

Four Year Undergraduate Programme (FYUGP)

NEP, 2020

Subject: Mass Communication and Journalism (MCJ)



**Department of Communication & Journalism
GAUHATI UNIVERSITY
Guwahati-781014, Assam**

COURSE STRUCTURE

SEMESTER	PAPER	Total Credit
I	Introduction to Media and Communication	4
II	Basics of Journalism	4 (3+1)
III	Basics of Reporting and Editing	4 (3+1)
IV	Introduction to Public Relations	4 (3+1)
	Introduction to Advertising	4 (3+1)
	Indian Society, Polity and Media Laws (C)	4
	Understanding Digital Media	4 (3+1)
V	Basics of Radio Journalism	4 (3+1)
	TV Journalism: An Introduction	4 (3+1)
	Communication for Development (C)	4 (3+1)
	Introduction to Cinema Studies	4 (3+1)
VI	Mass Media in NE India (C)	4
	ICT and Media Management	4
	Specialised Communication	4
	Convergent Media and Content Development	4

ABOUT THE COURSE

The fundamental goal of this programme are to plan for an all-round development of the media and communication students that would comprise imbibing correct media education principles, inculcating modern media perspective, understanding professional ethics, skill development in various fields of media and determining the pathway for media growth. Keeping all this in mind the syllabus here has been designed accordingly also leaving room for further modifications in order to adapt to changing dynamics of the media world.

This compilation consists of 15 (fifteen) papers till sixth semester. Graduate Aptitudes (learning outcomes) are in accordance with the NEP guideline.

OBJECTIVES

The course is designed to:

- Introduce various aspects of mass communication.
- Acquaint and train on different use of media strategies.
- Develop the skills of the students on handling of different mass communication tools.

LEARNING OUTCOMES

After completion of this programme, the students will be able to:

- Discuss the various theoretical and practical aspects of mass communication.
- Enumerate the existing and emerging trends of mass communication and journalism
- Explain the methods of appropriate use of mass communication tools in context with the environment
- Inherit the ethical values related to the mass media.
- Develop their skills on online journalism, broadcast journalism, advertising and public relations, film studies and community communications
- Encourage media entrepreneurship

1. Four-year Undergraduate Programme
2. **Semester: First**
3. Subject Name: *Mass Communication and Journalism (MCJ)*
4. Course Name: Introduction to Media and Communication
5. Existing Base Syllabus: CBCS
6. Course Level: 100-199
7. Prerequisite: Does not arise
8. Theory Credit: 4
9. Practical Credit: Nil
10. Number of Required Classes: **60**
Contact Class: **40**
Non-Contact Classes: **20**
11. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Introduce basic aspects of communication.
- Correlate the theoretical aspects of communication.
- Introduce students to the target audience and recent development in communication field.

LEARNING OUTCOMES

Disciplinary and Interdisciplinary areas:

- Comprehensive knowledge and basic aspects of communication, Develop a comprehensive perspective on the evolution, gradual changes and delivery and reception of communication,
- Enables students to identify and correlate the systematic development of communication models and theories

Generic Learning:

- Decode the morphology of communication

Critical Thinking:

- Apply analytical thought during the reception of information
- Interpret growth, development and changing trends of communication in the Contemporary world.
- Identify audience segmentation

Creativity:

- Think about communication messages in an analytical pattern
- Adopt innovative communication tools for connectivity
- View a communication problem from multiple perspectives

Communication Skills:

- Develop listening ability
- Express thoughts and ideas strategically
- Construct logical arguments using language suitable for audience

Analytical reasoning:

- Exercise, restrain in accepting extreme views
- Identify authentic information

Research Related Skills:

- Develop skills to identify sociological perspectives on communication
- Articulate communication methods for effective implementation

Coordinating and collaborating with others:

- Work effectively in group communication
- Coordination and communication of policy making

Leadership:

- Develop horizontal and vertical organisational communication skills
- Develop management skills through identification of audience reception

Digital and Technological Skills:

- Understand the epistemology of digital and technological growth

Multicultural competence and inclusive spirit:

- Capability to understand diversity of communication
- Appreciate inclusivity of communication pattern

Value inculcation:

- Develop neutrality in understanding information
- Instil integrity and identify ethical information, dissemination norms

Environmental Awareness and Action:

- Develop sensitivity towards environmental information

Community Engagement:

- Develop group communication skills and participate in community communication strategies

Empathy

- Ability to appreciate differences, individualism and social inequalities and develop communication strategies to mitigate the same

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (60)	Marks (80)
Unit - I	Concept of Communication; Human Communication and development; Evolution of human communication, Types of Communication (Verbal, non-verbal, Formal-informal, Mediated,-Non-mediated); Forms of Communication (Intrapersonal, Interpersonal, Group, Public and Mass Communication) Elements of Communication; Mass Communication- types, advantages and its Process,	15 (10+5*)	20

	Barriers of Communication, Functions of Communication, Audience : Concept and Type		
Unit II	Need of Theories, Basics of communication Theories: Authoritarian, Libertarian, Social-Responsibility, Hypodermic Needle Theory, Usage and Gratification Theory; Gate Keeping Theory; Cultural Effects	15 (10+5*)	20
Unit III	Need of Models, Models of Communication - SMR, SMCR, Shannon and Weaver, Schramm, Gate-keeping, Newcomb, Indian Communication Models	15(10+5*)	20
Unit IV	Mass media; Characteristics and Types of Mass Media, Media in Everyday Life, Traditional and Alternative Media, Community Media, Cinema, New media, Role of Media in democracy	15 (10+5*)	20

Suggested Readings:

1. McQuail, D. (2010). McQuail's Mass Communication Theory. New Delhi: Sage Publications.
2. Stevenson, N. (1997). Understanding media culture: Social theory and mass communication.
3. Singhal, A. & Rogers, E M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.
4. DeFleur, M.L. and S. Ball-Rokeach., Theories of Communication. Longman, New York.
5. McQuail, Denis and Windhl. Communication Models for the Study of Mass Communication. Longman, London.
6. Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. Longman, London.
7. Kincaid, D. Lawrence, Communication Theory–Eastern and Western Perspectives, Academic Press Inc., San Diego, 1987.
8. Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.)
9. Rogers M. Everett, A History of Communication Study, New York, Free Press, 1997.
10. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
11. Barlow, David M and Mills B. Reading Media Theory: Thinkers, Approaches, Contexts. Pearson: Longman, London

E-RESOURCES

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>

Particulars of Course Designer :

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Semester II

1. Four-year Undergraduate Programme
2. Subject Name: Mass Communication and Journalism
3. **Semester: Second**
4. Course Name: **Basics of Journalism**
5. Existing Base Syllabus: CBCS
6. Course Level: 100-199
7. Theory Credit: **3**
8. Practical Credit: **1**
9. The number of Required Classes: **75 (45+30)**
Contact Class: 55
Non-Contact Classes*: 20
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
Internal Assessment is 20 Marks

OBJECTIVES

The course is designed to:

- Introduce various aspects of Journalism.
- Introduce various types of News.
- Introduce students about the basics of other related knowledge of journalism with special emphasis on print media.

