Andhra University
Department of Journalism and Mass Communication

REGULATION AND SYLLABUS RELATING TO MS (Communication and Media Studies) Degree Examination – A self-finance course

Semester system (with effect from 2014-15)

1. The course for the MS in Communication and Media Studies degree examination shall be of 2 years duration, consisting of four semesters.

2. Candidates seeking admission into the MS in Communication and Media Studies Course shall be required

       a) To have passed any Bachelor degree of this university or any other university recognized by the Academic Council.

       b) To have passed the entrance test conducted by Andhra University subsequently to become eligible for the purpose of admission.
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3. Admission Procedure

       Admission into the course shall be made according to the rules as prescribed by the University from to time to time.

4. Fee structure:

Since the course is self-financed, the university authorities will decide the fee structure.

5. Academic Requirements:

    a) The two-year study consists of four semesters, covering theory papers and practicals. (See Annexure)
    b) Every student shall be required to attend 75% of theory and practical classes in all the four semesters.
    c) Every student shall work for the practicals under the guidance of the teaching faculty of the department.
    d) No student shall be allowed to appear for the examinations both the theory and practical unless he/she produces a certificate of completion of all the academic requirements as the case may be.
    e) Students are required to take active part in the seminar wherein they should present papers and participate in the discussion that follows. Necessary alteration, if any, may be affected on the seminar paper in the light of the discussion held for the purpose of evaluation.
    f) The students in the third/fourth semester shall undergo an internship in any media organization for a period of three weeks and produce a certificate to that effect from the organization concerned.

6. Examination Evaluation:

    a) All the theory papers in the four semesters shall be valued by the examiners **as per the university guidelines**.

b) Practical examination papers/assignments (if any) shall be valued by the internal examiners in the respective semesters.

c) The oral (Viva-voce) examination shall be conducted by both internal/ external examiners as per the university rules as the case maybe.

d) The medium of instruction and the examination shall be in ENGLISH only.

e) A candidate shall be declared to have passed the examination he/she obtains not less than **40%** of the total marks in all the semesters put together. A candidate shall be declared to have passed the examination if he obtains not less than 40% in each paper, including practical.

f) Candidates who have completed the course in each semester with required attendance after fulfilling other academic requirements shall be permitted to continue the next semester course irrespective of whether they have appeared or not at the previous examination (s). Such candidates may be permitted to appear for the examinations of earlier semesters with the examinations of later semesters simultaneously.

g) If a candidate is unable to appear or fails he/she shall be allowed to have two more chances in the coming two years following the semester.

h) If he/she fails in any theory paper/s, he/she may be allowed to appear **for theory examination of that paper**. Similarly, if he/she fails in one of the practical papers, he/she may be allowed to appear for the practical examination only. In any case, the candidates need not have to submit dissertation and seminar papers afresh.

7. Improvement provision

The candidates declared to have passed in the examination of MS (Communication and media studies) course may re-appear for the same examination after completing the course to improve their marks in the succeeding two years.

8. Classification

The classification for pass divisions is:

Award of grades

S NO	Range of marks in %	Grade	Grade points
1.	> 90<100	O	10.0
2.	>80<90	A	9.0
3.	<70>80	B	8.0
4.	<60>70	C	7.0
5.	<50>60	D	6.0
6.	<40>50	E	5.0
7.	< 40	F (Fail)	0.0

Annexure
Scheme of Examination

Subject code	Subject title	Theory papers	Credits	Duration	Mid-term exams	Total Marks
		Max Marks			Max marks	
	Semester I					
MSCM 01	Introduction to communication studies	85	4	4 hours	15	100
MSCM 02	History of mass media	85	4	4 hours	15	100
MSCM 03	Print Media: Reporting and Editing	85	5	5 hours	15	100
MSCM 04	Media issues	85	4	4 hours	15	100
MSCM 05	Political Communication	85	5	5 hours	15	100
	Practicals					
	Class room record					
	Print media	50	4	4 hours		50
	Viva	50	4	4 hours		50
	Total		30			600
	Semester II					
MSCM 01	Intercultural Communication	85	4	4 hours	15	100
MSCM 02	Electronic media: Reporting for radio and television	85	5	5 hours	15	100
MSCM 03	Environmental Communication	85	5	5 hours	15	100
MSCM 04	Media laws and ethics	85	4	4 hours	15	100
MSCM 05	Development Communication	85	4	4 hours	15	100
	Practicals					
	Class room record					
	Electronic media	50	4	4 hours		50
	Viva	50	4	4 hours		50
	Total		30			600
	Semester III					
MSCM 01	Advertising and Public Relations	85	5	5 hours	15	100
MSCM 02	Organizational communication	85	5	5 hours	15	100
MSCM 03	Gender communication	85	4	4 hours	15	100
MSCM 04	International communication	85	4	4 hours	15	100
MSCM 05	Conflict, peace and media	85	4	4 hours	15	100
	Practicals					
	Class room record	50				50

