Course Objectives and Focus Area for the Course MCE 407 proposed for the Second Semester Students of MA (New Media Communication)

COURSE CODE: MCE 405
COURSE NAME: CORPORATE COMMUNICATIONS
FACULTY: DR. R.P. RAI

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of CC writing work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work/ house journals; obligatory/ optional work placement; literature survey/ library work; writing of papers/ presentations/ seminars, etc.)

Course Objectives: The Course is designed to:

- Enable the learners to understand the basic concepts associated with the theory and practice of Corporate Communications.
- Develop basic skills for practice of Corporate Communications.
- Expose the students to multifarious Corporate Communications activities.
- Enable the students to appreciate the role of Corporate Communications in growth and advancement of corporate entities.
- Equip the learners with the skills required to plan and execute Corporate Communications activities in different types of organisations.
- Apprise the learners of the emerging challenges in the field of Corporate Communications.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:
1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25% i.e. 25 Marks out of 100

- Surprise Progress Review Tests (Two) : 10 marks (The tests may be oral or written)
- Presentation: 5 marks
- Assignments: 10

Course Contents:

UNIT I: Corporate Communications: An Introduction (12 hours)

- Basics of Communication.
- Corporate Communications: Definitions and Key Concepts.
- Origin, Evolution and Growth of Corporate Communications.
- Tools of Corporate Communications.
- Key functions of Corporate Communications.
- Scope and Significance of Corporate Communications.

UNIT II: The Corporate Communications Universe (12 hours)

- An Introduction to Public Relations.
- Public Relations and Corporate Communications.
- An Introduction to Advertising.
- Advertising and Corporate Communications.
- Introduction to Integrated Marketing Communications (IMC)
- IMC and Corporate Communications.

UNIT III:Corporate Branding &Identity (04 hours)

- An Introduction to Corporate Brands and Corporate Identity.
- Corporate Branding vs. Product Branding.
- Role of Corporate Communications in Creating and Managing Corporate Brands.
- Conflict between Internal and External Corporate Brand Perceptions.

UNIT IV: Corporate Communications Strategies (06 hours)

- Corporate Communications: Perpetual Strategic Function.
- An Introduction to Corporate Communications Strategies.
- The Communications Strategy Model.
- Models for Managing Corporate Communications.

UNIT V: Corporate Communications: Trends and Issues (06 hours)

- Corporate Communications in the Digital Era
- Ethics in Corporate Communications.
- Crisis Communications.
- Corporate Social Responsibility.

Prescribed Text Books:

- Joseph Fernandez, (2004), Corporate Communications-A 21st Century Primer, Sage Publications.
- Sandra M. Oliver, (2004), Handbook of Corporate Communications and Public Relations, Routledge.
- JoepCornelissen, (2004), Corporate Communications: Theory and Practice, Sage Publications.

Suggested Additional Reading:

- Balan K.R., Corporate Public Relations, Sterling Publishers Private Limited, New Delhi.
- Frazier Moore and Frank B.Kalupa (2002), Public Relations: Principles, Cases and Problems, Surjeet Publications, New Delhi.
- Narasimha Reddy C.V. (2009), Effective Public Relations and Media Strategy, PHI Learning Private Limited, New Delhi.
- Sam Black, (2008), Practical Public Relations, Universal Book Stall, New Delhi.
- Lars Thøger Christensen, MetteMorsing and George Cheney (2008), Corporate Communications: Convention, Complexity, and Critique, Sage Publications.

(Dr. R.P. Rai)

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 416 proposed for the Second Semester Students as a Human Making Course

Course Code: MCE 416

Course Name: e-education and learning

Faculty: Dr. R. P. Rai

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / classroom activity / contact hours; 5 hours of practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Introduce the students to the basic concepts of e-learning, its importance and dynamics.
- Construct a model to conceptualize, organize and thereby understand the process and techniques of e-learning.
- Familiarize the students with some important e-learning platforms.
- Impart cognitive skills for e-learning course development.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment :   25%

- Class Participation: 5%
- Group Discussion: 10%
- Project: 10%

Course Contents

UNIT- I: e Learning   **(3 Hours)**

- Conceptual framework
- Scope and challenges
- Digital learning v/s e Learning
- F2F, ODL,e, and blended modes of learning

