

School of Arts and Humanities
Department of English and Cultural Studies

DELHI NCR
BA in Media, Psychology

Curriculum Structure
2024-2025

Board of Studies
16 March 2024

BACHELOR OF ARTS IN MEDIA AND PSYCHOLOGY

ABOUT THE PROGRAMME

The combined majors in Media and Psychology offers students the opportunity to integrate the study of Media with Psychology. These interlinked disciplines have their own exclusive areas of expertise with conceptual and methodological specializations, which helps the student to have a clear understanding with regard to their possibilities. While providing the opportunity for an integrated approach, this course provides ample scope to learn the discipline of media studies and psychology in depth where students can major either in the discipline of Media or Psychology for further studies. The program offers an eclectic mix of electives that promotes interdisciplinary academic engagement without compromising on discipline-specific identities. In the third year, students will be awarded the Under Graduate Degree with Media and Psychology as the majors. After the successful completion of the three-year degree programme, the students have the option to do an honors programme/honors programme with research either in Media or Psychology.

SCOPE OF THE PROGRAMME

The National Capital Region (NCR) - Delhi being one of Asia's best places to pursue studies in journalism, media, and psychology - attracts thousands of students every year not only from India, also from other parts of the world. The proximity to India's political capital, where the legislative, executive, and judicial headquarters situate will help the students to get access and exposure to high-level political and public policy processes. As most of the regional, national, and international media houses have either headquarters or bureaus in Delhi, students of BA in Media and Psychology at CHRIST (Deemed to be University) NCR Campus will have unparalleled career and internship opportunities.

Our multi-cultural and quality driven academic environment, well-conceptualized industry-institution interface, special lectures by experts in the domains of media and public policy, collaborations with public policy think tanks and intensive hands-on training to impart research

and media skills will give a competitive advantage to the graduates of this path breaking academic programme.

PROGRAMME OBJECTIVES

This programme intends to:

1. Enable the student to engage with social surroundings with objective vantages of Psychology and Media
2. Develop an analytical and conceptual framework for the student to professionally study and understand human social realities
3. Help the student to develop a foundational understanding of research and career options in Psychology and Media
4. Equip the student to understand the nuances of human existence in societies
5. Provide an insight into the multidisciplinary paradigms emerging in the field of social science.

PROGRAMME OUTCOMES

After the completion of this programme, graduates will be capable to:

1. PO1: Demonstrate a coherent understanding and comprehensive knowledge of the fundamental theories and concepts in the disciplines of Media Studies and Psychology in a multidisciplinary learning context
2. PO2: Demonstrate critical thinking, scientific inquiry, argumentation and sensitivity to diversity while applying disciplinary concepts to everyday life and real-world situations.
3. PO3: Design, conduct, and communicate basic research following fundamental methods and ethical standards in social sciences and humanities
4. PO4: Use the knowledge of Media Studies, and Psychology to enhance self-awareness, well-being, interpersonal relationships, career-decision making, and social responsibility in personal and professional domains.

KEY FEATURES OF THE PROGRAMME

1. Interdisciplinary Framework
2. Focus on Knowledge Proficiency and Skill Competence
3. State-of-the-art Academic Infrastructure
4. Multi-cultural Learning Environment
5. Industry Integrated Learning
6. Summer Internship
7. Career Opportunities in Media, Psychology and Public Service
8. Multiple Exit Options as per NEP 2020 Norms
9. Three Year Career Guidance after Graduation

PROGRAMME STRUCTURE

SEMESTER I				
Course Code	Course Name	Course Type	No. of Hours	Credits
MED101-1N	Introduction to Media and Communication	Major Core 1	4	4
PSY101-1N	Introduction to Psychology	Major Core 2	4	4
SOC	Dynamic of Indian Society	Multidisciplinary	3	3
ENG181-1N	Englogue	Ability Enhancement Course	2	2
MED161-1N	Writing for Newspapers	Skill Enhancement Course	3	3
MED162-1N	Design and Layout	Skill Enhancement Course	3	3
	Holistic Education - I	Value Added Course	1	1
	EVS	Value Added Course	1	1
	Total		21	21
SEMESTER II				
Course Code	Course Name	Course Type	No. of Hours	Credits
MED102-2N	Reporting and Editing	Major Core 1	4	4



MED103-2N	Media and Political Structures in India	Major Core 1	4	4
PSY202-2N	Personality and Individual Differences	Major Core 2	4	4
PSY203-2N	Brain and Behaviour	Major Core 2	4	4
SOC	Women and Society	Multidisciplinary	3	3
ENG181-2N	Englogue	Ability Enhancement Course	2	2
	Holistic Education - II	Value Added Course	1	1
	Indian Constitution	Value Added Course	1	1
	Total		23	23

SEMESTER III

Course Code	Course Name	Course Type	No. of Hours	Credits
MED204-3N	Radio and Television Production	Major Core 1	4	4
PSY204-3N	Basic Cognitive Process	Major Core 2	4	4
ECO	Media, Polity and Economy	Multidisciplinary	3	3
MED263-3N	Photojournalism	Skill Enhancement Course	3	3
PSY362-3N	Experimental Psychology Lab	Skill Enhancement Course	3	3
	Modern Indian Languages	Ability Enhancement Course	2	2
MED381N/PSY381N	Summer Internship	Internship	2	2
	Holistic Education - III	Value Added Course	1	1
	Total		22	22

SEMESTER IV

Course Code	Course Name	Course Type	No. of Hours	Credits
MED205-4N	Social Media Analytics	Major Core 1	4	4
MED206-4N	Media Laws and Ethics	Major Core 1	4	4



PSY305-4N	Developmental Psychology	Major Core 2	4	4
PSY306-4N	Social Psychology	Major Core 2	4	4
	Modern Indian Languages	Ability Enhancement Course	2	2
	Holistic Education - IV	Value Added Course	1	1
	Social Entrepreneurship	Value Added Course	1	1
	Total		20	20

SEMESTER V

Course Code	Course Name	Course Type	No. of Hours	Credits
MED307-5N	Advertising and Public Relations	Major Core 1	4	4
MED308-5N	Development Communication	Major Core 1	4	4
MED309-5N	Film Studies	Major Core 1	4	4
PSY307-5N	Psychological Disorders	Major Core 2	4	4
PSY208A/B/C/D//E-5N (Campus Specific)	Positive Psychology Media Psychology Sports Psychology Environment Psychology Cultural Psychology	Major Core 2	4	4
PSY309-5N	Basic Research Methods and Statistics in Psychology	Major Core 2	4	4
	Summer Internship	Internship	2	2
	Total		26	26

SEMESTER VI

Course Code	Course Name	Course Type	No. of Hours	Credits
MED310-6N	Data Journalism	Major Core 1	4	4
MED311-6N	Media Economics and Management	Major Core 2	4	4
MED312-6N	Advanced Digital Media Production	Major Core 3	4	4



PSY310-6N	Industrial and Organizational Psychology	Major Core 2	4	4
PSY311-6N	Health Psychology	Major Core 2	4	4
PSY312A/B/C/D/E-6N (Campus specific)	Introduction to Forensic Psychology School and Educational Psychology Introduction to Neuropsychology Consumer Behaviour Drugs and Behaviour	Major Core 2	4	4
	Total		24	24

SEMESTER VII & VIII

Media Students will go to the Central Campus and pursue Honours Degree if they wish.

Psychology Students will continue at the Delhi NCR campus and pursue Honours Degree if they wish.

