marketing the paper emphasizes more on social media platforms which navigates variety of content.

Recommended Readings:

- Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World By Gary Vaynerchuk
- Digital Marketing That Actually Works the Ultimate Guide: Discover Everything You Need to Build and Implement a Digital Marketing Strategy That Gets Results by Krista Neher, Joe Busam, Allison Chaney, Lirie VanSchaik, Melissa Byers
- Digital Marketing Strategy – An Integrated Approach to Online Marketing By Simon Kingsnorth
- Social Media Marketing Power Mindset by Rory Ames-Hyatt

MCS402 – Internship Programme

All the Students are expected to do an internship at any media /communication related organizations during their semester breaks. It is a compulsory exercise for both the streams. Students have to undergo minimum 30 days of internship in any organization they have chosen. Two such internships are assessed during their course period. After completion of internship, students are expected to submit an internship report. Evaluation of the internship is based on the report, viva-voce by internal faculty members and the feedback from the concerned authority of organization where the student has interned.

MCS403A – Video Editing – II

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course is designed towards arming the students with various advanced techniques used in Video Post-production process. It focuses on Color Correction (CC), Computer Generated Images (CGI), Visual effects (VFX) etc. Students are introduced to TV industry standard software like Adobe Photoshop, Davinci Resolve, After Effects, etc. In addition to this, there is an opportunity to learn the Art & Science of Green Screen Keying in well-equipped studio. The course uses a combination of classroom sessions and hands-on student activities.

Recommended Readings:

- Photoshop for Video 4th Edition
- Colour Correction Handbook, 2nd Edition by - Alexis Van Hurkman–
- The Art & Technique of Digital Color Correction: Steve Hullfish–
- The Visual Effects Arsenal: VFX Solutions for the Independent Filmmaker

- VFX Fundamentals: Visual Special Effects Using Fusion 8.0 by Wallace Jackson
- The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics, Morgan Kaufmann
- Digital Compositing for Film and Video by Wright, S. (2010), Focal Press
- The VES Handbook of Visual Effects Zwerman, Okun (2010), Focal Press
- Adobe After Effects CC Classroom in a Book (2018 release) 1st Edition
- The Visual Effects Producer: Understanding the Art and Business of VFX By Charles Finance, Susan Zwerman

MCS403B – Communication and Development

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course explores the roles of media and communication in development issues. By orienting students to various dimensions of development and communication for social change, the course will selected areas of development communication, including: global poverty, hunger, health, gender, environment, and sustainability. With a strong theoretical background, the course on Communication and Development will also explore emerging and alternative strategies of communicating social change, such as: open development, indigenous movements, cultural resistance, and digital media activism.

Recommended Readings:

- Sen, A. (1999). Development as freedom. New York:Knopf.
- Aravamudan, G. (2007). Disappearing daughters: The tragedy of female foeticide. New Delhi: PenguinBooks.
- Datt, R., & Sundharam, K. P. M. (1966). Indian economy. New Delhi: Niraj Prakashan.
- Narula, U., & Pearce, W. B. (1986). Development as communication: A perspective on India. Carbondale: Southern Illinois University Press.
- Ostman, R. E. (1989). Communication and Indian agriculture. New Delhi: Sage Publications.
- N. Jayaweera and Amunagama: Rethinking Development communication, Singapore. AMIC.

MCS404E: Film Studies

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course provides a general introduction to the study of film and focuses not only on the key terms and concepts used to analyze the film experience but also discusses the fundamental concepts in film studies, major structural features of cinema, master filmmakers, and key film theories. The course will familiarize the students with the essential glossary of global cinema fusing on its ideological tuning points. It also connects the cinema with other performance/non-performance genres like literature, theatre, music, photography, etc

Recommended Readings:

- Andrew, Dudley (1976) *The Major Film Theories*, London: Oxford University Press
- Basu, Anustup (2010) *Bollywood in the Age of New Media: The Geo-televisual Aesthetic* Edinburgh University Press.
- Bhaskaran, T S (2009) *History through the lens - Perspectives on South Indian Cinema*, New Delhi: Orient Blackswan Private Limited
- Geiger, J & Rutsy, RL (2005) *Film Analysis – A Norton Reader*, W. W. Norton & Company
- Hollows, Joanne et al (eds) (2000) *The Film Studies Reader* London: Oxford University Press
- Nichols, Bill (ed) (1976, 1985) *Movies and Methods (Volumes I and II)*, Los Angeles: University of California Press
- Rajadhyaksha, A (2012) *Indian Cinema in the Time of Celluloid from Bollywood to the Emergency*, Tulika
- Viridi, J (2005) *The Cinematic Imagination: Social History Through Indian Popular Films 1947-2000* New Brunswick: Rutgers University Press
- Williams, L & Gledhill C (2000) *Reinventing Film Studies*, Hodder Education

MCS405E: Broadcast Journalism

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course extends the inputs from ‘MCS104 Introductions to Journalism’ to the specific field of broadcast or electronic journalism. The paper reconfigures the principles and practices of learnt in the previous paper to the specific domain of electronic news gathering and processing. It also introduces the typical organizational structure of news channel, gate keeping and editing process. The paper also takes up some important genres of news presentation, interview shows and current affairs programme. It also introduces some basic aspects of news production and video editing and packaging. While the main issues are discussed in broader conceptual context, their specific applications are framed in Indian context.

Recommended Readings:

- TV News, Building a Career in Broadcast Journalism, Ray White.
- Broadcast Journalism: Techniques of Radio and TV News, Andrew Boyd.
- Ethics for Media, William Reeves and Cleave Mathews.
- Ethics in Journalism, Jeffrey Olen.

MCS406A – Media Production (Individual Project)

In this semester Students from ‘Media Production’ stream take up an individual AV production/ Radio Production/ Digital media Project worth 8 credits. For a AV production, the subject, topic, content of the project has to be of the length 8 - 10 minutes. After approval of the story concept from the production guide and the script selection committee, students are expected to assume the role of the director for this project and execute it within given/scheduled time frame. Also, in order to understand the process better, students will be expected to do at least two production exercises and do detailed paperwork in the pre-production, production and post-production phases.

Evaluation of any of the above project involves production exercises; submissions related to productions the final product (short film, radio production etc) and a viva voce for the same.

MCS406B – Media Studies (Individual Project)

Students from Media Studies stream take up an individual research dissertation worth 8 credits. The subject for research must be directly related to media and communication. After approval from the guide and the committee, students are expected to work on the topic thoroughly and submit the dissertation within the given deadline.

Evaluation is made on the basis of assessment of the research dissertation and viva voce.