UNIT- II: Approaches and components   **(2 Hours)**
- Self paced and Instructor led
- Asynchronous and synchronous
- Components of e-learning

UNIT - III: educational techniques and e Learning   **(8Hours)**
- LMS (learning management system)
- Moodle
- Smart board
- Video conferencing
- E-learning2.0
- m Learning

UNIT - IV: Attempts and efforts   **(3 Hours)**
- Khan academy
- A-view virtual classroom
- Wikis
- CEC, Gyandarshan
- IGNOU,

UNIT - V: developing e Learning syllabus   **(4 Hours)**
- Selecting a model- ADDI model
- Evaluation,
- Assessment and feedback
- Discussion/debate/forum

ESSENTIAL READINGS:

S.No.	Name of the Book	Author	Year of Publication	Publisher
1	E-Learning Concepts and Techniques	Bloomsburg University of Pennsylvania's Department of Instructional Technology	2006	Springer
2	Research on e-Learning and ICT in Education	Athanassios Jimoyiannis (Editor)	2012	Springer
3	Mobile Learning	Edited by Mohamed Ally	2009	AU Press, Athabasca University

SUGGESTED READINGS:

S.No.	Title of the Book/ Research Manuscript	Author	Year of Publication	Publisher/Journal & Volume, Page No.

	Handbook of e-Learning Strategy	Bill Brandon, Editor	2007	The eLearning Guild
2				
3				

Dr. R. P. Rai

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Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 437 proposed for the Second Semester of students as a Skill Development Course

Course Code: MCE 437

Course Name: Basics of Videography

Faculty: Kuldeep Singh

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / classroom activity / contact hours; 5 hours of practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Introduce the students to the basic concepts of e-learning, its importance and dynamics.
- Construct a model to conceptualize, organize and thereby understand the process and techniques of e-learning.
- Familiarize the students with some important e-learning platforms.
- Impart cognitive skills for e-learning course development.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment :   25%

- Class Participation: 5%
- Group Discussion: 10%
- Project: 10%

Course Contents

Unit I

VIDEO CAMERA

- Camera
- Lens: focal length, zoom range, lens speed and Iris or aperture
- F-stop settings, Shutter Speed, Depth of field
- Imaging device and viewfinder

Unit II

USE OF LIGHT

- Natural Light
- Artificial Light
- Three point light
- White Balance and colour temperature

Unit III

RECORDING OF SOUND

- Different types of mics
- Benefits of acoustics
- Ambience sound

Unit IV

RECORDING OF VIDEO, CAMERA MOVEMENT AND MOUNTS

- Different types of shots and importance
- Panning, tilting, zoom-in and out, Pedestal, Dolly, Truck, Arc, Crane and Tongue
- Bipod, Tripod, Tripod Dolly, Field Dolly, Stunt Bar, Body Mounted Stabilizer, Jib Arm and Studio Pedestal

Unit V

EDITING OF VIDEO FILES

- Linear Video Editing
- Non Linear Video Editing
- Online Video Editing
- Sound Editing
- Exporting of Video and rendering

ESSENTIAL READING

1. Video Basics by Herbert Zettl, Wordsworth 2011
2. Television Production by Gerald Millerson, Focal Press, 2010

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Course Objectives and Focus Area for the Course MCE 501 proposed for the Second Semester of M.A. Programme in New Media Communication

Course Code: MCE 501

Course Name: Introduction to Radio and Television Production

Faculty: Dr. R.P.Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

The paper provides basic concept of sound production for radio and video production for television. The students will understand basic techniques used for sound and video acquisition, production, recording and aesthetics. The students will also be trained on operation and maintenance of sound and video (camera and lights) equipment used in studio & outdoor shooting/ recordings.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
    - Class test: 5%
    - Assignments: 10%
    - Class Participation: 5%
    - Presentation: 5%

COURSE CONTENTS:

UNIT – I: Introduction to radio production

- Radio production basics
- Understanding of equipment used in radio studio and outdoor production
- Microphone principles, classification, polar pattern, placement of microphones, stereo, RF microphones, microphone parameters and accessories

UNIT – II: Audio Production

- Analog audio production basics
- Digital audio production, Audio work station, advantages of digital production
- Digital audio formats
- Audio mixing principles

UNIT – III: Television Production: Processes and people   (8 hours)

- Production process: introduction
- Pre-production: generating idea, idea to script, and script to production.
- Production team: Who Does What When?
- Introduction to television news production.
- Functioning of News channel.
- Television News formats.