Course Code	Course Name	Course Type	No. of Hours	Credits
MED412-7N	Research Methods in Communication and Media	Major Core I	4	4
MED413-7N	Media and Human Rights	Major Core I	4	4
MED414-7N	Global Politics and Media	Major Core I	4	4
MED415-7N	Health Policy and Communication	Major Core I	4	4
MED482-7N	Research Skills Lab (Students who opt without research can do skills for planning community-based project)	Research project	3	3
MED483-7N	Research Proposal and Supervision (Students who opt without research can do a supervised community-based Project)	Research project	3	3
	Total		22	22

SEMESTER – VIII (Media Studies)



Course Code	Course Name	Course Type	No. of Hours	Credits
MED416-8N	Business Journalism	Major Core I	4	4
MED416-8N	Political Communication	Major Core I	4	4
MED416-8N	Communication and AI	Major Core I	4	4
MED416-8N	Disaster Management and Communication	Major Core-I	4	4
MED484-8N	Seminar and Publication (For students who choose without research can do disseminating community/industry project findings)	Research project	2	2
MED485-8N	Research Manuscript (For students who choose without research will develop a field project report)	Research project	4	4
	Total		22	22

SEMESTER VII (Psychology)

SEMESTER – VII (4th year-Hons with and without research; a rough plan of papers have been presented, subjected to change; suggest having a track option in Hons if possible)

Course Code	Course Name	Course Type	No. of Hours	Credits
PSY413-7	Advanced Research Methods in Psychology	Major Core I	4	4
PSY414-7	Law and Ethics in Psychology	Major Core I	4	4
PSY415-7	Psychological Interventions- I	Major Core I	4	4
PSY416A/B/C/D-7 (Campus specific)	Advanced cognitive psychology	Major Core I	4	4
	Advanced developmental psychology			
	Advance social psychology			
	Rehabilitation Psychology			
PSY482A/B-7	Research Skills Lab (Students who opt without research can do	Research project	3	3



	skills for planning community-based project)			
PSY483A/B-7	Research Proposal and Supervision (Students who opt without research can do supervised community-based internship project)	Research project	3	3
	Total		22	22
SEMESTER – VIII (Psychology)				
Course Code	Course Name	Course Type	No. of Hours	Credits
PSY417-8	Psychological Interventions- II	Major Core I	4	4
PSY418A/B/C/D-8 (Campus specific)	Neurobiological foundations of behaviours	Major Core I	4	4
	Human Resource Management			
	Counselling Psychology			
	Health and wellness interventions			
PSY419-8	Psychodiagnostic Assessments	Major Core I	4	4
PSY420-8	Data Analysis and Management Lab	Major Core-I	4	4
PSY484A/B-8	Seminar and Publication (For students who choose without research can do disseminating community/industry project finding)	Research project	2	2
PSY485A/B-8	Research Manuscript (For students who choose without research will develop field project report)	Research project	4	4
	Total		22	22

SUMMARY OF THE PROGRAMME STRUCTURE



Category of Course as per UGC	Minimum Credit requirement	
	3 Year UG	4 Year UG
Major (Core)	24 X 4 = 96	
Minor	-	
Multidisciplinary	3 X 3 = 9	
Ability Enhancement Course (AEC)	6 X 2 = 12	
Skill Enhancement Courses (SEC)	3 X 2 = 6	
Value Added Courses common for all UG	7 X 1 = 7	
Summer Internship	1 X 2 = 2	
Research Project / Dissertation	-	
Total	132	

Minimum Credits to Graduate	
Levels	Minimum Credits
UG Certificate	45
UG Diploma	86
3-year UG Degree	132
4-year UG Degree (Honours)	
4-year UG Degree (Honours with Research)	

SEMESTER – I

SEMESTER- I

WRITING FOR NEWSPAPERS (MED161-1N)

Teaching Hours in a Week: 45

Credits: 03

Maximum Marks: 100

Course Description

This course - Writing for Newspapers - is designed to teach basic writing skills for newspapers. It primarily covers news writing techniques for print. The course also introduces students to other aspects of writing for media like - feature stories, press releases, and reviews (books, films etc.). Students will enhance their writing skills as they take advanced courses of Reporting and Editing, Radio and Television Production and Digital Storytelling Techniques in the coming semesters.

Course Outcomes

By the end of the course, the learners will be able to:

1. Have a comprehensive understanding of news writing principles and techniques and ability to apply them.
2. Undertake reporting assignments for print media - descriptive, interpretative and investigative reporting
3. Write non-news categories like features, interviews, reviews, profiles and captions for print media.
4. Acquire the craft of writing opinion and editorial articles for print and online media.

Unit 1 – Principles of News Writing

(12 Lectures)

- 1.1. News Values & Newsworthy Story
- 1.2. News Writing Style & Structure
- 1.3. Digital News Media Landscape: social media as a news source, impact on news consumption.

Unit 2 – News Writing Techniques

(20 Lectures)

- 2.1. News Gathering & Interviewing
- 2.2. Breaking news, feature stories, in-depth reports, data-driven journalism
- 2.3. Writing for Digital Platforms
- 2.4. Fact-Checking & Verification: identifying fake news, using fact-checking tools.

Unit 3 – Writing for Non-News Categories

(13 Lectures)

- 3.1. Public Relations Writing: Press releases, media kits
- 3.2. Social Media Writing: Styles for different platforms
- 3.3. Creative Nonfiction: Personal essays, human-interest stories.

Essential Readings

- Bell, Julia and Magrs, Paul (2001). The Creative Writing Coursebook. Macmillan.
- Earnshaw, Steven (2007). The Handbook of Creative Writing. Edinburgh University Press.
- Raman, Usha (2009). Writing for the Media. Oxford University Press
- Rich, C. (2010). News Reporting and Editing. New Delhi: Cengage.
- Westley, B. (1980). News Editing (3rd ed). New Delhi: IBH Publications.

Suggested Readings

- Bonime, A., & Pohlmann, K. C. (1997). Writing for New Media; The Essential Guide to Writing for Interactive Media, CD ROM, and the Web. John Wiley & Sons.
- Brooks, B., Jack & Baskette, F..K. (1992). The Art of Editing (5th ed.). New York, NY: Macmillan Publishing Co.
- French, C (EdS.) (1987). The AP Style Book & Libel Manual. USA: Addison-Wesley Publication Co, Inc.
- Garst, R, & Theodore Bernstein (1982). Headlines and Deadlines (4th ed.). New York, NY: Columbia University Press.
- Morley, David (2007). The Cambridge Introduction to Creative Writing. Cambridge University Press.
- Olterman, P. (Ed). (2009). How to Write. London: Guardian Books.
- Parthasarthy, R. (1996). Here is the News! Reporting for the Media. New Delhi: Sterling Publishing Pvt. Ltd.
- Ross-Larson, B. C. (2002). Writing for the Information Age: Light, Layered, and Linked. WW Norton & Company.

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment	10
CIA 2	Mid-Semester Examination	25
CIA 3	Assignment	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER-I

DESIGN AND LAYOUT (MED162-1N)

Total Teaching Hours for Semester: 45

Credits: 03

Maximum Marks: 100

Course Description

This course – Design and Layout – will help students to acquire graphic design and layout skills, a key requisite for a successful career in media. The course is designed to meet the requirement of those students who want to master multiple aspects of graphic design. The first part of the course introduces the students to computer and software fundamentals as well as tools and techniques in digital illustration. The second part details image editing and layout techniques including working with colours, typography, and various design elements.

Course Outcomes

By the end of the course the learners will be able to:

1. Understand the principles and techniques of graphic design and layout
2. Make the design and layout of newspapers, magazines, brochures catalogues, and creatives for digital media platforms.
3. Acquire proficiency in using industry-standard design and layout softwares
4. Undertake various graphic design projects independently.

Unit 1 - Computer Fundamentals & Digital Illustrations

(20 Lectures)

- 1.1. Digital File Formats
- 1.2. Popular digital illustration software and their functionalities
- 1.3. Vector vs. Raster Illustration
- 1.4. Basic drawing principles (lines, shapes, perspective)
- 1.5. Design Principles
- 1.6. Color Theory & Application
- 1.7. Typography Basics

Unit 2 - Image Editing & Layout Techniques

(25 Lectures)

- 2.1. Popular image editing software and their core tools
- 2.2. Basic editing techniques, Selection Tools & Masks, Filters & Effects
- 2.3. Compositing & Layering
- 2.4. Image Composition
- 2.5. Design for Print Media and Digital Media

2.6. AI tools for Design and Graphics

Note: Recommendation for Workshop: Adobe Photoshop, Adobe Indesign, CorelDRAW, Adobe Illustrator, Adobe Firefly

Essential Readings

Rune Pettersson (2015), Graphic Design. IIID Public Library.

Suggested Readings

Adobe Creative Team (2012). Adobe In-Design CS6 Classroom in a Book. Adobe Press.

Adobe Photoshop User Guide (2020)

Corel Draw X7 Guidebook (2014)

Dayley, Brad and Dayley, Da Nae (2012). Adobe Photoshop CS6 Bible, New Delhi: Wiley.