	Advertising and Public Relations	50	4	4 hours		50
	Viva	50	4	4 hours		50
	Total		30			600
	Semester IV					
MSCM 01	Mass Communication Research Methods	85	5	3 hours	15	100
MSCM 02	Dissertation /Thesis	100	5	5 hours		100
	Seminar paper	50	5	3 hours		50
	Internship	50	5	5 hours		50
	Viva	5	5	5 hours		50
	Total		25			350

Paper I: Introduction to communication studies

Unit I
Introduction to communication- definition-communication process-source-message-channel-receiver-feedback
Shannon & Weaver model of communication- redundancy-entropy-channel-medium-code
Other communication models- George Gerbner- Lasswell- Newcomb- Westley & MacLean-Jacobson
Semiotics-signs and meaning-categories of signs-convention- the organization of signs

Unit II
Interpersonal communication-the process-the skills of interpersonal communication-
interpersonal communication in context-goal-perception-translation-motor responses-feedback.
Components of interpersonal communication skills- non-verbal communication-reinforcement-questioning-reflecting-opening and closing-explanation-listening-self-disclosure

Unit III
Mass media-functions-characteristics
Models of communication-two-step flow of communication-
Gate-keeping models-White and Ruge and Galtung
Diffusion of innovation of model
News diffusion models
Media dependency model
Agenda-setting
Unit-IV
Normative theories of the media- authoritarian- Libertarian theory-Social responsibility theory-
Communist media theory- Democratic participant Theory- Development Media Theory
Critical theory- the rise of cultural theories in Europe- Frankfurt School-
Social media-history-rise of social media as part of life- shopping-millennials-the third age-news and politics
Unit-V
Media effects-short-term and long-term

Four models of media effects-direct effects-conditional effects-cumulative effects-cognitive-transactional model

Socialization of effects of media

Reference books

David Berlo. (1960). *The Process of Communication.*London:. Holt, Rinehart and Winston

Stanley J Baran and Dennis K Davis. (2006). *Mass Communication Theory: Foundations, Ferment and Future,* New York*:* Thomson Wadsworth.

Uma Narula. (1976). *Mass Communication: Theory and Practice*, New Delhi: Har Anand.

Denis Mcquail and Windhal. (1986). *Communication Models*, London: Longman.

John Fiske (2002.)*Introduction to communication studies.* London: Routledge

Peter Hartley (1999). *Interpersonal communication*. London: Sage.

Elizabeth M Perse (2004). *Media effects and society*. London: Lawrence-Erlbaum Ltd.

Denis Mcquail (2005). *Mass communication theory*, New Delhi: Sage.

Defluer and Ball Rockeach. (1989). *Theories of Mass Communication*, New York: Longman.

Paper II: History of Mass Media
Unit I

Origin of press - Evolution of modern newspapers - Growth of newspapers in India - Hickey's Gazette – *Bombay Chronicle*

Early journalism in Bengal-Bombay and Madras presidencies – Growth of national press – Press in 19th century -Raja Ram Mohan Roy – BalagangadharTilak.

Unit II

Indian press and freedom movement – Gandhi's contribution to Indian journalism – Nehru era – Government v/s Press – Indian Press and Emergency –technology an d growth of in journalism in India

Unit III

Brief history of broadcasting in India –characteristics of radio – objectives of radio – AIR code – special audience programmes - women – children – youth – industrial workers – farm and home programmes

Unit IV

TV as medium of communication – Origin and growth - Characteristics – Audience – women – youth – children – farmers – students. Growth of satellite TV channels in India-

Unit V

Films-origin-cinema in India-evolution of movie industry in India-the Bombay talkies-origin film in South in India

Reference books

Nadig Krishna Murthy. (1966). *Indian journalism,* Mysore: Mysore University Press.