LEARNING OUTCOMES

Disciplinary and Interdisciplinary areas:

Learn to coordinate between different mediums for news generation

Generic Learning

Critical Thinking:

- Develop the ability to identify the news source and credible reporting

Creativity:

- Innovate methods to acquire news and presentation

Communication Skills:

- Develop clarity in news writing

Analytical reasoning:

- Exercise, restrain in reporting extreme views

Research Related Skills:

- Develop skills to initiate background study

Coordinating and collaborating with others:

- Conduct effective coordination with sources and working professionals in a news room

Digital and Technological Skills:

- Adopt new technologies for collection and documentation of facts

Value inculcation:

- Accept diversity and provide reporting on marginalized groups and individual voices

Community Engagement:

- Inculcate participatory communication spirit for better information gathering

Empathy

- Create an environment of inclusivity and collective participation

COURSE OUTLINE:

Unit No.	Unit Content	No. of Classes (75)	Marks 80
Unit - I	Understanding News; News: meaning, definition, nature; Hard news, soft news, basic components of a news story; Attribution, embargo, dateline, credit line, by-line. News Values, News Source, types of source, Language of news	15 (10+5*)	20
Unit - II	Understanding the structure and construction of news; 5Ws and 1 H, News Sense, Types of news, News Leads/intros, Structure of the News Story– Inverted Pyramid style Organising a news story; Principles of news selection; Use of internet, Different mediums-a comparison; Basic differences between the print, electronic and online journalism	15 (8+7*)	25
Unit - III	History of Journalism, Journalism in different parts of the Globe-Authoritarian to Libertarian, Famous Journalists of the world and their contribution, Photo journalism, yellow journalism; Penny press, Data Journalism Tabloid press; Citizen journalism; News Agency Journalism, Role of Media in a Democracy; Responsibility to Society; Contemporary debates and issues relating to media, Ethics in journalism	15(7+8*)	25
Unit – IV (Practical)	Understanding the types of news and its various aspects learned in Unit and II, Analysing content generation of newspapers, Collect and compiling various types of newspapers, Learning and designing newspaper layout (both print and online copy can be used), News blogging, weekly reporting events, Try to bring out own lab journal (print/e- version) by compiling news	30	10

Internship

Students have to go compulsory internship for four to six week to get their final diploma / degree as per GU-FYUGP rules.

References

1. Journalism- N Jayapalan (Atlantic)
2. Journalism and mass communication- Amit Desai
3. Ethics and journalism-Karen Sanders (sage)
4. Radio and TV journalism- JR Hackmoulder, PP Singh, FAD Jonge (Anmol books)
5. Broadcast news producing- Brad Schultz (sage)
6. E-Resources • Centre for Investigative Journalism in India: <http://cij.co.in/index.php> • Daily Writing Tips: <http://www.dailywritingtips.com/the-art-of-writing-news/>

Particulars of Course Designer :

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1. Four-year Undergraduate Programme
2. Subject Name: Mass Communication and Journalism
3. **Semester: Third**
4. Course Name: **Basics of Reporting and Editing**
5. Existing Base Syllabus : CBCS
6. Course Level: 200-299
7. Theory Credit: **3**
8. Practical Credit: **1**
9. Number of Required Classes: **75 (45+30)**
Contact Class: 55
Non-Contact Classes*: 20
10. **Total marks:** End Semester Examination will be 3 Hours duration with 80 marks;
Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Introduce the basics of reporting and editing for media.
- Discuss the duties and responsibilities of the reporter

LEARNING OUTCOMES

Generic Learning

Critical Thinking:

- Interpret between News and Views,
- Identify Credible Sources

Creativity:

- Enable designing of news structure

Communication Skills:

- Express ideas, facts and thoughts strategically
- Build up Analytical Reasoning

Research-Related Skills:

- Develop research capacity for news collection , reporting and interpretation

Coordinating and collaborating with others:

- Build a rapport with news sources

Digital and Technological Skills:

- Apply digital skills in data collection

Value inculcation:

- Accept diversity and refrain from biased opinions

Community Engagement:

- Coordinate with community for news gathering

Empathy

- Develop the ability to refrain from unethical news presentation

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (75)	Marks 80
Unit - I	Basics of Reporting Sources of News, Reporter- role, functions and qualities; news agency reporting. Covering Speeches, Meetings and Press Conferences, Beat reporting- crime, courts, city reporting, local reporting, health, education, sports, environment (Green Reporting); entertainment and culture etc. Newsroom setup, Organizational setup of a newspaper, Editorial department.	15 (8+7*)	25
Unit - II	Definition and Importance of Lead: types of lead; body of the story; Interviewing: setting up the interview, conducting the interview; Articles, Features- types of features and human interest stories, difference between articles and features.	15 (7+8*)	20
Unit - III	Introduction to editing: Principles of editing, Headlines; importance, types and functions of headlines; typography and style, language; style sheet, importance of pictures and news picture, Role of sub-editor, copy-editor, News editor and Editor, Editor- Roles, functions and qualities, Chief of bureau, correspondents. Editorial page Opinion pieces, Op-Ed pages, Supplements- Role of Supplement, columns/columnists	15(10+5*)	25
Unit – IV Practical	News gathering, Conducting Interviews, News Photography (Mobile/ Camera), Writing News, Caption Writing, Letters to the Editor, Writing Article, Headlines Writings	30	10

Reference

1. Journalism- N Jayapalan (Atlantic)
2. Journalism and Mass Communication- Amit Desai(reference press)
3. Writing for Journalists (Media Skills)- Wynford Hicks; Routledge; 3rd edition (2016), India
4. Tim Harrower (2012) Inside Reporting: a Practical Guide to Craft of Reporting ; McGraw Hill; 3rd edition
5. Vivek. S (2008) Editing For Print and Electronic Media ; Cyber Tech Publications, New Delhi; ISBN 978-81-7884-351-3

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Semester IV

Course No	Course Name
Paper IV	Introduction to Public Relations
Paper V	Introduction to Advertising
Paper VI	Indian Society, Polity and Media Laws (C)
Paper VII	Understanding Digital Media

1. Four-year Undergraduate Programme
2. Subject Name : Mass Communication and Journalism
3. **Semester : Fourth**
4. Course Name : Introduction to Public Relations (Elective)
5. Existing Base Syllabus : CBCS
6. Course Level : 200-299
7. Theory Credit: **3**
8. Practical Credit: **1**
9. A number of Required Classes: **75 (45+30)**
 Contact Class: 55
 Non-Contact Classes*: 20
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
 Internal Assessment is 20 Marks

COURSE OBJECTIVES

1. To introduce the elements of public relations
2. To enhance the understanding on different types and circumstance associated with public relations
3. To felicitate PR industry and academic interactions

LEARNING OUTCOMES

Disciplinary and Interdisciplinary areas

- Inculcating self-employment skills

Generic Learning

Critical Thinking:

- Analysis and Evaluation of crisis situation
- Identify and develop strategies

Creativity:

- Develop innovative and imaginative message matrix

Communication Skills:

- Express ideas and thoughts strategically for image development and repairing
- Maintain mutual understanding among internal and external public

Analytical reasoning

- Identify logical flaws in the existing strategies
- Design and plan messages for effective Public Relations

Coordinating and collaborating with others:

- Work effectively in groups
- Inculcate leadership skills for organizational structure
- Collaborate with stakeholders for event management