<https://designschool.canva.com/tutorials/designing/>

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment	10
CIA 2	Mid-Semester Examination	25
CIA 3	Assignment	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER - I

INTRODUCTION TO MEDIA AND COMMUNICATION (MED 101 1N)

Total Teaching Hours for Semester: 60

Credits: 04

Maximum Marks: 100

Course Description

This course – Introduction to Mass Communication – is designed to help students to critically survey, examine and analyze the communication and media landscape. It will introduce the students to basic concepts in communication and the media process, origin and history of media, selected theories and models of communication, and paradigms of media effects are discussed in the following units. The course also explores some pertinent themes-media and society, democracy, and public sphere along with the recent trends and media related issues in the political economy.

Course Objectives

The objectives of the course are:

1. To introduce the basic concepts in media and communication.
2. To historicise and trace how media became what they are today and their futures.
3. To provide a theoretical grounding in the field of communication and media studies.
4. To enable the learners to reflect upon and critically understand the media consumption patterns and explore their effects.

Course Outcomes

By the end of the course the learners will be able to:

1. Understand the elements and processes of communication and thereby improving their own communication skills.
2. Have a glimpse of the origin and development of media.
3. Comprehend the theoretical concepts and complexities in the media and communication landscape.
4. Understand the effects of media on various categories of audience.
5. Critically analyze how media narratives are constructed along with their societal implications.

Unit 1–Communication and Media: Fundamentals

(10 Lectures)

- 1.1 Communication: Definition, Elements, Processes, and Barriers/Noise
- 1.2 Types of Communication: Verbal and Non-Verbal; Formal and Informal; Mediated and Non-Mediated
- 1.3 Forms of Communication: Intra-personal, Interpersonal, Group, Public and Mass Communication
- 1.4 Media: Types and Functions (Folk, Print, Broadcast, Film, New Media & Alternative Media)

Unit 2–History of Media

(12 Lectures)

- 2.1 The Pre-Gutenberg Era: Cave Paintings and Rock Art, Roman News readers and Acta Diurna
- 2.2 Origin of Newspapers, Magazines and News Agencies
- 2.3 Penny Press, Yellow Journalism
- 2.4 History of Radio and Television
- 2.5 Role of Press in Independence Movement, Emergency

Unit 3–Communication Models and Theories

(12 Lectures)

- 3.1 Communication Models: Linear (Aristotle, Shannon and Weaver, Harold Lasswell, David Berlo) and Nonlinear (Osgood-Schramm, Westley and Maclean, Helical Model by Frank Dance)
- 3.2 Normative Theories of the Press
- 3.3 Denis McQuail’s Four Models of Communication
- 3.4 *Sadharanikaran*–Indian Communication Theory

Unit 4– Paradigms of Media Effects

(12 Lectures)

- 4.1 Direct Effects: Hypodermic Needle/ Magic Bullet Theory, Propaganda Theory, Agenda-Setting Theory
- 4.2 Limited Effects: Personal Influence Theory, Individual Difference Theory
- 4.3 Cultural Effects: Cultivation Analysis and Spiral of Silence
- 4.4 Alternative Paradigm-Uses and Gratification Model, Active Audience

Unit 5–Media and Society

(14 Lectures)

- 5.1 Media and Democracy: Media as the watchdog of democracy, Fourth pillar of democracy
- 5.2 Media and the Public Sphere–Jurgen Habermas
- 5.3 Communication and Media in the Digital Age: Changing Trends (News, Entertainment, Social Networking Sites and Mobile Applications)
- 5.4 Critical Media Literacy- Douglas Kellner

Essential Readings

Baran, Stanley J. & Davis, Dennis K. (2012). *Introduction to Mass Communication Theory* (Fifth Edition). New Delhi: CENGAGE Learning.

Fiske, John (1982) *Introduction to Communication Studies*. New York: Routledge.

Kumar, J.K. (2012) *Mass Communication in India*. New Delhi Jaico Publishing House.

Mc Quail, D.(2012) *Mc Quails Mass Communication Theory*.
Los Angeles: SAGE. Narula, Uma (2006). *Handbook of Communication: Models, Perspectives and Strategies*.
New Delhi: Atlantic Publications.

Suggested Readings

Curran, James (2011). *Media and Democracy*. New York: Routledge

De Fleur, Melvin L. & De Fleur, Margaret H. (2016). *Mass Communication Theories: Explaining Origins, Processes, and Effects*. New York: Routledge.

Kellner, D. & Share, J. (2007) Critical Media Literacy, Democracy, and the Reconstruction of Education. In D. Macedo & S.R. Steinberg (Eds.), *Media literacy: A Reader*. New York: Peter Lang Publishing.

Pavlik, John V. (2008). *Media in the Digital Age*. New York: Columbia University Press.

Williams, Kevin (2003). *Understanding Media Theory*. New York: Bloomsbury Academic.

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA1	Assignment/Class Test	10
CIA2	Mid-Semester Examination	25
CIA3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER - II

SEMESTER - II
MEDIA AND POLITICAL STRUCTURES IN INDIA (MED103-2N)

Total Teaching Hours for Semester: 60

Credits: 04

Maximum Marks: 100

Course Description

This course provides a comprehensive exploration of the intricate relationship between media and political structures in the context of India. Students will delve into the dynamic interplay between media institutions, government bodies, and political actors, analyzing the impact on democracy, governance, and public opinion formation. Through a multidisciplinary approach, the course examines the historical, social, and cultural factors that have shaped India's media landscape and political structures. Case studies, critical analysis, and discussions will enable students to develop a nuanced understanding of the complex dynamics that shape the intersection of media and politics in the Indian context.

Course Outcomes

By the end of the course, the learners will be able to:

1. Gain a comprehensive understanding of the intricate dynamics between media institutions, government bodies, and political actors in India.
2. Critically examine the role of the media in shaping democracy and governance in India.
3. Explore the increasing influence of social media platforms in Indian politics with respect to political communication, mobilization, and public discourse.
4. Analyze the concentration of media ownership and its impact on media pluralism, editorial independence, and the diversity of voices in the media landscape in India.
5. Develop a critical perspective on media's influence on public policy

Unit 1 - Organs of State

(20 Lectures)

- 1.1. Legislature: Lok Sabha and Rajya Sabha: Relative Roles, Functions and Officials, State Legislature; Law Making Process
- 1.2. Executive: President, Vice President, Prime Minister, and Council of Ministers; Governor, Chief Minister, and Council of Ministers; Role of Bureaucracy
- 1.3. Judiciary: Supreme Court, High Court, and Lower Courts and Judicial Activism, Public Interest Litigation.
- 1.4. Panchayati Raj Institutions -73rd Amendment.



Unit 2 - Media and Political Structures

(10 Lectures)

- 2.1. Media and Public Sphere
- 2.2. Media as the Fourth Pillar of Democracy
- 2.3. Freedom of the Press
- 2.4. Media as the Watchdog of Democracy

Unit 3 - Key Issues in Indian Politics

(10 Lectures)

- 3.1. Federalism and Centre-State Relations
- 3.2. Secularism and Communalism
- 3.3. Social Justice: Caste, Issue of Reservation for Women
- 3.4. Regionalism, Insurgency

Unit 4 - Media and Elections

(10 Lectures)

- 4.1. Party System in India
- 4.2. Election Commission of India
- 4.3. Media and Electoral Politics: Election Campaigns and Public Opinion Formation
- 4.4. Elections in the Digital Age: Use of Social Media, Targeted Political Communication

Unit 5: Media Ownership and Control in India

(10 Lectures)

- 5.1. Patterns of Media Ownership
- 5.2. Media Pluralism and Editorial Independence
- 5.3. Regulatory Frameworks and Policy Debates
- 5.4. Censorship in India

Essential Readings

Brass, P. R. (2014). The Politics of India Since Independence. Cambridge University Press. Mudgal, R., & Rai, P. (2014). Indian Media in a Globalised World. SAGE Publications India. Nandy, A. (2013). The Changing Role of the Indian State: Retrospect and Prospects. Oxford University Press. Pai, S. M. (2016). Political Science: Theory and Political Institutions in India. SAGE Publications India. Prasad, K. (2015). The Politics of Free Speech: Indian Media and the Culture of Openness. Oxford University Press. Varshney, A. (2017). Battles Half Won: India's Improbable Democracy. Penguin Books. Thussu, D. K. (2015). Media and Terrorism: Global Perspectives. Sage Publications. Varma, A. (2018). The Indian Media Business. SAGE Publications India.