S. Natarajan. (1962). *History of the Press in India,* Bombay: Asia Publishing House

R. Parthasarathi. (1991). *Modern Journalism in India, New Delhi:* Sterling Publishers*.*

Mehra Masani. (1985). *Broadcasting and the people*, New Delhi: Publications Division

P C Chattrjee. (1993). *Broadcasting in India,* New Delhi: Sage Publications

S.C.Bhatt. (1997). *Indian Press since 1955*, New Delhi, Publication Division

J V Vilanilam (2005). *Mass communication in India*. New Delhi: Sage

Paper III: Print media: reporting and editing
Unit1
Detailed analysis of news – definition – concepts- components – values – sources- press conference – Interviews – qualifications and responsibilities of reporter – ethical aspects
Reporting special events – disasters and accidents – crime – sports – budget – courts – legislature reporting – speech reporting – investigative reporting – science reporting – mofussil reporting

Unit II
Features – definitions – scope – types of features- news features – historical features – seasonal – how - to - do it – photo features – scientific features – human interest features – profiles – syndicate features
Reviews – definitions – scope – types of reviews – books – films – music – theatre – TV programmes – performing arts – contemporary trends in reviews

Unit III
Editor – News editor – Sub-editor- their responsibilities – Editorial writing – Letters to the editor – Leads – Principles of rewriting – Rural news editing

Unit IV

Fundamentals of copy- editing – editing and proof - reading symbols – Style sheet – Headlines – Types of headlines – Modern trends in headlines
Unit V
Column writing – writing creative middles – language as a tool of writing – principles of grammar-practical exercises

Photo editing / cropping – Layout and design of different pages – Magazine production techniques

Reference books
W L Rivers. (1984). *News in Print*, New York: George Allen & Unwin Ltd.
Curtis Macdougall (1953). *Interpretative Reporting*, New York: George Allen & Unwin Ltd.
Rangaswami Parthasarathy (1984). *Basic Journalism*, New Delhi: Macmillan
Bruce Westley. (1985). *News Editing*, New Delhi: IBH Publishers.
Frank Barton. (1989). *The Newsroom: A Manual of Journalism,* New Delhi: Sterling Publishers.
R. Parthasarathy. (1984). *Basic Journalism*, New Delhi: Macmillan.
Lynette S. Burns (2002). *Understanding Journalism.* London: Sage Publications.
Susan Pape & Sue Featherstone. (2005). *Newspaper Journalism: A practical Introduction*. London: Sage Publications.
Davis Merritt, Maxwell McCombs. (2004). *The Two W's of Journalism:* London, Mahwah: Lawrence Erlbaum Associates, Publishers.

Paper IV
Media issues

Unit I
Indian Press- Types of ownership pattern – Advantages and disadvantages
Newspaper registration process– Registrar of Newspapers of India- Structure and duties- newspaper circulation– Readerships surveys – Audit bureau of circulation-Advertising policy of Government of India- Indian newspaper society- origin and present status.
Unit II

Press commissions – Recommendations first press commission - second press commission-recommendations

Wage policy - Wage boards-Indian working journalists' movement-

Indian press-expansion of newspapers-circulation strategies- import of newsprint-

Foreign direct investment in print media.

Unit III

Autonomy of radio and television in India-Committees of Information and Broadcasting ministry- Chanda-Verghese- Varadhan committees- Prasar Bharthi- liberalization of airways.

Unit IV

Privatization of radio-FM radio in India-growth of FM radio-business trends- content in FM radio-broadcasting news and issues in FM radio

Community radio in India-guidelines –content-present status of community radio/campus radio-the future of community radio

Unit V

Television – Private TV – Uplinking and down linking policy of government of India.-Cable TV-DTH- Internet protocol television (IPTV)-TV ads. Regulations- digital television-TRP ratings-Television regulatory authority of India

Reference books

Herbert Lee: *Newspaper Organization and Management.* New Delhi: Surjeet publications

P.C.Chatterji (1988). *Broadcasting in India.* NewDelhi. Sage Publications

Mehra Masani (1986); *Broadcasting and the people.* New Delhi. National Book Trust.

Reports of Information and Broadcasting Ministry.

First press commission Report , Vol I & II.

Second press Commission Report Vol I & II.

Vanita Kohli (2010) *The Indian media Business*: New Delhi: Sage

Ravidra Kumar (2014). *Three scores and fifteen.* New Delhi: Indian Newspaper Society Publication

Paper V: Political communication

Unit 1

Political communication-definition-scope and nature

Politics, democracy and media-the theory of liberal democracy-constitutionality-participation-rational choice-public opinion and public sphere-the role of media in democracy

Political journalism in India: status and dynamics

Unit II

Political parties in India-Congress- BJP-CPI-CPI(M)-the emergence of regional political paries-Akali Dal- Shiv Sena-DMK-AIDMK-Telugu Desam-Samajvadi party-BSP

Elections in India-setting up elections commission in India-conduct of elections- model code of conduct- voter education-use of technology- media and elections

Unit III

Political messages-political advertising-political campaigns-news coverage of political campaigns-agenda-setting-gate-keeping and the media-the spiral silence and the social nature of man

Unit IV

Spin-doctoring –the art of political public relations
Selling politicians and creating celebrity status
Selling policies and beliefs
Film stars and political images
Political campaigns and their impact

Unit V
Political issues in India-corruption- language and politics- television and politics-national identity and communications.