Leadership

- Develop horizontal, vertical and diagonal organisational communication skills

Digital and Technological Skills:

- Inculcate skills to understand use of ICT in the field of Public Relations
- Understanding new media dynamics

Community Engagement:

- Build communication strategies for undertaking various activities related to Corporate Social Responsibility

Empathy

- To identify and understand situation of community, organization or individuals for PR

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (75)	Marks 80
Unit - I	Public Relations-Definitions, Concepts and practices, Introduction to Public Relations, History, growth and development of PR Role and Functions of PR-Principles and Tools, Basic understandings of PR in govt. and Private Sectors	15 (8+7*)	25
Unit - II	PR-Publics –internal and external Campaigns, advertising, publicity, propaganda Vs PR, Spin doctoring, lobbying Role of PR in Crisis management, Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.	15 (10+5*)	25
Unit - III	Media Relations: Introduction, importance and sources of media information CSR, Media Relations	15 (7+8*)	15
Unit – IV (Practical) Writing for PR	Press Release Writing, conducting press conference, designing brochures and Promotional Video	30	15

References:

- Antony, Young (2010). Brand Media Strategy. Plagrave Macmillan
- Craige, Carroll (2011). Corporate Reputation and the New Media. Taylor and Francis
- Corporate Communication – Principles and Practice (2010). New Delhi: OUP
- Duhe, C. Sandra (2007). New Media and Public Relations. Peter Leng
- Fernandez, Joseph (2004). Corporate Communications: A 21st Century Primer. New Delhi: Response Books
- K.M, Srivastava (2007). Public Relations in the Digital Era. Varanasi: Pilgrims Publishing

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1. Four-year Undergraduate Programme
2. Subject Name : Mass Communication and Journalism
3. **Semester : Fourth**
4. Course Name : Introduction to Advertising (Elective)
5. Existing Base Syllabus : CBCS
6. Course Level : 200-299
7. Theory Credit: **3**
8. Practical Credit: **1**
9. Number of Required Classes: **75 (45+30)**
 - Contact Class: 57
 - Non-Contact Classes*: 18
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
Internal Assessment is 20 Marks

COURSE OBJECTIVES

1. To discuss the trends of advertising
2. To introduce the creative elements of ad-making
3. To analyse the different concepts of branding in modern times

LEARNING OUTCOMES

Disciplinary and Interdisciplinary areas

- Acquaint with the different aspects of advertising
- Familiarize with the tools and terms associated with ad making
- Enhance skills required in effective promotion of products

Generic Learning

Critical Thinking:

- Enable to understand ecology of advertising and marketing

Creativity

- Build capacity for innovating advertising designs

Communication Skills:

- Create ability to communicate maximum in minimum words

Analytical reasoning

- Understand the dynamics of revenue and advertising

Coordinating and collaborating with others:

- Coordinating with different brands and Ad agencies

Digital and Technological Skills:

- Develop updated message designing through different applications

Value Inculcation

- Develop audience sensitive messages

Environmental Awareness and Action

- Create room for generating environmental awareness through innovative campaigns

Empathy

- Understand diversified needs of people and sensitively designing a brand

COURSE OUTLINES

Unit No.	Unit Content	No. of Classes (75)	Marks 80
Unit - I	Introduction to Advertising- meaning and history of Advertising, Importance and Functions, Advertising as a tool of communication, Components of advertising, Qualities of good advertising, Advertising Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, Communication theories applied to advertising Advertising and new trends, Economic, Cultural, Psychological and Social aspects of advertising, Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.	15 (10+5*)	20
Unit - II	Advertising through Print, electronic and online media, Types of Media for advertising, Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling, Marketing Strategy and Research and Branding, Advertising Department vs. Agency-Structure, and Functions, Advertising Budget, Campaign Planning, Creation and Production	15 (10+5*)	20
Unit -III	Online advertising, SEO, digital application in advertising, branding, Theories of branding. Famous ad gurus and their creation. Challenges of advertising in a revenue driven world	15 (7+8*)	20
Unit -IV	Students will create a print ad, Develop a copy for any product, Make an Audio-Visual advertisement, Create an online advertising campaigns	30	20

References

- Applegate, Edd. (2005). Strategic Copywriting: How to Create Effective Advertising. Rowman & Littlefield
- Bumba, Lincoln & Sissors, Z. Jack. (1996). Advertising Media Planning (3rd Ed). NTC Business Books.
- Griffiths, Andrews. (2004). 101 Ways to Advertise Your Business – Building Successful Business with Smart Advertising. NSW: Allen & Unwin
- Kotler, Philip. (2000). Marketing management. Prentice Hall of India

- Sharma, Sangeeta & Singh, Raghuvir. (2006). Advertising: Planning and Implementation. Phi Learning
- Sharma, Chetan, Herzog, Joe & Melfi, Victor. (2008). Mobile advertising: Supercharge Your Brand In The Exploding Wireless Market. John Wiley & Sons.
- M. Wells (2007); Advertising: principles and Practices: Pearson Education, India

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1. Four-year Undergraduate Programme
2. Subject Name : Mass Communication and Journalism

3. Semester : Fourth

4. Course Name : Indian Society, Polity and Media Laws (Compulsory)

5. Existing Base Syllabus : CBCS

6. Course Level : 200-299

7. Theory Credit: **4**

8. Practical Credit: **Nil**

9. Number of Required Classes: **60**

Contact Class: 40

Non-Contact Classes*: 20

10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;

Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Introduce various aspects of Indian society.
- Acquaint on the Constitution of India.
- Introduce the students about the Indian government and politics

COURSE OUTCOMES

Disciplinary and Interdisciplinary areas

- Develop comprehensive knowledge on the basic aspects of India as a nation, Indian society;
- Decipher the understanding of India in ages with basic understanding of responsible media.

Generic Learning

Critical Thinking:

- Apply critical thinking on social norms and ethical guidelines during dissemination of information through mass media;
- Interpret information with consideration of heritage and social norms;
- Identify Self regulations and responsibilities of media

Communication Skills:

- Develop reading ability
- Express thoughts and ideas with in-depth background knowledge
- Construct discourse using self-regulation for audience for good taste

Analytical reasoning

- Enables students to identify and correlate the various stages of nation building, Indian social structure and values.
- This paper will also give a brief idea about the ethical guidelines for journalism and mass communication with introductory Acts and Laws related to media.