UNIT-IV: Production Environment and Control: Studio

- Production environment: studio-
- Video production studio.
- Studio control room, Master control.
- Electronic news gathering (ENG).
- Electronic field production (EFP).
- Talent, clothing and makeup.
- Script formats, Visualization.
- Preparing for multi camera studio production: Single-camera directing, control room directing.

UNIT-V: Audio and Video editing,

- Audio tape editing basics, digital audio editing, audio effects, and multi-track recording
- Protool and Nuendo editing system features
- Basic recording principles, Tape, CD, Hard disk based recording, audio archiving
- Video editing basics
- Nonlinear editing: phase1- capture, 2- editing, 3-export to video tape or disc.

Prescribed Text Books:

1. Radio Handbook by Orr, William I., Howard W. Sams & Company (1987).
2. Radio Production Worktext: Studio and Equipment by David E. Reese, Lynne S. Gross and Brian Gross, Taylor and Francis (2006).
3. Audio in Media by Stanley R. Alten, Cengage Learning. 9th Edition, (2010).
4. Video Basics by Herbert Zettl, Wordsworth 2011
5. Television Production by Gerald Millerson, Focal Press, 2010

Suggested Additional Reading:
- Master Handbook of Audio Production by Jerry C. Whitaker, McGraw Hill (2001).
- Acoustic Design and Practice by R.L. Suri, Asia Publishing House (1966).
- Principals of Digital Audio by Ken C. Pohlmann, McGraw Hill (2010).
- Fundamentals of Digital Television Transmission by Gerald W Collins, John Willey, Artech House 2008

Dr. R.P.Rai

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 512 proposed for the Second Semester students of M.A. Programme in New Media Communication

Course Code: **MCE 512**

Course Name: **Multimedia Production**

Faculty: **Kuldeep Singh**

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To acquaint students with the fundamental technologies of the multimedia production.
- To make the students understand the multimedia production, the intricacies and its usefulness in modern media industry.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%

- Class Participation: 5%
- Group Discussion: 10%
- Home Assignments: 5%
- Role Play: 5%

UNIT 1:- MULTIMEDIA: AN INTRODUCTION   **(8 Hours)**

- Genesis of multimedia: Linear and non-linear

- Fundamental of computer application

- Communication technologies and multi-media

- Creative writing

- Media ethics and laws

UNIT 2:- VARIOUS COMPONENTS OF MULTIMEDIA   **(8 Hours)**

- Still photography

- Videograpy

- Importance of sound

- Light and its use

- Script writing

- Advanced Principles of Animation

UNIT 3:- Animation and Graphics   **(8 Hours)**

- 2 D and 3 D animations

- Still and animated graphics

- Web & Interactive Media

- Animation and cartoon development

- Compression techniques – Lossless, Lossy – JPEG, MPEG, GIF, TIFF, RIFF-H.261, H.262, H.263 -File formats - Display technologies (output) – input

UNIT 4:- TECHNIQUES OF MULTI-MEDIA   **(8 Hours)**

- Video production and editing

- Effects and transitions

- Sound effects

- Photoshop

- Maya and WizRT

- Pagemaker and Quark Express

- Data and file conversion formats

UNIT 5:- MULTIMEDIA AND VARIOUS SECTORS   **(8 Hours)**

- Usage of animation in Television industry

- Graphics in newspapers and magazines

- Role of multi-media in web media

- Usage in advertising agency

- Role of multimedia techniques in web media.

BOOKS

➤ Ralf Steinmetz and Klara, "Multimedia Computing, Communications and Applications," Pearson Education, 2004.

➤ K.Andleigh, Kiran Thakrar , Multimedia Systems Design, PHI, 2007.

REFERENCES

➤ Ze Nian Li, S. Drew, "Fundamentals of Multimedia" , PHI,2006.

➤ Fred Halsall, "Multimedia Communications- Applications, Networks, Protocols and Standards , Pearson Education, 2007.