Reference books

Brian McNair (2012). Introduction to political communication (fifth edition).London: Routledge.
Eric Louw. (2010). *Media and Political Process*, New Delhi: Sage.
Peter Gonsalves. (2010). *Clothing for Liberation*, New Delhi: Sage.
John Corner. (eds) (2003). *Media and Restyling of Politics*, New Delhi: Sage
Arvind Rajgopal. (ed). (2009) *Indian Public Sphere: Readings in Media History*, New Delhi: Oxford University Press..
Peter DeSouza and E Sridharan (2012). India's political parties. New Delhi: Sage
S P Qurashi (2014). An undocumented wonder ; the making od Great Indian election. New Delhi:Rupa
Arvind Rajgopal(2005). Politics after television. New Delhi: Oxford University Press.
Asha Sarangi (2009).language and politics in India. New Delhi: Oxford.
N Vittal (20120. Ending corruption. New Delhi: Penguins
Praminda Jacob(2009). Celluloid deities. New Delhi: Oriental Blackswan
Vasanthi (2006)> Cut-uts, caste and cinema. New Delhi: penguin.
Linda L. K. and H. Christina. (2008). *Handbook of Political Communication research.* London: Sage.

Semester II

Paper I: Intercultural communication

Unit I
Intercultural communication-definition-nature-characteristics
Intercultural communication-need for study
High context and low - context cultures
Intercultural communication-barriers
Intercultural business communication-perception and communication

Unit II
Models of communication- Aristolean- cybernetic- biological-psychological
Verbal communication-nature of language-functions of language-elements of speaking
Non-verbal communication-history-clothing and bodily characteristics-physical environment-proxemics- chronemics- haptics-paralanguage-the relational between verbal and non-verbal communication-difficulties with non-verbal communication.

Unit III

Cultural rules and relationships-Respect for the authority and the structure of messages-power distance-assertiveness vs. Peacekeeping-recognition of performance-the role of social contacts in intercultural business-ethical considerations in intercultural engagements

Information, decisions and solutions- sources of business information-information and knowledge management-problem solving-and conflict resolution
Intercultural negotiation -factors in negotiation-the phases in negotiation
Unit IV
Cultural institutions-family-school-mass media
Culture and perception-ways of perception-visual-sound-smell-touch-the concept of face
Cultural behaviour
Culture shock- definition-reason- loss of cues-the breakdown communication-basic cybernetic model of communication-an identity crisis.
Cultural hegemony
Industrial or organizational culture

Unit V
Ethical considerations- the limits to cultural diversity-intercultural personhood-ethics, culture and communication-citizens of the world-peace as an ethic for Intercultural communication

Reference books
Larry A Samovar and Richard E Porter (2003). *Intercultural communication*. London :
               Wadsworth Company
Linda Beamer and iris Varner (2009). *Intercultural communication in the global work* place.
               London: Tata McGraw Hill
Joann Keyton (2006). *Communication and organization culture*. London; Sage
Paper II
Electronic Media: reporting for radio and television

Unit 1
Writing for Radio – News, Current Affairs, Interview – News Writing Script and Sound Bytes – Qualification, Functions and Principles of News Reporting by Reporters and Correspondents of Radio.

Unit II
Writing for Television –News, Current Affairs, and Interview – News writing Script, Visual Treatment and Sound Bytes. Qualification, Functions and Principles of News Reporting by Reporters and Correspondents of Television.

Unit III
Reporting Political News, Sports News and Business News for Radio and Television – Budget for Radio and Television – Scripting, Principles, Types and Techniques, Writing Weather News Bulletins for Radio and Television.

Unit IV
News Reading for Radio: Techniques – Principles – Speech Modulation – Pronunciation – News presentation for Television. Anchoring, Visual Appearance, Speech Delivery, Teleprompter.

Unit V
Writing for Radio and Television Documentary – Writing for Radio and Television Commercials - Writing for special audience programmes of Radio and Television.

Reference books:

Vasuki Belavadi. (2008*). Video Production*, New Delhi: Oxford University Press.

Stuart Hyde (1998). *Radio and Television Announcing*, New Delhi: Kanishka Publishers.

Chatterji P. C. (1991). *Broadcasting in India*, New Delhi: Sage Publications.

Saksena Gopal (2000). *Television in India: Changes and Challenges*, New Delhi: Visas Publications.