Suggested Readings

- Frankel, F. R. (2017). India's Political Economy: The Gradual Revolution, 1947-2017. Oxford University Press.
- Hasan, S. (2018). The Drift of Media Politics and the New Age. Oxford University Press.
- Lijphart, A. (2012). Patterns of Democracy: Government Forms and Performance in Thirty-Six Countries. Yale University Press.
- Pai, S. M. (2017). The Communication Strategy in Politics: A Comparative Analysis of India and the United States. Routledge.
- Wilkinson, S. I. (2018). Democracy and Development in India: From Socialism to Pro-Business. Cambridge University Press.

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment	10
CIA 2	Mid-Semester Examination	25
CIA 3	Assignment	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER - II REPORTING AND EDITING

Total Teaching Hours for Semester: 60

Credits:04 Maximum

Marks: 100

Course Description

This course - Reporting and Editing - is designed to teach basic reporting, writing, and editing skills required in any news organization. Knowledge and skills that students acquire from the Skill Enhancement Course – Writing for Media – in the previous semester will enhance the scope of this course. The course covers topics like ethical and professional standards in reporting, functioning of newsrooms, techniques of newsgathering and writing, beat reporting, and editing techniques.

Course Objectives

The objectives of the course are:

1. To provide students with basic concepts in reporting as well as the ethical and professional standards.
2. To impart news gathering and writing skills.
3. To help students to have an overview of different reporting beats.
4. To introduce the basic concepts, techniques, and processes of news editing.
5. To familiarize students with the functioning of newsrooms and organizational structure of news media.

Course Outcomes

By the end of the course the learners will be able to:

1. Understand the basics of reporting and imbibe ethical and professional standards in journalism.
2. Acquire news gathering and writing skills.
3. Comprehend various aspects of beat reporting and identify their potential areas of interest or expertise.
4. Acquire skills of editing news reports.
5. Understand the functioning of newsrooms and organizational structures in media houses.

Unit 1 – Basics of Reporting

(10 Lectures)

- 1.1 Introduction to Journalism and Reporting, News Gathering Techniques, News Values and Selection
- 1.2 Writing for News, Types of News Stories
- 1.3 Newsroom Organization and Roles, Legal and Ethical Considerations in Reporting
- 1.4 Newsroom Technology, Understanding Audiences, Emerging Trends in Reporting

Unit 2 – Techniques of News Gathering and Writing

(10 Lectures)

- 2.1 Sources in News Gathering, Various Structures of Writing News Stories
- 2.2 Writing Leads and Headlines, Attribution in News Writing
- 2.3 Covering Press Conferences, Reporting Speeches, Rallies, and Protests
- 2.4 Role of News Agencies and Wire Services, News Reporting in the Digital Space

Unit 3 – Reporting Beats

(15 Lectures)

- 3.1 Political Reporting, Economic Reporting, Environmental Reporting
- 3.2 Health and Medical Reporting, Education Reporting, Science and Technology Reporting, Arts and Culture Reporting
- 3.3 Sports Reporting, Crime and Justice Reporting
- 3.4 Business and Finance Reporting

Unit 4 – Basics of Editing

(10 Lectures)

- 4.1 Introduction to Editing in Journalism, The Role and Responsibilities of an Editor, Editorial Decision Making and Gatekeeping
- 4.2 Copy Editing Techniques and Skills, Fact-Checking and Verification Processes
- 4.3 Grammar, Style, and Language Editing, Headline Writing and Layout Design
- 4.4 Digital Editing Tools and Software, Ethics and Standards in Editing, Collaborative Editing Practices and Teamwork

Unit 5 – Functioning of Newsrooms

(15 Lectures)

- 5.1 Structure and Organization of Newsrooms, Roles and Responsibilities of Newsroom Staff, Editorial Decision-Making Processes, Newsroom Workflow and Production Cycle
- 5.2 Collaboration and Communication in the Newsroom, Breaking News Coverage and Crisis Management
- 5.3 Managing Resources and Budgets, Diversity and Inclusion in the Newsroom
- 5.4 Adaptation to Digital Newsroom Environments, Challenges and Opportunities in Modern Newsrooms

Essential Readings

Dahiya, Surbhi and Sahu, Shambhu (2021). *Beat Reporting and Editing: Journalism in the Digital Age*. Sage.

Fedler, Fred et. al (2016). *Reporting for the Media*. London: Oxford University Press. 2016. John

Marydasan (2016). *Editing Today: Rules, Tools and Styles*. New Delhi: Media House.

Mencher and Melvin (2003). *News Reporting and Writing*. New York: Mc Graw Hill Publication.

Rich, C. (2010). *News Reporting and Editing*. New Delhi: Cengage. Westley, B.

(1980). *News Editing (3rd ed)*. New Delhi: IBH Publications.

Suggested Readings

Baskette and Scissors (2004). *The Art of Editing*. Boston: Allyn and Bacon Publication.

Brooks, B., Jack & Baskette, F.K. (1992). *The Art of Editing* (5th ed.). New York: Macmillan Publishing Co.

Chaturvedi, S.N. (2007). *Dynamics of Journalism and Art of Editing*. New Delhi: Cyber Tech Publications.

French, C. (Ed.) (1987). *The AP Style Book & Libel Manual*. USA: Addison-Wesley Publication Co, Inc.

Garst, R, & Theodore Bernstein (1982). *Headlines and Deadlines* (4th ed.). New York, NY: Columbia University Press.

Olterman, P. (Ed). (2009). *How to write*. London: Guardian Books.

Parthasarthy, R. (1996). *Here is the News! Reporting for the Media*. New Delhi: Sterling Publishing Pvt. Ltd.

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment/Class Test	10
CIA 2	Mid-Semester Examination (Submission)	25
CIA 3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Submission)	50
	Total	100

SEMESTER-III

SEMESTER- III
PHOTOJOURNALISM (MED243-3N)

Total Teaching Hours for Semester: 45

Credits: 03

Maximum Marks: 100

Course Description:

This course provides an overview of the technical and professional aspects of photography while developing their artistic skills in the process. This course will familiarize students with technical aspects of camera operations and composition principles. They will be introduced to digital image editing techniques using professional software. Students will work on a documentary photography project over the course in the semester, and they will come up with a portfolio of their best works at the end of the course.

Course Objectives:

The objectives of the course are:

1. To help students to acquire visual and technical skills necessary to pursue and appreciate photography as an art and profession.
2. To have an overview of a variety of historical and contemporary photographers.
3. To familiarize students with theories of photography.
4. To attain technical control in accord with artistic vision.

Course Outcomes:

By the end of the course, the learners will be able to:

1. Conduct research to carry out long term photography projects.
2. Create effective photographs with an understanding of composition and aesthetics.
3. Explain photographs and photography in words.
4. Create photo essays on socially relevant topic.
5. Edit photographs and create a professional portfolio using industry-standard software.

Unit 1: Composition and Lighting

(8 Lectures)

- 1.1 Understanding Basic Elements of Composition:
- 1.2 Exploring Line, Shape, Form, Texture, Pattern, and Color in Photography.
- 1.3 Mastering Composition Principles:
- 1.4 Learning Framing, Angles, Perspective, Depth, Leading Lines, Golden Ratio, Rule of Thirds, Foreground, and Background.

- 1.5 Introduction to Lighting:
- 1.6 Types, Principles, and Techniques of Lighting in Photography.
- 1.7 Utilizing Electronic Flash and Synchronization for Impactful Images.

Unit 2: Basics of Photography

(07 Lectures)

- 2.1 Unveiling the Camera:
- 2.2 Types of Cameras, Parts, and Essential Accessories.
- 2.3 Lens Essentials:
- 2.4 Understanding Different Types of Lenses: Normal, Wide, Telephoto, Zoom, Fish Eye, and Macro.
- 2.5 Mechanics of Photography:
- 2.6 Focal Length, Aperture, Shutter Speed, Depth of Field, Focusing, Exposure, and Exposure Metering.

Unit 3: Photo Editing

(06 Lectures)

- 3.1 Need for Editing; Use and Misuse of Technology
- 3.2 Photo Editing Techniques
- 3.3 Integrating Multimedia Storytelling with Audio and Video.
- 3.4 Basics of Digital Editing and Post-Processing Techniques.

Unit 4: Introduction to Photojournalism

(12 Lectures)

- 4.1 Tracing the Roots of Photojournalism: Understanding Historical Evolution from Early Documentary Photography to Modern Multimedia Platforms.
- 4.2 Examining the Impact of Photojournalism: Ethical Principles, Legal Considerations, and Copyright Issues.
- 4.3 Importance of Research and Planning: Enhancing Authenticity and Relevance of Visual Narratives through Research and Recce, Ensuring Safety and Security, Strategies for Operating in Conflict Zones and Hostile Environments.
- 4.4 Navigating the Newsroom: Understanding the Role of Photojournalists and Developing Flair for Capturing Compelling News Photos.
- 4.5 Exploring Genres and Subjects: From Spot News to Fashion and Lifestyle; Introduction to Caption Writing.
- 4.6 Leveraging Social Media: Strategies for Engagement and Outreach through Digital Platforms.