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Course Objectives and Focus Area for the Course MCE 515 proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 515
Course Name: Film Production
Faculty: Dr. R.P. Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 40 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:
- Demonstrate proficiency in pre film production planning and acquisition.
- Elucidate the basic film production components.
- Explore film production techniques and exercise with equipments.
- Explain the mechanics, treatment of story, aesthetics and presentation.
- Team building for film production and produce a short film by the team.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:
1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%

- Class Participation: 5%
- Project and team spirit: 20%

COURSE CONTENTS:

Unit- 01: **Introduction to Cinema**   (5 hours)
    What is cinema?
    Evolution of World Cinema and Indian Cinema
    Varieties of Cinema
    Cinema Genres
    Eminent Film Makers
    Film Components
    Production Crew (Producer, Director, Cinematographer, Script Writer etc.)

Unit-02: **Pre Production**   (10 hours)
    Concept and Theme
    Selecting a Story for Film Making
    Script and Dialogue Writing
    Budgeting and Casting

Unit-03: **Production**   (10 hours)
    Direction
    Character and Acting
    Shooting-Script and Shots
    Set Designing, Makeup and Dress
    Light, Music, Camera Angle and Action

Unit-04: **Post Production**   (5 hours)
    Editing
    Sound
    Special Effects
    Graphics and Chroma key
    Exporting
    Marketing and Promotion

Unit-05: **Project**   (10 hours)
    Poster and Promo Making
    Production of a Short Film
    Promotion
    Preview

ESSENTIAL READINGS

1. Katz, S.D. (1991). Film Directing Shot by Shot: Visualizing from Concept to Screen. Michael Wiese Productions.

2. Lumet, Sidney. (1996). Making Movies. Vintage.

3. Ascher, S. Pincus, E., Burn, R., Keller, C., McCarthy, S. & Spagna, T. (1999). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age. Plume.

SUGGESTED READINGS

1. Pepperman, R.D. (2005). Setting Up Your Scenes: The Inner Workings of Great Films. Michael Wiese Productions.

2. Cinematography: Theory and Practice: Image Making for Cinematographers, Directors, and Videographers. Oxford: Focal Press.

3. Rabiger, Michael. (2003). Directing: Film Techniques and Aesthetics. Oxford: Focal Press.

4. Underdahl, Douglas. (2010). The 16 mm Camera Book. Long Valley Equipment Inc.

(Dr. R.P. Rai)

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 516 proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 516

Course Name: Mobile and Internet Production

Faculty: Kuldeep Singh

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make the student aware about the basics of mobile and internet production technology, functions, industry trends, regulatory authorities and future prospectus.
- The focus of this course is to expose students to mobile and internet production techniques that will allow them to develop mobile applications, content development for websites, understand internet and mobile market.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%

   - Class Participation: 5%
   - Group Discussion: 5%
   - Home Assignments: 5%
   - Research and presentation   10%

Course Contents:

Unit -I: Introduction to the technology   **(10 Hours)**

- Production fundamentals
- Evolution of mobile and its technology
- Knowing the land marks- iphone, blackberry, Samsung, nokia etc.
- Internet evolution and concepts
- Media convergence- integration of mobile & internet technology

UNIT- II: Mobile applications and mobile news   **(6 Hours)**

- What is mobile applications
- Knowing the different kinds of mobile applications
- News on mobile and multicasting
- Mobile advertising- concept

UNIT - III: The IT regulations (in Indian context)   **(4Hours)**

- Policies and regulatory issues
- Understanding the IT Act

UNIT - IV: Website management and social media   **(10 Hours)**

- Website production and management- fundamentals
- Use of animation and graphics in websites
- What is social media
- Working on facebook, linkedin, etc.
- Working blogger.com, twitter

UNIT - V: Use, trends and future   **(8 Hours)**

- Concept of e-users
- Mobile and internet for e-learning & virtual learning
- E-governance in practice
- Trends in mobile communication industries
- Peeping into the future of mobile and internet world

Research and presentation will consist of:

- ❖ Study of news, shopping, educational, governmental and tour websites (any one)
- ❖ Study of android and windows applications
- ❖ Trend study of mobile industry
- ❖ Blue print of new mobile application
  (To be prepared on any two of the above and presentation should be on ppt)

Refer ences:

1	Broadcasting, Cable, the Internet and Beyond: An Introduction to Modern Electronic Media	Joseph R Dominick	2010	McGraw Hill
2	New Media Technology and the Information Superhighway	J.V. Pavlik&E.D. Everette	1996	Boston: Allyn& Bacon

Suggested readings:

3	Multimedia Communications: applications, Networks, Protocols and standards	Halsall F. Addision	2008	Wesley
4	The Reconstruction of Space and Time: Mobile Communication Practices	Richard Seyler and Ling, Scott W. Campbell	2009	Transaction Publishers

Kuldeep Singh

3

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 520 proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 520

Course Name: Health Communication

Faculty: Dr. Pradeep Nair

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To acquaint the students to learn to deliver and evaluate health promotion programs and campaigns.
- To train the students to design and disseminate health information to diverse audience over multiple media platforms.
- To familiarize students with health literacy and policy initiatives.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
    - Class Participation: 5%
    - Group Discussion: 5%
    - Assignments   15%

Unit 1: Introduction to Health Communication (6 Hrs)

- o Health Behaviour and Society
- o Communication and Health
- o Media Interventions
- o Behaviour Change Communication (BCC)
- o Practicing Communication for Socializing Health

Unit 2: Persuasive Communication: Theories and Practices (8 Hrs)

- o Theories of Persuasion
- o Persuasive Health Behaviour change Interventions
- o Persuasive Communication Methods and their applicability
- o Planning and Executing Communication for health promotion
- o The Practitioners Approach

Unit 3: Media Advocacy (8 Hrs)

- o Concurrent Public Health Problems
- o Policy Strategies
- o Legislative and Administrative Interventions
- o Media Advocacy Strategies for Policy makers, Practitioners and Public
- o Media Outreach Programmes

Unit 4: Health Literacy (6 Hrs)

- o Definitions and Measures of Health Literacy
- o Literacy Deficits on Health Outcomes
- o Health Education
- o Literacy demand challenges
- o Health Awareness through Social Media

Unit 5: Assignments/ Workshops (12 Hrs)

This unit will combine a workshop and lecture format so that students shall have hands-on training on various methods and techniques of health communication and promotion.

Students are required to:

1) Design small-scale communication campaigns to promote health practices.

2) Do regular assessment of the strengths and weaknesses of concurrent health communication/promotion programmes.

3) Engage in researching, designing and developing health promotion stories for print, electronic and social media.

ESSENTIAL READINGS:

1. Jansson, B. (2011). Improving Healthcare through Advocacy – A Guide for the Health and Helping Professionals. Wiley.

2. Northouse. P.G. (1984). Health Communications: A Handbook for Health Professionals. Prentice Hall.

3. Stiff, J.B. & Mongeau, P.A. (2016). Persuasive Communication (Third Edition). Guilford Press.

4. Health Literacy, eHealth and Communication: Putting the Consumer First. (2009). Workshop Summary. The National Academic Press.

SUGGESTED READINGS:

1. Ivatury, G., Moore, J. & Bloch, A. (2009). A Doctor in your Pocket: Health Hotlines in Developing Countries. Innovations: Technology, Governance, Globalization. 4 (1): 119-153.

2. Tilly A. Gurman, Sara E. Rubin &Amira A. Roess. (2012). Effectiveness of mHealth Behavior Change Communication Interventions in Developing Countries: A Systematic Review of the Literature. Journal of Health Communication: International Perspectives. 17 (1): 82-104.

3. Ukomunne, O.C., Gulliford, M.C., Chinn, S., Sterne, J.A. & Burney, P.G. (1999). Methods for Evaluating Area-Wide and Organization-Based Interventions in Health and Healthcare: A Systematic Review. Health Technol Assess. 3 (iii): 92.

4. Trakroo, P.L. & Lalitendu Jagatdeb (1992). Some issues of development communication in health and family welfare. In Mehta, S.R. (ed.) Communication and Development: Issues and Perspective (pp. 243–44). Jaipur: Rawat Publications.