Chapman, Jane and Marie *Kinsey* (eds.) (*2009*). *Broadcast Journalism: A Critical Introduction*, London New York: Routledge.

Paper III
Environmental Communication

Unit 1

Environmental communication- nature, scope and definition
Environment- citizens and community groups
Environment groups- scientists, corporations, business lobbyists, anti-environmental groups
Global environmentalism-environmental movements in India, USA and Europe
Media and environmental journalism

Unit II
Environment –causes and factors of environmental pollution - Constitutional and legal provisions in India - Environmental act, Environment (protection act, 1996) – Sustainable development - Commission on sustainable development - Earth summits- UN and climate change

Unit III

Public participation in environmental decisions – The right to know and access to information – The right of public comment – Citizens communication and public- participation – Criticisms of traditional forms of public participation – The emergence of alternative forms of public participation - Collaboration and consensus in environmental disputes

Unit IV
Media coverage of environment – Media depictions of nature - News production and the environment – Political economy – Gate keeping – Newsworthiness – Media frames – Norms of objectivity and balance – Media effects – Direct transmission – Agenda setting – Narrative framing and cultivation analysis – Rise of alternative environmental media -Newspapers – Films - Professional societies for environmental journalists

Unit V
Risk communication –Assessing risk – Media reporting of risk – Environmental advocacy – Case studies- Dilemmas of environmental advocacy – Green marketing and corporate campaigns

Reference books

Robert Cox. (2006). *Environmental Communication and Public Sphere*, London: Sage Publications.

Binod Agarwal et al (ed) (2001). *Global Negotiations Vol I and II,* New Delhi: Centre for Science and Environment.

L. Wallack et al. (2006). *Media Advocacy and Public Health,* London: Sage Publications.

Paper IV
Media Law and Ethics

Unit 1
Section a
Indian constitution – Fundamental rights – Article 19 (1)(A)- Freedom of the press- Judicial Reviews on Freedom of Press and Landmark Judgments – Emergency Provisions and Media

Unit II

Press and Registration of newspapers Act, 1867 –Official secrets Act , !923 – freedom of Information Act 2005 – Working Journalists Act , 1955 Press and Publication (Parliamentary Proceedings) Act , 1976 – Privileges of Legislature and Media

Unit III

Press Council of India Act , !978 – Guidelines and codes for Print and Electronic Media – Law of Defamation – Contempt of Court Act 1971 - Indian Cinematography Act, 1950

Unit IV
Broadcasting Corporation of India and Broadcasting Bill – Cable TV Networking (Regulation) Act 1995 – Telecom Regulatory Authority of India (TRAI)
Cyber Law – Cyber Crime – Cyber Ethics – Convergence Bill – Communications Commission of India (CCI) – Intellectual Property Rights – Right to Privacy and Internet. Censorship Law and Internet

Unit V

Journalism ethics- accuracy-fairness-completeness- code of ethics- Journalism and objectivity-the influence of news values- objectivity in practice- redefining objectivity- objectivity as a perspective- use of language.

Reference books
B.N.Pandey. (2001). *Indian Constitution*, Central Law Publications, Allahabad: Asian Law
                House.
D. D. Basu. (1986). *Introduction to Indian Constitution*, Allahabad: Asian Law House.
D.D.Basu. (1986). *Law of the Press,* Allahabad: Asian Law House.
Ramakrishna. (2002). *Historical Perspectives of Press Freedom in India*: Andhra University
     Press and Publications.
Christ Frost (2007). *Journalism ethics and regulation*. London: Pearson Education

Paper V: Development communication

Unit 1
Development – Different concepts – causes for under development – theories of development – economic theory – Walt Rostow – Sociological theory - Modernization theory - Dependency theory - Dominant paradigm – New paradigm of development- Sustainable development - Development dilemmas- Millennium development goals –diffusion of innovations - An over view

Unit II

Development journalism – origin – growth – developmental journalism - concepts- case studies – development news – Different concepts – Development reporting – problems – Indian Press and Development journalism

Unit III

Development communication – definitions- nature- scope- merits and demerits – case studies of SITE and Jabua development communication project– Development support communication – an overview – Communication and Human development – literacy – population control- Sanitation – Gram Panchayat - AIDS

Unit IV

Participatory development – Communication – Participation and development / community development – social capital – and theories – participatory communication research – case studies

Unit V

Multi media approach to development issues – Interpersonal communication – traditional communication - Mass communication – Radio – Video- films – case studies

Reference books

Avik Ghosh. (2006). *Communication Technology and Human Development*, New Delhi: Sage Publications.

DVR Murthy. (2006*). Development Journalism: What Next?* New Delhi: Kanishka Publications.