Research Related Skills:

- Develop skills to identify sociological perspectives on information
- Data Collection and data interpretation with objectives

Multicultural competence and inclusive spirit:

- Capability to understand diversity of Indian historical background
- Appreciate inclusivity of Indian social fabric

Value Inculcation

- Develop neutrality in understanding India
- Instil integrity and identify ethical information, dissemination norms

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (60)	Marks 80
Unit - I	Formation of India as nation, Vedic age, Gupta age, medieval and Modern age, British India, freedom struggle, post independent development. Indian society: Indian Social Structure, Caste, Religion, Language etc.; North East India: History, Geography, Culture and Politics	12 (7+5*)	15
Unit - II	Constitution of India : Historical Background, Constituent Assembly of India; Philosophical foundations of the Indian Constitution; Preamble, Fundamental Rights and Duties, Directive Principles of State Policy	15 (10+5*)	20
Unit -III	Union Government: Structures and Functions, President, Prime Minister, Cabinet, Parliament, Parliamentary privileges; Supreme Court of India, State Government: Structure and Functions, Governor, Chief Minister, State Legislature, Judicial System in States; Indian Political System : Political Parties, Linguistic, Regionalism, Communalism, Insurgency, Terrorism, Caste, Corruption and Criminalization of Politics.	15 (10+5*)	20
Unit -IV	Ethics in Media : Privacy, Right to Reply, Communal Writing, Yellow Journalism, Press Council of India guidelines, ethical issues in social media; Laws and Acts : RTI Act, 2005, Cyber Laws, TRAI, Indian Penal Code (IPC) provisions in sedition, crime against women and children, obscenity, Official Secrets Act; Defamation, Contempt of Court, BFI, Film censorship, BCCC etc.	18 (13+5*)	25

References

- Basu, Durga Das, Introduction to the Constitution of India -New Delhi: Wadhwa and Company Law Publishers, 2002
- Pylee, M.V., Constitutional Amendments in India -Delhi : Universal Law, 2003.
- Neelamalar, M. (2015). Media Laws and Ethics. PHI.
- Pathak, P. Juhi. (2014). Introduction to Media Laws and Ethnics. Shipra Publications
- Vidyasagar, I.S. (2006). Constitution of India. ABD Publisher

Particulars of Course Designer

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1. Four-year Undergraduate Programme
2. Subject Name : Mass Communication and Journalism
3. **Semester : Fourth**
4. Course Name : Understanding Digital Media (Elective)
5. Existing Base Syllabus : CBCS
6. Course Level : 300-399
7. Theory Credit: **3**
8. Practical Credit: **1**
9. Number of Required Classes: **75 (45+30)**
 - Contact Class: 55
 - Non-Contact Classes*: 20
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Introduce various aspects of digital media.
- Highlight the emerging concepts and challenges of digital social media.
- Introduce students about significance and usage of social media.

LEARNING OUTCOMES

Disciplinary and Interdisciplinary areas

- Derive the concepts of digital and social media.
- Utilise digital social media tools for different developmental and promotional activities
- Comprehend the functionalities and challenges of social media

Generic Learning

Critical Thinking:

Understands the functionalities of web media and applicability in current times

Creativity

- Innovate ways to engage in digital and web technology
- Create Expertise in using digital technology for mass communication

Communication Skills:

- Assist in easy use of digital technology in effective digital communication

Research Related Skills

- Adopt digital technology in conducting web-based research

Coordinating and collaborating with others

- o Facilitate convergence with worldwide technology

Empathy

- o Create sensitization on existence of misinformation through on line and mis use of digital media

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (75)	Marks 80
Unit - I	Key Concepts and Theory Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Technological Determinism, Computer mediated-Communication (CMC), Networked Society.	15 (8+7*)	20
Unit - II	Understanding Virtual Cultures and Digital Journalism Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media	15 (10+5*)	20
Unit -III	Digitization of Journalism Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics	15 (7+8*)	20
Unit –IV	Overview of Web Writing (Practical) Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures, Brief history of Blogging, Creating and Promoting a Blog, Digital marketing, Social media content curation, Introduction to DTP software like Page maker, Quark express, Photoshop	30	20

Internship

Students have to go compulsory internship for four to six week to get their final diploma / degree as per GU-FYUGP rules.

References:

- Handbook of New Media: Social Shaping and Consequences of ICTs, edited by: Leah A. Lievrouw & Sonia Livingstone, SAGE Publications, Ltd
- Understanding New Media, Eugenia Siapera - Dublin City University (DCU), 2017
- Social Media Marketing Mastery 2020: 2 Books in 1 - How to Become a Top Instagram and Facebook Influencer with Personal Branding Strategies, Gary Loomer

- Social Media Success for Every Brand: The Five Story Brand Pillars That Turn Posts Into Profits, Claire Diaz-Ortiz and Donald Miller
 - Social Media Power : The underground playbook for growing your Business on Social Media Paperback – 29 December 2020
 - The Social Media Effect Paperback – Import, 29 May 2017, Shaun Rodgers
 - Basics Of Social Media & Digital Journalism : A Binary Revolution Paperback – 30 October 2022, Ritika Bora (Author), Vikrant Yadav (Author)
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Semester V

Course No	Course Name
Paper VIII	Basics of Radio Journalism
Paper IX	TV Journalism: An Introduction
Paper X	Communication for Development
Paper XI	Introduction to Cinema Studies

1. Four-year Undergraduate Programme

2. Subject Name : Mass Communication and Journalism
 3. **Semester : Fifth**
 4. Course Name : *Basics of Radio Journalism (Elective)*
 5. Existing Base Syllabus : CBCS
 6. Course Level : 300-399
 7. Theory Credit: **3**
 8. Practical Credit: **1**
 9. Number of Required Classes: **75** (45+30)
- Contact Class: 55
Non-Contact Classes*: 20
- Total marks: End Semester Examination will be 3 Hours duration with 80 marks; Internal Assessment is 20 Marks

COURSE OBJECTIVES

1. To introduce the elements of radio journalism
2. To discuss various dimensions of radio production
3. To give idea on studio know-how

LEARNING OUTCOMES

Disciplinary and Interdisciplinary areas

- Enhance the student's knowledge of the functioning of radio
- Get an idea on the technical know-how of radio production

Generic Learning

Critical Thinking:

- Apply analytical thought for radio programme designing, scripting and anchoring
- Identify audience patterns for messages development

Creativity

- Adopt innovative ideas for message design and connectivity at different situations
- Identify the proper format for message delivery
- understanding of electronic media content creation

Communication Skills:

- Develop the art of radio programme presentation
- Connect audience through script writing as required by a programme and type of audience

Research Related Skills

- Capacity to record, edit and package a program or news for broadcasting
- Capacity to develop an appropriate message

Digital and Technological Skills

- Understand the digital and technological growth in radio programme production and broadcasting

Value inculcation

- Develop neutrality in understanding information
- Instill integrity and identify ethical information, dissemination norms

Community Engagement

- Develop group communication skill
- Understand participatory communication in content generation

Empathy

- Should be able to appreciate differences, individualism and social inequalities
- Should encourage ethical values in programme production

Course Outline

Unit No.	Unit Content	No. of Classes (75)	Marks 80
Unit - I	Growth and Development of Radio, Various Committees associated with the Journey of Radio in India, Characteristics of Radio as a Mass Medium, Concept of Public Service Broadcasting, Knowledge about Electromagnetic Spectrum, AM, FM, Community Radio, Internet Radio, HAM Radio, Web Radio, Radio Vision, World Space Radio etc. Radio as a tool of Communication for Development,	15 (7+8*)	20
Unit - II	Understanding various Radio programmes, Radio Formats (Feature, Documentary, Talk Show, live talk shows, Interviews, jingles, advertisements etc.) Radio News: different bulletins and news-based programmes, radio news reporting, editing, radio news reading, Voice Training and Art of Presentation, Understanding Studio: Studio Management, Programme and Newsroom functioning	15 (10+5*)	25
Unit - III	Phases of Production: Pre-production, Production and Postproduction; Difference between studio production and Field production, Basic understanding of script writing for radio, Anchoring Sound in Radio production -Concepts of sound-scape, sound culture, Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound recording and editing techniques (Online sound editing software, Newsroom Software) Types of Microphones Do's and Don'ts of Radio production	15 (8+7*)	25
Unit – IV Practical	Students will listen to radio programmes, audio books, podcast and develop scripts for various audio programmes Will try to understand the differences in writing for Radio, Television and Newspaper, Recording and Editing radio news capsules, Perform content analysis of radio programmes and news Practise voice culture and anchoring	30	10