Unit 5: Fields and Types of Photojournalism

(12 Lectures)

- 5.1 Diving into Diverse Fields: Spot News, General News, Street Photography, Art and Culture, Sports, Environment, Wildlife, Fashion and Lifestyle, Crime and Forensic, Industry, Food, War/Conflicts.
- 5.2 Crafting Compelling Visual Narratives: Exploring Photo Features, Stories, Essays, Blogs, and Video Blogs.
- 5.3 Adapting Photography for Specialized Publications: Understanding Unique Demands of Different Platforms.
- 5.4 Publishing on Digital Platforms: Building a Professional Portfolio for Maximum Impact.
- 5.5 Final Portfolio Showcase: Synthesizing Skills and Knowledge into a Cohesive Body of Work.

Essential Readings

Freeman, M. (2017). The photographer's eye: composition and design for better digital photos. Routledge.
Langford, Michael et al. (2010). Langford's Basic Photography: The Guide for serious Photographers, UK: Focal Press, 2010.
Sharma, O.P. (2003). Practical Photography, New Delhi: Hind Pocket Books.

Suggested Readings

Craven, G. M. (1990). Object and Image, An Introduction to Photography. New Jersey: Prentice-Hall
Dilwali, Ashok (2010). All about Photography. New Delhi: National Book Trust. Frost, Lee (2007). Photography, UK: Hodder Headline.
Hunter, F., Fuqua, P & Biver, S. (2013). Light: Science and Magic: An Introduction to Photographic Lighting. Taylor and Francis.
Peterson, B.(2010) Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera. Amphoto Books.
Schaefer, J. P.(1992). Basic Techniques of Photography: Ansel Adams Guide. Boston: Little Brown and Company.
Sontag, S. (2001). On photography (Vol. 48). Macmillan.

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment/Class Test	10
CIA 2	Mid-Semester Examination (Submission)	25
CIA 3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Submission)	50
	Total	100

SEMESTER- III
RADIO AND TELEVISION PRODUCTION (MED204-3N)

Total Teaching Hours for Semester: 60
Maximum Marks: 100

Credits: 04

Course Description:

The course Radio and Television Production aims to felicitates the student with in-depth knowledge of Radio and Television as mass media and impart audio-visual production skills.

Course Objectives:

1. To examine the theory and practice of audio and video production techniques and their relationship to other aspects of media production
2. To Demonstrate how to use industry-standard workstations, devices, and software to create professional audio-visual productions.
3. To understand the technical aspects of Audio-Video Production.

Course Outcomes:

By the end of the course the learners will be able to:

1. Internalize the technical aspects of Audio and Video production terminologies and concepts.
2. Handle all aspects and stages of audio-visual production be it radio programmes or television news or documentaries.

Unit 1 - Radio as a Medium

(05 Lectures)

- 1.1. Radio as a Medium: Characteristics, Functions, and Role.
- 1.2. Evolution of Radio as a Mass Medium
- 1.3. Development of Radio in India
- 1.4. Public vs Private Radio

Unit 2 - Basics of Sound

(05 Lectures)

- 2.1. Definition, Properties, and Characteristics of Sound
- 2.2. Elements of Sound
- 2.3. Sound Waves
- 2.4. Mono, Stereo, Surround, Binaural & 3D Sound

Unit 3 - Radio Programming

(10 Lectures)

- 3.1. Genres: News, Talks, and Discussions; Commentary on Public Events; Radio
- 3.2. Drama; Interviews; Documentary; Comedy and Light entertainment; Music; Educational
- 3.3. Programs; Phone-in programs; Quiz Demo, Spots and Jingles, etc.

- 3.4. News Bulletins: Radio News writing and presentation; structure of news bulletins
- 3.5. Principles of Writing for Radio.

Unit 4 - Radio Production

(10 Lectures)

- 4.1. Acoustics, Quality of Audio Signal
- 4.2. Types and Use of Microphones
- 4.3. Recording of programs - Voice quality, modulation, and pronunciation techniques
- 4.4. Selection of sound effects, Dubbing, Editing and Mixing Techniques
- 4.5. Audio File Formats

Unit 5 - Television and Video Production

(10 Lectures)

- 5.1. Television as a Mass Medium: Origin, Development, and Features
- 5.2. Camera Operations - Camera Mechanics, Types of Shots, Camera Angles and Movements
- 5.3. Lighting: Principles, Types, and Sources
- 5.4. Studio Production and Field Production: LIVE and Recorded

Unit 6 - Television Programming

(10 Lectures)

- 6.1. Genres and Formats of TV Programming: News Bulletins, Documentaries, Feature Programs, Drama, Sitcom, Reality TV, Game Show, Soap Opera, Animated Series, Television Serials.
- 6.2. Television News Production: News Writing for TV and Reporting, News Package Script Voice Over, Bytes, Anchoring, Slugs, Aston.TV on mobile.

Unit 7 - Video Editing

(10 Lectures)

- 7.1. Linear and Non-Linear Editing
- 7.2. Editing Techniques - Montage, Sequence of Shots and Scenes, Cut Aways, Transitions and Filters
- 7.3. Use of Video Effects, Images, Music, Voice Over, Titles
- 7.4. Video File Formats
- 7.5. Initiation to Adobe Premiere Pro or Final Cut Pro

Essential Readings

Belavadi, Vasuki (2013). Video Production. Oxford University Press. Compesi, Ronald J. (2019). Video Field Production and Editing. Routledge. McLeish, Robert (2005). Radio Production. (5th Edition). Focal Press.

Parameswaran, K. (2012). Radio Broadcasting. Author Press

Wohl, Michael (2017). The 360° Video Handbook: A Step-by-Sstep Guide to Creating Video.

Suggested Readings

Radio Production

Athawale, Pankaj (2017). Stay Tuned: The Story of Radio in India. Indus Source Books.

Baruah, U.L. (1983). This is All India Radio: A handbook of radio broadcasting in India. MIB, Publication Division

Owsinski, Bobby (2013). The Recording Engineer's Handbook. Cengage Learning. Owsinski, Bobby (2016). The Mixing Engineer's Handbook. Bobby Owsinski Media Group.

Owsinski, Bobby (2017). The Mastering Engineer's Handbook. Bobby Owsinski Media Group.

Samuel, J. Sauls (2009). Audio Production Worktext Concepts Techniques and Equipment (Sixth Edition). Taylor & Francis Ltd.

Television Production

Eckhardt, Ned (2012). Documentary Filmmakers Handbook. McFarland & Company.

Fossard, Estha and Riber, John (2005). Writing and Producing for Television and Film. Sage Publications.

Gormly, Eric K. (2005) Writing and Producing Television News. Surjeet Publication. Mamer, Bruce (2009). Film Production Technique. Wadsworth Publication.

Martingell, Paul (2008). Better Location Shooting - Techniques for Video Production. Focal Press.

Millerson, Gerald (2009). Television Production. Focal Press.

Proferes, Nicholas T. (2005). Film Directing Fundamentals. Focal Press. Yorke, Ivor (2000). Television News. Routledge.

Zettl, Herbert (1994). Video Basics. Wadsworth Publishing Company

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment/Class Test	10
CIA 2	Mid-Semester Examination (Submission)	25
CIA 3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Submission)	50
	Total	100

SEMESTER-IV

SEMESTER IV

SOCIAL MEDIA AND ANALYTICS (MED205-4N)

Total Teaching Hours for Semester: 60

Credits: 04

Maximum Marks: 100

Course Description

The proliferation of social media – social networking websites, blogging and microblogging, and other forms of online interaction and content generation – has introduced a powerful tool for people to communicate and share information. Social media provide a wealth of data that can help organizations better understand and build relationships with their publics. This course will introduce methods for analysing and understanding how people use these technologies and their societal implications. The course will introduce students to the science and social science of network analysis. Through real-world examples, including analysis of their own social networks, students will develop skills for describing and understanding the patterns and usage of services like Facebook, Twitter, YouTube, and others.