Srinivas Melkote. (2001). *Communication for Development in the Third World*, New Delhi: Sage Publications.

N.Jayaweera and S. Ammugave, (1989). *Rethinking Development Communication*: Singapore: AMIC.

Jean Serves et al (1996*). Participatory Communication for Social Changes,* New Delhi: Sage Publications,

Richard Peet, (2005). *Theories of Development,* Jaipur: Rawat Publications.

Semester III

Paper I: Advertising and Public Relations

Unit I

Evolution of advertising - socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system -market research – vocational aspects of advertising

Planning and campaigns – Media selection – newspapers – Magazines – Radio _ Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins- Outdoor advertising in India -Commercial advertisings over - All India Radio -Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

Unit II

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trade marks – Slogans – Evaluation of effectiveness Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

Unit III

Campaign Planning-stages of campaign planning – Types of approach, Consumer Behaviour – Principles of Campaign Planning – allocation of advertising budget.

Advertising and Marketing Information Systems: Techniques of pretest and post test, process of Market Research and Research methods in Market Research

Unit IV

Public Relations - Definitions – nature – scope- Components of PR – Historical Evolution of PR in India –Comparative evolution of PR and public opinion- publicity – Public opinion – propaganda – Advertising – role of PR in public affairs – PR management

PR Publics – 4 stages of PR – Fact Finding, Planning Implementation and evaluation –Campaign planning, PR Consultancy and Counseling – Event Management

Unit V

Public Relations as effective means of communication – PR tools of communication –House Journals, Press Release, Press Conference, Plant Tours, Brochures, Posters, Open House, Exhibitions, Audio visual aids –Television, Radio and Film and video demonstrations

PR campaigns – case studies – professional organizations of PR - PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – PR research areas – techniques – evaluation – Laws and ethical aspects – recent trends – PR education

Reference books
Amos Ownen Thomas. (2006). *Transnational Media and Contoured Markets*, New Delhi: Sage Publications.
R. Padmaja. (2008). *Marketing of Newspapers*, New Delhi: Kanishka Publishers, New Delhi.
Rajeev Batra, John G. Myers, David A. AAker. (2003). *Advertising Management*, New Delhi: Pearson.
Mark Gobe. (2001). *Emotional Branding*, New York: Allworth Press.
Alina Wheeler. (2009). *Designing Brand Identity*, New Jersey: John Willy & Sons. New Jersey.
Fred E Hahn. (2003 Third edition). *Do-It –Yourself Advertising and Promotion*, New Jersey: John Willey & Sons.
Matin Khan. (2006). *Consumer Behaviour & Advertising Management*, New Delhi: New Age International Pvt Ltd Publisher.
Cutlip & Centre. (2005). *Effective Public Relations*, New Delhi: Pearson.
Alsion Theakar. (2001). *The Public Relations Handbook* (Second Edition), London: Routledge.
C Narasimha Reddy. (1983). *How to be Good PRO*, Hyderabad: Himalaya Publishing House.
Jaisree Jaiswaney. (2010). *Corporate Communication: Principles and Practice*. New Delhi: Oxford University Press.
Paper II: Organizational Communication

Unit I

The challenge of organizational communication- our complicated world-globalization- terrorism-climate change-changing demographics-complicating our thinking about organizations-complicating our thinking about communication-looking ahead

Organizational communication- classical approaches-Henri Fayol's theory of classical management-elements of management-principles of management-principles of organizational structure -principles of organizational power -principles of organizational reward -principles of organizational attitude

Max Weber's theory of bureaucracy-Frederick Taylor's theory of scientific management-impetus for the theory of scientific management-components of scientific management-

Communication in classical approaches-content of communication-direction of communication flow- channel of communication-style of communication-classical management in organizations today-classical structure in today's organizations-classical job design and rewards in today's organizations

Unit II

Human relations and human resources approaches-the human relations approach-from classical theory to human relations: the Hawthorne studies-illumination studies-the relay assembly test room studies-the interview program-the bank wiring room studies-explanations of findings in the Hawthorne studies

Maslow's hierarchy of needs theory-McGregor's theory X and theory Y-

The human resources approach-impetus for the human resources approach-do human relations principles work? -misuse of human relations principles-Blake and Mouton's managerial grid-communication in human relations and human resources organizations-content of communication-direction of communication flow-channel of communication-style of communication-

Human relations and human resources organizations today-the "what" of human resources programs-the "how" of human resources programs-

Unit III

Systems approaches-the systems metaphor and systems concepts-system components-hierarchical ordering-interdependence-permeability-system processes-system properties-holism-equifinality-negative entropy-requisite variety-three systems theories-cybernetic systems theory-Karl Weick's theory of organizing- "new science" systems theory