References:

- Broadcast Journalism; Gaur, D.K; New Delhi, Omega Publication
- Radio Production; Mcheish, Robert; Oxford, Focal Press
- Broadcasting Journalism; Dash, A; Discovery Publications, New Delhi
- Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London
- Writing for Television, Radio and New Media” by Robert L Hilliard
- This is All India Radio: A Handbook of Radio Broadcasting in India; by U L Barua, Publications Division, Ministry of Information and Broadcasting, Government of India, 1983

Particulars of Course Designer:

Name: Dr. Bharati Bharali

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1. Four-year Undergraduate Programme
2. Subject Name : Mass Communication and Journalism
3. Semester : Fifth
4. Course Name : *TV Journalism: An Introduction (Elective)*
5. Existing Base Syllabus : CBCS
6. Course Level : 300-399
7. Theory Credit: **3**
8. Practical Credit: **1**
9. Number of Required Classes: **75** (45+30)
 - Contact Class: 58
 - Non-Contact Classes*: 17
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
 - Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Introduce various aspects of television journalism.
- Train students on television production and presentation
- Illustrate studio know how of news production in television

LEARNING OUTCOMES

Disciplinary and Interdisciplinary areas:

- Students will understand TV journalism and follow changing trends; they will be able to appreciate visual literacy principles

Critical Thinking:

- Interpreted and identify image manipulation, misinformation and disinformation, fake news

Creativity:

- Students will be able to conceptualise TV news and programs; they will acquire practical skills to search & report for stories and present these in appropriate video format

Communication Skills:

- Establish connection with viewers from field through camera
- Present TV offerings to viewers appropriately
- Developing command over language and overall presentation

Analytical reasoning:

- Students will be introduced and enabled to TV production process and various formats of news and programs broadcasting

Research Related Skills:

- Develop Back ground research on subject matters, issues, TV medium , audience and associated processes

Digital and Technological Skills:

- Develop knowledge of digital equipments for TV production and broadcasting;
- Hands-on Skill on Practical aspects of mobile journalism

Value inculcation:

- Understand the Dos and Don'ts of TV production
- Appreciation of Ethical Principles of TV Journalism

Community Engagement:

- Motivate community for participation through positive message delivery and creating awareness on negatives issues

Empathy

- Ability to appreciate social and cultural diversity
- Combat social inequalities and deprivation though appropriate video messaging

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (75)	Marks 80
Unit - I	Introduction to TV journalism; C&IT convergence; Direct satellite news gathering (DSNG); Internet & digital media; Mobile journalism (MoJo) Designing the message for TV, mainstream & alternative media Production principles, stages (pre-production, production, post-production), types (news, feature programmes, reality shows), 24x7 news & Breaking news; Television Newsroom structure	15 (8+7*)	20
Unit - II	Image: Photographic composition principles, pictorial design, scene elements Camera: Positioning, movement, angle & shots Lighting: Concepts & objectives, light types, outdoor & studio lighting Sound: Audio element in audio-visual media, soundtrack, soundscape, ambience, sound mixing for visual media Voice: Microphone, recording, voiceovers for news & features	15 (10+5*)	25
Unit - III	Reporting: Qualities, skills, duties & responsibilities, background research, piece-to-camera (PTC) Producing, packaging & promoting news bulletins, debates, interviews, opinions, walk-the-talk; Positioning of promos & ads	(10+5*)	25
	Script writing in different formats for TV	30	10

Unit – IV Practical	news/features Shooting video shorts Giving piece-to-camera, Anchoring: General awareness & news sense, voice culture, studio autocue & teleprompter reading, body language & posture Writing for TV, scripting elements, Basics of Video-editing		
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References

- Hasan, Seema. 2019. Mass Communication: Principles and Concepts. CBS. New Delhi (Edn. 2)
- Visual Intelligence: Perception, Image and Manipulation in Visual Communication: Barry, A.M.: State University of New York Press.
- Broadcast Journalism; Gaur, D.K; New Delhi, Omega Publication
- Video Production; BelavadiVasuki; Oxford University Press
- Video Streaming & Editing; Aptech Ltd.; Mumbai, Aptech Ltd

Particulars of Course Designer:

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2. Subject Name : *Mass Communication and Journalism (MCJ)*
3. Semester : Fifth
4. Course Name : Communication for Development (Compulsory)
5. Existing Base Syllabus : CBCS
6. Course Level : 300-399
7. Theory Credit: **3**
8. Practical Credit: **1**
9. Number of Required Classes: **75** (45+30)
 - Contact Class: 55
 - Non-Contact Classes*: 20
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
 - Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Introduce the innovative approaches to C4D concepts, processes and practices
- To cater the growing demand for communication experts to work on development sector
- To upgrade human resource with specialised knowledge and skills on communication for social and behaviour change.

LEARNING OUTCOMES

Disciplinary and Interdisciplinary areas

- Develop skills in carrying out research, content design, implementation, monitoring & evaluation of C4D interventions
- Decipher the significance of the knowledge base of theories around development, behaviour change, social transformation and; human rights principles.
- Get exposure to techniques for designing and developing effective C4D strategies, interventions for social transformation

Generic Learning

Critical Thinking:

- Identifying developmental areas

Creativity

- Initiate innovative processes for community mobilisation and production

Communication Skills:

- Create opportunities for group communication and group mobilisation

Analytical reasoning

- Develop skills in identifying communication barriers in a community

Research Related Skills

- Identify needs of communities for content development for Communication for Development

Coordinating and collaborating with others

- Understand to create linkage between government policies and communities

Digital and Technological Skills

- Understand the digital and technological growth in radio programme production and broadcasting

Value inculcation

- Identifying a common ground for mitigating strengths and weakness of communities

Community Engagement

- Develop group communication skills and participate in community communication strategies

Empathy

- Recognise community-associated problems and deal with them neutrally

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (75)	Marks 80
Unit - I	Development: Concept, paradigms, Development versus growth, Development Versus Modernism, Human development index Sustainable Development, Gender and development	15 (8+7*)	20
Unit - II	Development communication: Concept and approaches Paradigms of development: Dominant paradigm, dependency, alternative paradigm Participatory Development and Participatory Communication	15 (10+5*)	25
Unit - III	Role of media in development: Journalism and spot bias, Challenges of Developmental reporting Contributions of Stalwarts like Allan Chalkley, Paolo Freire, B. G. Varghese, P Sainath Critical appraisal of dev communication programmes and government schemes: Krishi Darshan, Jhabua, MNREGA etc. Community informatics Concept of Community, Community Media, Folk Theatre and Development communication	15 (7+8*)	25
Unit -IV	Students will come with communication strategy based on mid-media (Street play and puppetry) as well as produce radio and video programmes on any contemporary development issue Students will publish news/Articles/Features/Op-Eds/Awareness campaign on any contemporary development issue Students can take help of nearby community radio station, All India Radio, Doordarshan and NGOs for practical engagement as well	30	10