Course Objectives:

The objectives of the course are:

1. To provide students with insights on media and communication in the digital age.
2. To help students to have a comprehensive understanding of social media and its functionalities and implications in society.
3. To introduce students to the basic concepts and methods in social media analytics.
4. To understand the use of social media analytics for governance and public policy making.
5. To have a thorough knowledge of the use of social media analytics through case studies.

Course Outcomes:

By the end of the course, the learners will be able to:

1. Understand the dynamics of media and communication in the digital age.
2. Understand the importance of social media and its implications in society.
3. Understand the concepts and methods in social media analytics.
4. Use social media analytics tools for governance and policy making.

Unit 1 - Media and Communication in the Digital Age

(10 Lectures)

1.1 Information Sharing and Consumption

1.2 Impact of Digital Media on Society and Culture: Echo chambers, filter bubbles, political polarization, online activism.

1.3 The Future of Media and Communication: Emerging technologies like AR/VR

Unit 2 - Understanding Social Media

(10 Lectures)

2.1. Social Media User Behavior, engagement patterns, online communities and influencers.

- 2.2. Content Creation and Consumption, virality and virality engineering
- 2.3. Social Media and Communication Strategies

Unit 3 - Social Media Analytics

(20 Lectures)

- 3.1. Data Collection Tools and Techniques
- 3.2. Quantitative and Qualitative Analysis of Social Media Data
- 3.3. Storytelling with Social Media Data
- 3.4. Data Analytics for Social Media Optimization

Unit 4 - Social Media Analytics for Governance

(10 Lectures)

- 4.1. Social Media in Government Communication: citizen engagement, public service announcements.
- 4.2. Monitoring Public Opinion and Sentiment
- 4.3. Combating Misinformation and Disinformation

Unit 5 - Social Media Analytics: Case Studies

(10 Lectures)

- 5.1. Social Media and Elections: 2016 US Presidential Election
- 5.2. Social Media and Public Health: COVID-19 pandemic
- 5.3. Social Media Activism: #BlackLivesMatter, #MeToo
- 5.4. Ethical Dilemmas in Social Media Analytics: Cambridge Analytica and Facebook Data Scandal (2018)

Essential Readings

- Delfanti, A. (2019). Introduction to Digital Media. London: John Wiley & Sons.
- Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
- Ganis, Matthew and Kohirkar, Avinash (2016). Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media. Pearson.
- Rogers, R. (2013). Digital Methods. Cambridge, Massachusetts: MIT Press.
- Sponder, Marshall (2018). Social Media Analytics. McGraw Hill

Suggested Readings

- Andrejevic, M. and Gates, K. (2014). Big Data Surveillance: Introduction, Surveillance and Society, 12(2) (2014) 185-196.
- Briggs, M. (2013). Journalism Next: A practical guide to digital reporting and publishing. CQ Press.
- Fenton, N. (2010). New media, old news: Journalism and democracy in the digital age. Sage Publications.
- FICCI. (2016). The Future: Now streaming. India: KPMG.
- Zamith, F. (2012). Online news: Where is the promised context? ObCiber, 265-286.
- Gillespie, T. (2014). The relevance of algorithms. In T. Gillespie, P. J. Boczkowski, K. A. Foot, (Eds.). Media Technologies: Essays on Communication, Materiality, and Society. MIT Press.
- Pew Research. Social media Update 2013, December 2013.
- Social Media Metrics, the Beginner's Guide, Hootsuite, retrieved from <https://hootsuite.com/resources/getting-started-with-social-media-metrics>
- Sterne, Jim (2019). Social Media Metrics: How to Measure and Optimize Your Marketing Investment. Wiley

Szabo, G., G. Polatkan, O. Boykin & A. Chalkiopoulos (2019), Social Media Data Mining and Analytics, Wiley, ISBN 978-1-118-82485-6

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment/Class Test	10
CIA 2	Mid-Semester Examination	25
CIA 3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER-IV

MEDIA LAWS AND ETHICS (MED206-4N)

Total Teaching Hours for Semester: 60

Credits: 04

Maximum Marks: 100

Course Description

This paper introduces the students to the Indian press laws. The aim of the paper is to make the students know their role, responsibilities, freedom, and limitations as a journalist, with conceptual analysis and case studies. A thorough understanding of media laws and ethical issues will equip budding journalists to engage in their career assignments following the laws related to media while following the professional and ethical standards.

Course Objectives:

The objectives of the course are:

1. To make the students to understand the philosophical, historical, and constitutional perspectives on Freedom of the Press.
2. To provide an overview of the media laws and regulations during the British regime.
3. To facilitate students with detailed understanding of media laws in India.
4. To provide a glimpse of the legal and regulatory frameworks in the media landscape in India.
5. To make students aware of the ethical and legal concerns in Journalism.

Course Outcomes:

By the end of the course the learners will be able to:

1. Understand and contextualize philosophical and constitutional perspectives on Freedom of the Press.
2. Have a historical basis of media laws in India.
3. Understand media laws in India in detail and apply them in their professional pursuits.
4. Understand and follow the legal and regulatory frameworks in India related to media.
5. To make students journalists or media professionals driven by ethical and legal principles.

Unit 1-Press Freedom and Freedom of Speech and Expression

(8 Lectures)

- 1.1 Freedom of Speech – Philosophical and Constitutional Perspectives
- 1.2 Article 19 of Human Rights Declaration and Article 19(1) a of the Constitution of India.
- 1.3 Article 19 (2) of the Constitution of India
- 1.4 Supreme Court Order on Airwaves



Unit 2-Media Laws in the Pre-Independence Era

(7 Lectures)

- 2.1 Censorship of Press Act,1799
- 2.2 Vernacular Press Act,1878
- 2.3 Press and Registration of Books Act,1867
- 2.4 Official Secrets Act 1923

Unit 3-Media Laws in Independent India

(15 Lectures)

- 3.1 Cinematography Act,1952
- 3.2 Working Journalists Act 1955
- 3.3 Parliamentary Proceedings (Protection of Publication) Act 1956
- 3.4 Copyright Act, 1957
- 3.5 Information Technology Act, 2000
- 3.6 Right to Information Act, 2005
- 3.7 Sedition, Libel and Slander, Anti-Obscenity Laws

Unit 4-The Legal and Regulatory Frameworks

(15 Lectures)

- 4.1 Recommendation of First and Second Press Communications
- 4.2 Structure and Functions of PCI
- 4.3 Prasar Bharati Act 1990
- 4.4 TRAI Act 1997
- 4.5 CBFC-Functions
- 4.6 Advertising Laws in India: Codes for Commercial Advertising of AIR & Doordarshan
- 4.7 Professional Code of Conduct for Reporters

Unit 5-Legal and Ethical Concerns in Reporting

(15 Lectures)

- 5.1 Ethics in Changing Media Environment
- 5.2 Right to Privacy
- 5.3 National Security Concerns
- 5.4 Paid News
- 5.5 Ethical Dimensions of Investigative Journalism and Sting Operations
- 5.6 Plagiarism,Copyright, Piracy

Essential Readings:

Basu, D.D.(2002).Law of the Press. New Delhi: Prentice-Hall.
Louis DA. (2005) Ethics in Media Communications, USA: Thomson Wadsworth
Madhavi G.D (2006) Facets of Media Law, Lucknow: Eastern Book Company.
Manna, B.(2003).Mass Media and Related Laws in India. Academic Publishers.
Philip S. & Kathy F. (2000). Journalism Ethics, New York: Harcourt Brace College Publishers.

Suggested Readings:

- Bhattacharjee, S. (2005). Media and Mass Communication An Introduction. Delhi: Kanishka Publishers and Distributors.
- Hakemulder, J.R. (1998). Mass Media. Mumbai: Anord Publication Pvt Ltd.
- Hanson, R. E. (2016). Mass communication: Living in a media world. Sage Publications.
- Kumar, K.J. (2005). Mass Communication in India. Hyderabad: Jaico Publishing House.
- Minattur, J. (2012). Freedom of the press in India: constitutional provisions and their application. Springer.
- Powe, L. A. (1992). Fourth Estate Constitution: Freedom of the Press in America. New Delhi: Affiliated East West Press Pvt Ltd.
- Rayudu, C.S., & Rao, N.S. (1995). Mass Media Laws and Regulation. New Delhi: Himalaya Publishing House.
- Schmuhl, R. (1984). The Responsibilities of Journalism. New Delhi: Affiliated East West Press Pvt Ltd.
- Singh, J.K. (2002). Media Culture and Communication. Jaipur: Mangal Deep Publications.