Methods for studying organizational systems-network analysis-properties of networks-properties of network links-network roles-modeling techniques

Cultural approaches-prescriptive views of culture-deal and Kennedy's "strong cultures"-peters and waterman's "excellent cultures"

Alternative approaches to culture-organizational cultures are complicated-organizational cultures are emergent-organizational cultures are not unitary-spotlight on scholarship-organizational cultures are often ambiguous-Schein's model of organizational culture-a definition of culture-a model of culture- artifacts-espoused values- basic assumptions-methods for studying organizational culture

Unit IV

Critical approaches-the pervasiveness of power-control of modes and means of production-control of organization-al discourse-ideology and hegemony-emancipation-resistance-two critical approaches in communication-a theory of concertive control-feminist theories of organizational communication-the "framing" of sexual harassment

Socialization processes-models of organizational socialization-phases of socialization-anticipatory socialization-encounter-metamorphosis-content of socialization-communication

processes during socialization-the employment interview-the interview as a recruiting and screening tool-the interview as an information-gathering tool-the interview as a tool for socialization-newcomer information-seeking tactics-role-development processes-role-taking phase-role-making phase-role-routinization phase-beyond the leadership dyad-technology and socialization

Unit V

Decision-making processes-models of the decision-making process-rational models of decision making-alternatives to rational models-small-group decision making-descriptive models of small-group decision making-effective small-group decision making-beyond rational group processes-participation in decision making-effects of participation in decision-making models of the participation process-the affective model-the cognitive model-evidence for models of participation-participative applications in organizations and workplace democracy-beyond decisions: knowledge management systems

Conflict management processes-conceptualizing the conflict process-defining conflict-levels of organizational conflict-phases of organizational conflict-managing organizational conflict-conflict styles-description-critique of conflict styles construct-new directions-bargaining and negotiation-third-party conflict resolution-factors influencing the conflict management process-personal factors 171relational factors-cultural factors-an alternative view of conflict

Reference books

Katherine Miller (2012). *Organizational Communication: Approaches and processes.* London: Wadsworth Company
Thomas E Harris and Mark D Nelson (2008). *Applied Organizational Communication: Practice in a globalized work place*. London: Lawrence Erlbaum Associates
Mary Barrett and Marilyn J Davidson (2006). *Gender and communication at work*. London: Ashgate.
Joann Keyton (2006). *Communication and organization culture*. London; Sage

Paper III
Gender and Communication
Unit I

Gender- Sex, Gender Identity and Gender role –Masculine and Feminine cultures- Gender values
Feminism – Types of feminism- Marxist- Socialist- Radical feminism
Waves of feminism- first, second and third wave

Unit II

Feminist communication theories - Structuralism– Muted group theory– Stand point theory- Post structuralism– Performance and positioning theory – Transgender and Cyborg theory
Gender politics: Gender, sexuality and social exclusion, Social movements and gender

Unit III

Gender and communication, verbal interaction- non-verbal interaction- topics of discourse-perception and evaluation of speech
Women and international communication – Women's International Network (WIN) news, Women's International News Gathering Service (WINGS), Feminist International Radio Endeavour *(*FIRE)

Unit IV

Gender and Mass Communication in a Global Context-Challenge of re-visioning gender values, Women journalists in the western world, Global context of women in communication- Women in Newspaper journalism, Magazine industry, Radio, Public relations, On-line journalism

Unit V

Gender and violence- Screening and reporting violence - Effects of violence in media - News and mythology of anti woman violence - Unusualness and crime news- Reforming the news - news, violence & women s
Films and feminism- women in Indian cinema- Paradoxes within the image
Women and TV images- Mass disconnect- advertising and women

Reference books

Donna Allen, Susan J Kaufman, Ramona, R. Rush (Ed). *Women transforming*
   Communications. London: Sage Publications
Philip Shaver and Clyde Hendrick (1987) *Sex and Gender* . London:Sage Publications
Karen Boyle.(2002) *Media and Violence* . London: Sage Publications.
Marian Meyers. *Engendering Blame*: *News Coverage of Violence against Women.*
                  London: Sage Publications
Pamela Creedon and Judith Cramer (2007). *Women in Mass Communication.* London:
                  Sage Publications
Charlotte Krolokke and Anne Scott Sorensen. (2005). *Gender Communication:*
   Theories and Analyses. London: Sage Publications

Paper IV
International Communication

Unit 1

International Communication- nature and scope- historical evolution
Emergence of long-distance communication- early communication channels- post- traditional forms- newspapers- news agencies- telegraph-telephone-
Types and channels of communication- interpersonal-technical and global
International communication and national identity