(Dr. Pradeep Nair)

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 522 proposed for the Second Semester of M.A. Programme in New Media Communication

Course Code: MCE 522

Course Name: Political Communication

Faculty: Dr. Pradeep Nair

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- This course prepare the students to understand government, politics, political advocacy, public affairs, public policy and communication through the study of political and communication theory, research and practice.
- The course provides grounding in political and strategic communication research and media practices.
- The course aims to provide a broad knowledge of political issues and a deep understanding of how the political process and media work together.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
   - Class Participation: 5%
   - Group Discussion: 10%
   - Assignments   10%

Unit 1: People, Politics and Participation   **(8 Hrs)**

o People's Participation in Political Process

o Voting Behavior

o Electoral system

o Communicating Political Opinion

o Political Parties and Pressure Groups

Unit 2: Understanding Political Communication   **(8 Hrs)**

o Communication in Politics and Advocacy/ Politics, Electorate and Democracy

o Public Communication Principles

o Advocacy and Political Campaigns

o Media Relations and Politics

o Media as Democratic Institutions

Unit 3: The Art and Craft of Lobbying   **(6 Hrs)**

o Lobbying and Influence

o Policy Making Process/ Political network / communities

o Public interest

o Pressure Group Politics

o Strategic Lobbying Plan

Unit 4: Voting Behavior, Elections and Democracy   **(10 Hrs)**

o Elections and Party System

o Political Participation and Behavior in Elections

o Political Representations

o Electoral Reforms

o Political Ideologies

Unit 5: Media and Public Opinion   **(8 Hrs)**

o Political Engagement through Media

o Political Campaigns on Facebook and Twitter

o Production of Political Content on Social Media – Uses and Effects

o Media Influence: Bias, Agendas, Priming and Framing

o Political News Consumption: Who uses what and why?

Assignments:

Students are required to:

1) Writing and presenting political speeches to persuade voters.

2) Debate on political system, media and democracy.

3) Engage in researching, designing and developing political news stories for print, electronic and social media.

ESSENTIAL READINGS:

1. Enli, G. & Moe, H. (2015). Social Media and Election Campaigns: Key Tendencies and Ways Forward. Routledge.

2. Lippmann, W. (1997). Public Opinion. Free Press.

3. McNair, B. (2003). An Introduction to Political Communication. Psychology Press.

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SUGGESTED READINGS:

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2. Smith, K. (2011). Social Media and Political Campaigns. Knoxville: University of Tennessee. http://trace.tennessee.edu/cgi/viewcontent.cgi?article=2442&context=utk_chanhonoproj

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(Dr. Pradeep Nair)

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 527 proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 527

Course Name: Media Product III (Documentary/Short Film Production)

Faculty: Dr. R. P. Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To to create a niche in the area of media production.
- To help the students to understand the technicalities and production phases involved in the production of documentary/short film.
- To help students to have firsthand experience of documentary/short film production.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

The assignments will be given in groups. These end products will have an overall weightage of 100 marks; the production itself will have a weightage of 70 marks, followed by a weightage of 30 marks as viva-voce to assess the individual roles in the production process. The final products will be evaluated by an expert committee having an external expert from the concerned field/industry, concerned course teacher and a faculty nominated by the Head of the concerned department. The same committee will conduct the viva-voce to assess the individual roles of the students in the production process. There will be no mid-term and end-term theory examination in this course as the course is a practice based course and is a supplement to the theory course offered in the same stream. The aim of this practical course is to develop professional competence among the students who are willing to make a career in media production industry especially documentary and short film production.

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 529 (Media Product V) proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 529

Course Name: Media Product V (Mobile Content Production)

Faculty: Kuldeep Singh

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To to create a niche in the area of mobile content production.
- To help the students to understand the technicalities and production phases involved in the production of content for mobile based broadcast systems.
- To help students to have firsthand experience of content production for mobile media.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

The assignments will be given in groups. These end products will have an overall weightage of 100 marks; the production itself will have a weightage of 70 marks, followed by a weightage of 30 marks as viva-voce to assess the individual roles in the production process. The final products will be evaluated by an expert committee having an external expert from the concerned field/industry, concerned course teacher and a faculty nominated by the Head of the concerned department. The same committee will conduct the viva-voce to assess the individual roles of the students in the production process. There will be no mid-term and end-term theory examination in this course as the course is a practice based course and is a supplement to the theory course offered in the same stream. The aim of this practical course is to develop professional competence among the students who are willing to make a career in media production industry especially mobile content production.