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment/Class Test	10
CIA 2	Mid-Semester Examination	25
CIA 3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER- V

SEMESTER V

ADVERTISING AND PUBLIC RELATIONS (MED 307-5N)

Total Teaching Hours for Semester: 60

Credits: 04

Maximum Marks: 100

Course Description

This course – Advertising and Public Relations - is designed to help students to understand the basics of advertising and public relations. It prepares students for decisions in advertising and media in their respective roles in marketing. The course also explores the scope of advertising and public relations in the government. With this course, students will acquire the skills of Integrated Marketing Communication that not only help them to explore career in a continuously expanding Advertising and Public Relations industry, but also to grab opportunities with institutions working in the areas of political communication and advocacy.

Course Objectives

The objectives of the course are:

1. To equip students with the latest concepts and techniques of advertising
2. To understand market insights into strategies that attract eyeballs
3. To equip students with the recent concepts and practices in public relations
4. To understand the relevance of public relations

Course Outcomes

By the end of the course the learners will be able to:

1. Gain working knowledge of the advertising industry and its recent trends in marketing.
2. Make advertising plans and conceptualize media creatives for the same.
3. Have an overview of the concepts like propaganda, public opinion, advertising, and public relations and their implications in society and market.
4. Acquire corporate communication skills, making them employable in this sector.

Unit 1 - Introduction to Advertising

(8 Lectures)

- 1.1. The Advertising Industry
- 1.2. Consumer Behavior
- 1.3. The Creative Process

Unit 2 - Advertising Models and Regulations

(7 Lectures)

- 2.1. Traditional Models (Broadcast, Print, Outdoor Advertising) vs Digital Monetization Strategies
- 2.2. Programmatic Advertising.
- 2.3. Emerging Regulations: Deceptive Practices, Ad Blocking, Data Privacy Regulations (e.g., GDPR, CCPA) and Targeted Advertising.

Unit 3 - Advertisement Production

(15 Lectures)

- 3.1 Concept Development
- 3.2. Copywriting
- 3.3. Storytelling & Visual Content
- 3.4. Pre-Production & Production

Unit 4 - Understanding Public Relations

(10 Lectures)

- 4.1. Publics & Stakeholders
- 4.2. PR Tools & Techniques
- 4.3. Metrics & Evaluation

Unit 5 - Advertising and Public Relations for Governance

(10 Lectures)

- 5.1. Public Health Campaigns: Promoting Public Health Awareness and Behavior Change.
- 5.2. Social Responsibility, Diversity & Inclusion.
- 5.3. Crisis Communication

Unit 6 - New Age Advertising Techniques

(10 Lectures)

- 6.1. Experiential Marketing, AR/VR, Interactive Experiences.
- 6.2. Artificial Intelligence in Marketing Communications

Essential Readings

Chunawalla, S.A., Kumar, K.J. & Sethia, K.C. (2015). Advertising Theory and Practice. New Delhi: Himalaya Publishing House Pvt. Ltd.

Jefkins, F. (1999). Public Relation Techniques. Butterworth-Heinemann.

Kotler, Philip (2002). Marketing Management. New York: Pearson Prentice Hall.

Wilcox, D. L., Cameron, G. T. & Reber, B.H. (2015). Public Relations: Strategies & Techniques (11th ed.). England, UK: Pearson Education Ltd.

Suggested Readings

Aaker, David, A. and Mayers (2007) Advertising Management, New Delhi: Prentice-Hall.

Cutlip, S.M. & Center, A.H. (1985). Effective Public Relations: Prentice-Hall.

David, O. (1985). Ogilvy on Advertising. USA: Crown Publishers.

Frank, J. (1990). Advertising Made Simple. London: Made Simple Books.

Heath, R. L. (Eds.). (2000), Handbook of Public Relations. USA: Sage Publications.

Jefkins, Frank (2007). Advertising. New Delhi: Tata Mcgraw Hill.

Jethwaney, J. & Jain S. (2006). Advertising Management. Oxford University Press.

Sampson, H. (1874). A History of Advertising from the Earliest Times. London: Chatto and Windus.

Williams, R.(1980). Advertising: The Magic System, in Problems in Materialism and Culture. London: Verso, 170–195.



Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment/Class Test	10
CIA 2	Mid-Semester Examination	25
CIA 3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER-V

FILM STUDIES (MED309-5N)

Total Teaching Hours for Semester: 60 hours

Credits: 04

Maximum Marks: 100

Course Description

This course aims to introduce students to understanding cinema through its formal modes of expression, its evolution and traces its development and impact in our society. While this course has a specific focus on understanding cinema through various debates in mass culture, students will also be familiarized to the evolution of cinema within the Indian context and to various aspects related to cinema's production, distribution and circulation.

Course Objectives

The objectives of the course are:

1. Understand the formal expression of cinema
2. Understand the evolution of cinema
3. Understand debates related to film production, circulation and distribution
4. Understand certain critical and ideological positions in film studies

Course Outcomes

By the end of the course the learners will be able to:

1. Recognize the formal elements of films
2. Analyse cinema as an art form and as a form of mass media
3. Critically review styles, concepts, and techniques of filmmaking
4. Acquire and apply tools to carry out rigorous formal analysis of cinematic visual styles, narrative conventions, and generic trends
5. Explain how cinema has changed over time as an aesthetic form, as an industry, and as a social institution.

Unit 1 – Language of Cinema

(20 hours)

- 1.1. Mise-en-scène; Camera angles
- 1.2. Shot composition
- 1.3. Colour, Sound and Light
- 1.4. Editing & Montage
- 1.5. Film Genres

Unit 2 - Major Film Theories and Movements

(20 hours)

- 2.1. Cinematic modernism
- 2.2. Realism
- 2.3. Auteurs of French New Wave and Global Cinema

2.4. Cinema and political resistance

2.5. Gender in Cinema

Unit 3 – Indian Cinema and Cinema as Mass Culture

(20 hours)

3.1. History of Indian Cinema

3.3. Cinema and the Region

4.1. Cinema as mass culture

4.2. Genre Production

4.4. Stardom

4.5 Cinema and the digital mediascapes

Essential Readings

Athique, Adrian. (2011) From cinema hall to multiplex: A public history, South Asian Popular Culture, 9:2, 147-160, DOI: 10.1080/14746681003798037

Andrew, J. D. (1976). The major film theories: An introduction. Oxford University Press.

Barnouw, E. (1980). Indian film. New York: Oxford University Press.

Gibbs, John (2002). "The Elements of the Mise-en-scène" in Mise-en-scène: Film Style and Interpretation, Columbia University Press.

Rajadhyaksha, Ashish. 'India's Silent Cinema: A "Viewer's View'. In Chabria, Suresh, et al., editors. Light of Asia: Indian Silent Cinema, 1912-1934. Revised and Expanded edition, Niyogi Books, 2013. pp. 25-40

Rajadhyaksha, Ashish. Indian Cinema in the Time of Celluloid: From Bollywood to the Emergency (New Delhi: Tulika Books/ Bloomington: Indiana University Press), 2009.

Varma, Rashi. "Provincializing the Global City: From Bombay to Mumbai" Social Text. Vol.81, pp.65-87

Vasudevan, Ravi. "Dislocations: The Cinematic Imagining of a New Society in 1950s India", in Ania Loomba and Suvir Kaul, eds. The Oxford Literary Review-On India: Writing History Culture Post Coloniality. Vol 16, nos 1-2, 1994. pp. 93-124

Suggested Readings

Athique, Adrian & Douglas Hill (2009). The Multiplex in India: A Cultural Economy of Urban Leisure. Routledge



Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment/Class Test	10
CIA 2	Mid-Semester Examination	25
CIA 3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER-V

DEVELOPMENT COMMUNICATION (MED 308-5N)

Total Teaching Hours for Semester:60

Credits: 04

Maximum Marks: 100

Course Description

This course – Development Communication - introduces students to the basics of development communication. Various theories and models of development communication are explored and the role of media in ‘development’ is critically and analytically dissected.

Course Objectives

The objectives of the course are:

1. To relate the nature and potential of communication for holistic social development
2. To analyse the contribution of different organization for development
3. To formulate the strategy for a development communication project
4. To discuss the different case studies of development communication

Course Outcomes

By the end of the course the learners will be able to:

1. Apply the use, concept, and tools of communication in social development.
2. Identify the structure, practice, and issues of development communication.
3. Make use of the effects and role of mass media in a development communication context.
4. Design the new dimensions of research in a development communication context.