References:

- Srinivas Melkote, & Steeves. (2001). Communication for Development in the Third World. New Delhi: Sage
 - Bill Reader; J.A. Hatcher (Ed.) (2012) Foundations of Community Journalism: Sage ; ISBN 978-1-4129-7466-0(pbk)
 - K.K. Mallik and V.Pavarala (Ed) (2022): Community Radio in South Asia Reclaiming the Airwaves; Routledge India; ISBN 9780367520588
 - Dutta. A, Bharali. B & Goswami, A L. (2019) Decoding Communication for Development, ARMT South Asia Publications
 - McPhail, T. L. (2009). Development communication: Reframing the role of media. UK: Wiley Blackwell
 - Tabing Louie. (2002). How to do community radio, Unesco Publication, New Delhi
 - Bhattacharjee,M (2021). Puppetry in Changing World, ARMT South Asia Publications
-

Particulars of Course Designer:

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1. Four-year Undergraduate Programme
2. Subject Name : *Mass Communication and Journalism (MCJ)*
3. Semester : Fifth
4. Course Name : Introduction to Cinema Studies
5. Existing Base Syllabus : CBCS
6. Course Level : 300-399
7. Theory Credit: **3**
8. Practical Credit: **1**
9. Number of Required Classes: **75** (45+30)
 Contact Class: 55
 Non-Contact Classes*: 20
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
 Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Introduce various concepts associated with cinema.
- Educate and train students on how to read cinema.
- Introduce students about cinema from North East India
- Highlight on some of the important organisations related to a film industry

LEARNING OUTCOMES

Disciplinary and Interdisciplinary areas:

- Comprehensive knowledge on Cinema as a medium of communication
- Develop diverse perspectives on the evolution and gradual changes of cinema as a medium

Critical Thinking:

- Apply analytical thought on understanding the language of cinema
- Develop skills on how to analyze a cinema
- Interpret ideologies behind the film making

Creativity:

- Articulate own interpretation after watching movie through discussion, presentation and publication
- Adopt innovative communication tools for expressing
- Develop critical thinking through film screening

Communication Skills:

- Develop ability to study films
- Creatively express thoughts and ideas
- Construct logical arguments using language suitable for audience

Analytical reasoning:

- Identify and emancipate the historical, socio-political, cultural and economic backdrop in making a movie as well as in the story telling approach

Research Related Skills:

- Develop skills to identify and correlate sociological issues on stories and director's perspectives in cinema

Digital and Technological Skills:

- Understand the digital and technological involvement in the journey of cinema

Value inculcation:

- Develop neutrality in understanding the story and the society it represents
- Develop cine literacy

Empathy

- Inculcate ability to appreciate differences, individualism and social inequalities cinema can and do reflect

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (75)	Marks 80
Unit - I	Movies and Meaning: Images, Motion pictures, Cinema as mass media, Cinema and Communication. Growth and Development of film - National and International perspectives with an emphasis on Indian Cinema, Movements and various Film Genres Growth and Development of Regional Cinema in India with special reference to Assam and the North-East	15 (8+7*)	20
Unit - II	Language of Cinema Focus on visual Language: Shot, Scene, sequence, Mis-en-scene, Deep focus, Montage, idea about semiotics Role of Sound in Cinema- an introduction, Cine Society Movement in India and Assam- Growth and Development, Present Scenario Cine literacy	15 (10+5*)	25
Unit - III	Film Censorship, CBFC, Organizations related to the Business of Production, Presentation and Training in Filmmaking- (like NDFC, FTII, SRFTI, DBHRGFTI, Film Festival Directorate of India, Children's Film Society of India, National and State-level Awards for films, National Film Archives of India, Film Division) Basic understanding of film review	15 (7+8*)	25
Unit - IV	Watch and Study about film making techniques and scripts of critically acclaimed films Analysing filmmaking techniques and content of Films from North East India Students will have to publish a minimum of two write-ups related to cinema Students will have seminar presentations, group	30	10

	discussions and orientation programmes related to film studies as internal assessment They will also attend/organise film festivals and film-making workshops		
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References:

- Monaco, James. (1981). How to Read a Film. Oxford University Press.
- Hill, John & Gibson, Pamela Church. (2000). Oxford Guide to Film Studies. Oxford University Press.
- Thoraval, Yves (2000) Cinemas of India, Macmillan India
- Ray, Satyajit (1976) Our Films Their Films, Orient Blackswan Pvt Ltd
- Saran, Renu (2012), History of Indian Cinema. Diamond Books
- Raghavendra, M K & Joseph V K (2021) Critics On Indian Cinema, Best Books
- Rajadhikarya, A & Willemsen P (1999). Encyclopedia of Indian Cinema, Routledge;

- Sarma, A. (2013). *The Loan Ranger in a Forsaken Frontier: The Unsung Pioneer of Indian Cinema in the North-East*. Aank-Baak
- Parthajit Baruah (2021), Jyotiprasad, Joymoti, Indramalati and Beyond: History of Assamese Cinema, Krantikaal Prakashan

- Sarma, A. (2001), Axomiya Chalacchitrar san-pohar, Aank-Baak,

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Semester : VI

Course No	Course Name
Paper XII	Mass Media in NE India (C)
Paper XIII	ICT and Media Management
Paper XIV	Specialised Communication
Paper XV	Convergent Media and Content Development

1. Four-year Undergraduate Programme
2. Subject Name : *Mass Communication and Journalism (MCJ)*
3. Semester : Sixth
4. Course Name : Mass Media in NE India
5. Existing Base Syllabus : CBCS
6. Course Level : 300-399
7. Theory Credit: **4**
8. Practical Credit: **NIL**
9. Number of Required Classes: **60**
 - Contact Class: 40
 - Non-Contact Classes*: 20
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
 - Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Trace the origin and development of media in North East India.
- Highlight different types of newspapers and magazines of North East India.
- Acquaint students about radio and television services in the region

LEARNING OUTCOME

Critical Thinking:

- Apply critical thinking on comparative study about national and regional media representation

Creativity:

- Learning to use media mix creatively to highlight local issues
- To explore the potential for content creation of undiscovered aspects of NEI

Communication Skills:

- Developing communication skills to overcome geographical isolation of NEI

Analytical reasoning:

- Identify community specific knowledge for communication

Research Related Skills:

- Develop Research skills to identify and highlight public issues for communication

Coordinating and collaborating with others:

- Work effectively in group communication
- Coordination and communication of policy making

Digital and Technological Skills:

- Understand the Digital and Technological Skills in modern media communication

Multicultural competence and inclusive spirit:

- Appreciation of ethnic diversity and work for harmony

Empathy

- Ability to appreciate differences, individualism and social inequalities and develop communication strategies to mitigate the same