Unit II

Dimensions of international communication- global village- war of ideas- communication and national sovereignty- increasing concentration and Trans nationalization-
International news system- international news flow and controversy- news values controversy-media imperialism- communication policies-
UNESCO – mass media declaration- New World Information and Communication Order-McBride Commission- emergence of IPDC
Propaganda and forms of propaganda –Use of mass media

Unit III

Satellites- Comstats- emergence of CNN and its impact on world of communication
War and media-public diplomacy and political warfare- new ways to report the world

Section IV

Globalization and media – different phases of globalization-mediating globalization-Media and communications- emergence of STAR TV- Globalization and ICT

Unit V

Media organizations- International Press Institute- International Telecommunication Union- British Broadcasting corporation- Voice of America-European Broadcasting Union- Asia-Pacific Institute for Broadcasting Development

Reference books

Ingrid Volkmer. (2001). *News in the Global Sphere. A study of CNN and its Impact on Global Communication*, Luton: University of Luton Press.
William Hachten. (2002). *World News Prison*, Iowa: Iowa State Press.
Tehri Rantaner. (2006). *Globalization and Media.* London: Sage Publications.
Howard H Frederick. (1993). *Global communication & International Relations,* California: Wadsworth Publication Company.
Anos Owner Thomas. (2006). *Transnational Media and Controlled Markets,* New Delhi: Sage.
Cees Hamlink. (1996). *The Politics of World Communication,* London: Sage.
William A. Hachten. (1996). *The World of News Prism.* Iowa: Iowa State University Press.

Paper V
Conflict, Peace and Media
Unit I
The concept of peace-the need for study of peace studies- The TRANSCEND way of peace studies

Negotiation and international conflict-the negotiation option-the puzzle of civil war termination-the study of negotiation-communication-based appraoces-realistic approaches- negotiation and conflict cycle

Unit II
Peace studies and peace politics-common security building in North-South solutions-the neo-liberal capitalism and non-conservative war- global colonialism-war on terror-citizens awareness Disarmament and survival-controlling and limiting weapons- the pursuit of disarmament-bans on particular weapons-the impact of nuclear weapons- after Cold war- profits from weapons-weapons of mass destruction-changes in international approach to the destruction of weapons.

Unit III
Concept of peace societies- the positive concept of peace-case studies in peace societies- USA-Mexico-Australia- Africa- South Asia- India
Unit IV
Role of media in society for peace- building theory –initial principles- four major types of influence on society for peace
Reporting demonstrations and protests
Unit V
Peace journalism- key concepts-Gandhain approach- Galtung view of peace journalism-language and peace journalism

Reference books

Charles Webel and Johan Galtung (2007). *Handbook of peace and conflict studies*. London:Routledge
Graham Kemp and Douglas P Fry (200$). *Keeping the peace*. London: Routledge.

Graham Spencer (2005).*The media and peace*. London; Routledge
Oliver P Richmond (1999). *Peace in international relations*. London: Routledge
Simon Cottle (2006). *Mediatized conflict*. London: McGraw Hill

Semester IV

Paper I
Mass Communication Research Methods

Unit 1

Introduction to mass communication research – meaning of research, scientific method – characteristics – steps in research identification and formulation of research problem in communication research

Unit II

Basic elements of research – concepts – definitions, variables, hypothesis and causation - hypothesis – type of hypothesis – characteristic of good hypothesis – hypothesis testing – research designs in mass communication research outlines of important designs , approaches : Survey research , content analysis and historical method . Measurement: meaning - levels and types of measurement

Unit III

Sampling in communications research, types, their applications and limitations
Methods of Data collection: Interview, Questionnaire, observation and case study - application and limitations of different methods

Unit IV

Use of statistics in communication research, basic statistical tools: measures of central tendency)
Mean, Mode and Median: Measure of Dispersion (standard deviation, correlation and chi-square)

Unit V

Data processing, analysis, presentation and interpretation of data. Use of graphics in data present ion – Writings a research proposal; writing research report – components and style

Reference books

Wimmer and Dominic. (2002). *Mass Media Research: An Introduction,* Singapore: Thomson
    Publishing Company.
A. Hansen et al (1998). *Mass Communication Research Methods,* London: Palgrave.
S.H.Priest. (1996). *Doing Media Research: An Introduction,* London: Sage.
B. Gunther. (2000). *Media Research Methods,* London: Sage.
Robert K.Yin. (2003). *Case Study Research Design and Methods* (Third Edition), London: Sage.
John C. Reinard. (2006). *Communication Research Statistics*, London: Sage.