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (60)	Marks 80
Unit - I	Origin and development of communication system in North East India; Folk and Traditional media in NE India; Development of modern mass media in North Eastern states of India; Efforts during British era; Role of Missionaries and other socio-literary organizations; Press during Pre Independence period in Assam; <i>Arunodoi, Assam Bonti, Jonaki, Banhi, Awahan etc.; growth and development of press from 1930 to 1980 in NE India.</i>	15 (10+5*)	20
Unit - II	Press in NE India since 1980 till present time; potential for future growth, recent trends, study of the NE states' projection and focus in the national / global media, Mass media in Assam : scope and limitations.	15 (10+5*)	20
Unit - III	Specialized newspapers and magazines – Sports, Science & Technology, Women, Children, Youth, Literature, Entertainment and News Magazines in Assam and other states of NE India; Radio Services in NE India (All India Radio (AIR) in NE India; AIR Guwahati, AIR Dibrugarh, AIR stations in other places in NE India; Private Radio channels in Assam; FM, AM, SW channels; Community)	15 (10+5*)	20
Unit – IV	Growth and development of Television in Assam, Doordarshan channels in NE India; Cable TV channels in NE India; Private Satellite Channels in Assam and NE India; Coverage and language in Television channels in NE India; Trends of Digital and Social Media, MOJO in NE India; Alternative media: presence and scope; Street play, Puppetry, Mobile Theatre, Comics journalism etc. in NE India.	15 (10+5*)	20

Reference

- Sunil Pawan Baruah : Press in Assam Origin and Development ; Powersift, Bhabani Books and Gifts, Guwahati, 2022, ISBN : 978-93-87494-47-3
- Arun Lochan Das : Ebar Ubhati Chao; Sishu Sashi Publication, Guwahati, 2001
- Apurba Sarma : Jyotiprasad as a Film Maker; Gauhati Cine Club, Guwahati, 2005
- Sanjay Kr. Hazarika (ed) : Chaturtha Stambha; N.L. Publications, Guwahati, 2011
- Chandra Prasad Saikia : Asamar Batari Kakat-Alocanir Dersa Bachariya Itihash; Celebration Committee of 150 Years of Newspapers in Assam, Guwahati, 1998

- Prasanna Kr. Phukan : Asomor Sambad Patrar Samikshyatmak Adhyayan; Madhu Prakashan, Dergaon, 1996
- Gituli Saikia, Sanjib Lochan Tamuli : Folk Theatre of Assam; Directorate of Information and Public Relations (DIPR), Assam, 2014
- Dr. Umesh Deka (Ed.) : A Glimpse of Language and Culture of North East India; Chandra Prakash, Guwahati, 2012, ISBN: 978-93-244-0269-1
- Zakirul Alam (Ed.) : Journalism & Media Industry of North East India; EBH Publisher, Guwahati, 2014, ISBN : 978-93-83252-31-2
- Aheibam k. Sing, SS Hanjabam and K.C. Devi (Ed.) : Media in Manipur (Vol-I); Akansha Publishing House, New Dekhi, 2020, ISBN : 978-81-8370-575-2
- K.C. Devi, SS Hanjabam and others (Ed.) : Media in Manipur (Vol-II), Akansha Publishing House, New Delhi, 2020, ISBN : 978-81-8370-576-9
- Anjan Sarma (Ed.) : 175 Years of Media in Assam and Beyond; PowerShift, Bhabani Books, Guwahati, 2022, ISBN: 978-93-87494-48-0
- Elizabeth W. Brown : the Whole World Kin; Powersift, Bhabani Books, Guwahati, 2022, ISBN : 978-93-93935-01-4
- G.P. Pandey : Press in the North East; Publication Division, Ministry of I&B, ISBN : 978-81-230-1840-9

Particulars of Course Designer:

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1. Four-year Undergraduate Programme
2. Subject Name : *Mass Communication and Journalism (MCJ)*
3. Semester : Sixth
4. Course Name : ICT and Media Management
5. Existing Base Syllabus : CBCS
6. Course Level : 300-399
7. Theory Credit: **4**
8. Practical Credit: **Nil**
9. Number of Required Classes: **60**
 - Contact Class: 40
 - Non-Contact Classes*: 20
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
 - Internal Assessment is 20 Marks

COURSE OBJECTIVES

- Introduce various concepts on IEC and ICT.
- Educate and train the students on ICT as a tool of education.
- Introduce students about the aspects of media management

LEARNING OUTCOME

Critical Thinking:

- Apply critical thinking on IEC, ICT and Media Management

Analytical reasoning:

- Identify authentic information through the use of ICT

Research Related Skills:

- Develop skills to identify information for IEC production

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (60)	Marks
Unit - I	Information, Education & Communication (IEC) : Concept and Meaning of IEC; Characteristics of IEC; IEC and media engagement; IEC and Electronic media; IEC and Print media; IEC and ICT; IEC production and Media planning; Concept of design and graphics for IEC. Various aspects of the educational media production: video production, audio production, audio-visual production, techniques of instructional media production;	15 (10+5*)	20
Unit - II	Concept and Meaning of IT and ICT, ICT in mass communication, current trends of ICT; ICT as a tool of education and research in the contemporary period, role of ICT as a change agent; e-learning portal; e-	15 (10+5*)	20

	books, e-journals; online databases such as DOAJ, Shodhganga, Jstor etc. ICT applications in Media : ICT and reporting, editing, designing and production; ICT and media convergence; OER		
Unit - III	Principles of Media Management; Significance and importance; Media as an industry: stages and development, investment in media industry; Circulation; price war and sales; Advertising and marketing; personal management; production; media as profession	15 (10+5*)	15
Unit – IV	Media ownership : characteristics and pattern; media ownership pattern in world, India; FDI in media industry; Media consumers : characteristics, behavior and significance; TRP and emerging trends; Revenue pattern for print, radio, television and digital media; Impact of new technologies in media; Media entrepreneurship : characteristics and scenario in India and Assam.	15 (10+5*)	25

References

- Kothari, Gulub. (1995). Newspaper Management in India, Intercultural Open University
- Chiranjeev, Avinash. (2000). Electronic Media Management, Authors Press.
- Peter, Pringle. K. et. al., (1989). Electronic Media Management, Focal Press.
- Gunarathne, Shelton A.. (2000). Handbook of Media in Asia, Sage.
- Kothari, Gulab. (1985). Newspaper Management in India, Intercultural Open University.

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1. Four-year Undergraduate Programme
2. Subject Name : *Mass Communication and Journalism (MCJ)*
3. Semester : **Sixth**
4. Course Name : Specialised Communication
5. Existing Base Syllabus : CBCS
6. Course Level : 300-399
7. Theory Credit: **4**
8. Practical Credit: **Nil**
9. Number of Required Classes: **60**
 - Contact Class: 40
 - Non-Contact Classes*: 20
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
 - Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Introduce the students to various fields of communication
- Familiarise the students with various types of reporting.
- Enumerate the basics of writing for different fields of communication.

LEARNING OUTCOME

Disciplinary and Interdisciplinary areas:

- Develop skills on various types of specialised communication;
- Decipher the significance of science communication, corporate communication, cultural communication and sports journalism.

Generic Learning:

Critical Thinking:

- Apply analytical thought on identifying various types of communication
- Interpret growth, development and changing trends of specialized communication in contemporary world

Creativity:

- Adopt innovative communication tools for message designing in specialized communication
- Interpret issues from multiple perspectives

Communication Skills:

- Develop listening ability for content generation
- Express thoughts and ideas in different formats
- Construct informative messages from marginalized section
- Disseminate arguments with valid reasonings

Research Related Skills:

- Develop skills to identify sociological perspectives on various fields of communication

Coordinating and collaborating with others:

- Coordinate and collaborate with specific stakeholders for effective implementation of communication design/information

Digital and Technological Skills:

- Understand the use of digital and technological adaptation for message generation, dissemination and reception

Value inculcation:

- Develop neutrality in understanding information
- Instil integrity and identify ethical information, dissemination norms

Environmental Awareness and Action:

- Develop message for various environmental issues through writing and videos for taking actions

Empathy

- Ability to appreciate differences, individualism and social inequalities and generate content to mitigate the same

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (60)	Marks 80
Unit - I	Political Communication The Changing Role of Media in Democracy, Media Influencing, Politics and vice versa, Political Communication's effects on the public: Agenda Setting & Priming and Framing, News Coverage during elections, Political Marketing & PR, Emotions in Politics, covering parliamentary sessions, media manipulation, media lobbying, intolerance Trial by Media, media activism, International Relations and Media	15 (10+5*)	20
Unit - II	Cultural and Sports Communication Definition and Types of Cultural Communication, culture and sustainability, understanding various aspects of Indian Culture and their scope (Oral literature, material culture, performing arts etc.), Mass Culture and Popular culture. Current scenario of cultural reporting, cultural impact and imperialism. Cultural reporting. Need and significance of sports journalism, understanding sports diplomacy, introducing various types of sports in the world with special reference to North East India, various sports events, sports associations and federations, Sports features and photography	15 (10+5*)	20

Unit - III	<p>Science Communication Basic understanding of science and technology communication, need and significance, historical background, Movement of Public Understanding of Science in the world, inculcating scientific temperament, science popularisation, Challenges of Science Communication, Role of media in creating scientific temper in society, Knowledge about scientific experiments in the country: SITE Experiment, Kheda Project, Chambal Project, Agricultural extension programmes etc Important tenants of science writing, science literature- fiction and non-fiction, science films, science through radio and television, science through traditional folk media, science reporting, writing and content generation, translation in science communication. Basics of Green Journalism</p>	15 (10+5*)	20
Unit – IV	<p>Business Communication: The Nature of Business Communication, Types of Business Communication, Business communication skills, Report writing, Writing Memos, Circulars, Notices and Applications. Developing Oral Business Communication Skills, Covering business promotion.</p>	15 (10+5*)	20

References:

- Jethwaney, Jaishri (2010). Corporate Communication – Principles and Practice. Oxford University Press.
- Sachdeva, Iqbal S. (2009). Public Relations – Principles and Practices, OUP.
- Herman, S & Chomsky N. (1988, Reprint edition 2002), Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books Inc
- Samovar, L. A & Porter, R. E. (2000). Inter-cultural Communication-A Reader, Wadsworth
- Ravindran, R.K. (1999). Media and Society. Commonwealth
- Price, Stuart. (1998). Communication Studies, Longman
- Caldwell' (eds) Production Studies: Cultural Studies of Media Industries. New York: Roulledge.
- Dawking, Richard. Modern Science Writing; Oxford University Press
- Berger, RoloffSwoldsen. Handbook of Communication Science; Sage Publications
- Indian Science News Association , Communicating Science; Indian Science News Association, Kolkata

Particulars of Course Designer:

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1. Four-year Undergraduate Programme
2. Subject Name: *Mass Communication and Journalism (MCJ)*
3. Semester: Sixth
4. Course Name: Convergent Media and Content Development
5. Existing Base Syllabus: CBCS
6. Course Level: 300-399
7. Theory Credit: **4**
8. Practical Credit: **Nil**
9. Number of Required Classes: **60**
 - Contact Class: 40
 - Non-Contact Classes*: 20
10. Total marks: End Semester Examination will be 3 Hours duration with 80 marks;
 - Internal Assessment is 20 Marks

COURSE OBJECTIVES

The course is designed to:

- Introduce the students to media convergence
- Introduce characteristics and art of digital storytelling
- Introduce a basic understanding of digital media literacy

LEARNING OUTCOME

Disciplinary and Interdisciplinary areas:

- Derive the concepts of digital and social media.
- Utilise digital social media tools for different developmental and promotional activities
- Comprehend the functionalities and challenges of AI, social media and Content Development

Generic Learning:

Critical Thinking:

- Apply critical thinking to understand various meanings and uses of convergence media;
- Ability to identify and interpret misinformation, disinformation and fake news;

Communication Skills:

- Express thoughts and ideas strategically;

Creativity

- Adopt innovative content and technique to connect and influence

Analytical Reasonings

- Identify authentic information;

- Develop digital media literacy;
- Ability to understand Social Media Engagement and Polarization

Research Related Skills:

- Develop skills to identify accurate sources of information in digital media for content development

Digital and Technological Skills:

- Enhance Skill in convergent media (reporting, scripting, content and video editing, graphic designing, voice-over and presentation, uploading), Data Journalism, Searching online resources

Value inculcation:

- Develop neutrality in understanding information
- Instil integrity and identify ethical information, dissemination norms Empathy
- Ability to appreciate differences, individualism and social inequalities and generate content to mitigate the same

COURSE OUTLINE

Unit No.	Unit Content	No. of Classes (60)	Marks (80)
Unit - I	Understanding new media, Concept of Convergence, Process and effects of Convergence, Network and Cloud technology, Evolution of Communication technology 2G, 3G, 4G, 5G etc. Convergence in Cinema, Musical Videos, OTT platforms, Role and effects of Social Media	15 (10+5*)	15
Unit - II	Social Media engagement and polarization, Echo Chamber, Hate Speech and Trolling Media Convergence and Specialized Communication (Political, Sports, Cultural, Science and Technology, Business/ Corporate etc.)	15 (10+5*)	15
Unit - III	Characteristics of Digital storytelling, Digital Content Creation: Digital platforms and Social media networks, blog post, website copies, special posts, podcast, videos; Digital marketing strategy; Research and Planning, Measuring Performance Skilling in convergent media (reporting, scripting, content and video editing, graphic designing, voice over and presentation, uploading)	15 (10+5*)	25
Unit - IV	AI and Media (Introduction to artificial intelligence, machine learning, artificial Intelligence in journalism, automated journalism), Chatbots (ChatGPT, Google Bird AI, Bing AI chat etc.) Issues of Credibility, Privacy and Security, Surveillance society, Regulatory Challenges to Media Convergence, Misinformation, Disinformation and Fake News; Fact Checking Information Technology Act 2000	15 (10+5*)	25

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- Visvizi, A., & Lytras, M. D. (Eds.). (2019). *Politics and technology in the post-truth era*. Emerald Publishing Limited
- Reddick, R., & King, E. (2000). *The online journalist*. Wadsworth Publishing.
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- Gray, J., Chambers, L., & Bounegru, L. (2012). *The data journalism handbook: how journalists can use data to improve the news*. "O'Reilly Media, Inc."
- Batsell, J. (2015). *Engaged journalism: Connecting with digitally empowered news audiences*. Columbia University Press

Particulars of Course Designer:

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Internship

Students have to go compulsory internship for **four to six week** to get their final diploma / degree as per GU-FYUGP rules.