Unit 1 - Introduction to Development Communication

(20 Lectures)

- 1.1. Development Communication - Definition, Need, Origin, and Development.
- 1.2. Paradigms of Development: Dominant, Dependency & Alternative Paradigm
- 1.3. Development Communication Approaches – Diffusion of Innovation, Empathy, Magic Multiplier, Alternative Approaches - Sustainable, Participatory, Inclusive, and Gender
- 1.4. Development Support Communication (DSC) – Definition, Genesis, Areas, Woods Triangle

Unit 2 - Media for Development

(20 Lectures)

- 2.1. Development Communication Programs and Government Schemes in India: Case Studies - SITE, Krishi Darshan, Kheda and Jhabua Projects, MNREGA, National Knowledge Network, E-Chaupal, Swachh Bharat Abhiyan, Ujjwala

Yojana

2.2. Role of Doordarshan and All India Radio in Development Communication

2.3. Role of Development Agencies and NGOs - WHO, UNESCO, UNICEF

Health - Nutrition, Hygiene, Maternal Care, Child Development, HIV-AIDS added Control,

2.4 Drug Abuse, Communicable Diseases - Covid 19, Polio Vaccination

Programme, Education and Literacy,

2.5 Environment, Population, Women Empowerment, Agriculture Extension

Unit 3 - Designing Development Communication Projects

(20 Lectures)

5.1. Communication Strategies for Development - Planning, Design, Implementation, Monitoring and Evaluation

5.2. Researching Problems, Audience, and Content

5.3. Use of Traditional, Print, Broadcast, and Digital media (News, Features, Special Bulletins, Featured Programmes, Public Service Advertisements, Narrowcasting, Brochures, and Handout)

5.4. ICT for Development - Use of Mobile Apps, Social Media

5.5. Ethical Aspects in Development Communication

Essential Readings

Narula, U. (2016). Development Communication. New Delhi: Har Anand Publication.

Mefalopulos, P. (2008). Development communication sourcebook: Broadening the boundaries of communication. The World Bank.

Melkote, S. R., & Steeves, H. L. (2015). Communication for Development: Theory and practice for empowerment and social justice. SAGE Publications India.

Servaes, J. (Ed.). (2007). Communication for development and social change. SAGE Publications India.

Srampickal, Jacob and Aram, Arul (2007). Understanding Development Communication. Delhi: Media House.

Suggested Readings

Jain, R. (2003). Communicating rural development: Strategies and alternatives. Jaipur:

Rawat Publications.

Pattanaik, B. K. (2017). Issues and Challenges of Development: An Introduction. SAGE Publications Private Limited.

Suggested Readings

Mefalopulos, P. (2008). **Development communication sourcebook: Broadening the boundaries of communication**. Washington, DC: World Bank.

Servaes, J. (2008). **Communication for development and social change**. New Delhi, India: SAGE Publications.

Rogers, E. M. (2003). **Diffusion of innovations** (5th ed.). New York, NY: Free Press.

Manyozo, L. (2012). **Media, communication and development: Three approaches**. New Delhi, India: SAGE Publications.

Gumucio-Dagron, A., & Tufte, T. (Eds.). (2006). **Communication for social change anthology: Historical and contemporary readings**. South Orange, NJ: Communication for Social Change Consortium.

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment/Class Test	10
CIA 2	Mid-Semester Examination	25
CIA 3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER VII

SEMESTER VII

HEALTH POLICY & COMMUNICATION (MED415-7N)

Total Teaching Hours for Semester: 60

Credits: 04

Maximum Marks: 100

Course Description

This course - Health Policy and Communication - provides an overview of the healthcare policy making process, the effect of healthcare policy, the influence of political and economic forces on healthcare policy, the necessity of health services organizations to engage in strategic governmental relations to influence policy and communication aspects of health. The fields of communication, public health and public relations are increasingly recognized as powerful tools in addressing the world's most imperative public health challenges. Knowing how to effectively frame communication, select media, and construct health campaigns, can assist the policy makers and practitioners in informing, empowering, or persuading individuals to adopt healthier lifestyles as well as foster public debate and governmental policy change. The course will equip students to understand the health policy and communication process in detail.

As part of this course, exposure visits to institutions/agencies may be organized and students may undertake mini health campaigns using social media and other digital platforms.

Course Objectives

1. To provide students with a detailed understanding of the key concepts and models in health policy.
2. To impart an overview of the healthcare policies and issues in the healthcare sector in India.
3. To introduce the basic concepts and theories in health communication and the methods of campaigns on various healthcare issues.
4. To enable the students to have a critical understanding of the health communication scenario in India.

Course Outcomes

By the end of the course the learners will be able to:

1. Understand the key concepts, models, and practices in health policy.
2. To understand and analyse healthcare policies and issues in the healthcare sector in India.
3. Plan and execute health communication campaigns.
4. Critically analyze and comment on health communication initiatives in India.

Unit 1 - Introduction to Health Policy

(15 Lectures)

- 1.1 Health and Health Care Policy: Definition and Importance, Healthcare: Critical Thinking and Methodological Considerations
- 1.2 The Policy Process: From Idea to Implementation
- 1.3 Key Players in Health Policy: Government, NGOs, and International Organizations
- 1.4 Analyzing Health Policy: Understanding Impact and Effectiveness
- 1.5 Media's Role in Health Policy: Shaping Public Opinion and Advocacy
- 1.6 Ethical Reporting: Journalism Principles in Health Policy Coverage
- 1.7 Effective Health Communication: Reaching and Engaging Audiences
- 1.8 Social Media and Health Policy: Opportunities and Challenges

Unit 2 - Healthcare Policies in India

(15 Lectures)

- 2.1 Health System in India: An Overview and Comparison of Colonial Health Policies and Policies of Independent India, Health Laws and Health Governance Systems of India, Issues in
- 2.2 Accessibility, Affordability, and Availability; Right to Health; Socio-Economic determinants of Health in India; Pressure Groups,
- 2.3 Case Studies - National Health Policy 2017, Ayushman Bharat/PM-JAY, NRHM, Happiness Therapy in Delhi Government Hospitals, AYUSH: Alternative Systems of Medicine
- 2.4 Healthcare Financing and Insurance, Maternal and Child Health Programs, Communicable Disease Control Policies, Non-Communicable Disease Prevention Efforts
- 2.5 Mental Health Policies and Awareness
- 2.6 Health Information Technology Initiatives
- 2.7 Healthcare Access and Equity Concerns

Unit 3 - Health Communication

(15 Lectures)

- 3.1 Health Communication: Definition, Importance, and Theories
- 3.2 Cultural and Health Literacy Factors – Behavioural Change Communication (Handwashing, Use of Contraceptives, Mission ODF – case studies)
- 3.3 Role of Media in Pandemic Management – Covid19
- 3.4 Public Health Communication: Paradigm Shifts with Covid-19
- 3.5 ICT and Social Media for Health Communication
- 3.6 Using Media for Health Advocacy
- 3.7 Communicating During Health Crises
- 3.8 Ethics in Health Journalism
- 3.9 Designing Health Campaigns
- 3.10 Digital Health Communication Trends
- 3.11 Promoting Healthy Behaviors
- 3.12 Engaging Communities in Health Initiatives

Unit 4 - Health Communication in India

(15 Lectures)

- 4.1 Health Communication:
- 4.2 Basics of Health Communication in India
- 4.3 Tailoring Health Messages for Diverse Audiences
- 4.4 Using Media for Health Advocacy in the Indian Context

- 4.5 Communicating During Health Crises: Lessons from India
- 4.6 Leveraging Social Media for Health Promotion in India
- 4.7 Ethics in Health Journalism: Indian Perspectives
- 4.8 Designing Effective Health Campaigns for Indian Audiences
- 4.9 Trends in Digital Health Communication in India
- 4.10 Promoting Traditional Indian Health Practices through Communication
- 4.11 Community Engagement Strategies for Health Initiatives in India
- 4.12 Health Reporting in India
- 4.13 Challenges and Opportunities in Health Reporting in India

Essential Readings

Dawes, Daniel E. (2020). The Political Determinants of Health. John Hopkins University Press.
du Pré, A. (2014). Communicating about health: Current issues and perspectives, 4th ed. New York: Oxford University Press.
Goel, S. L. (2004). Public Health Policy and Administration. Deep & Deep Publications.
Loversidge, Jaqueline M. (2019). Evidence-Informed Health Policy. SIGMA Theta Tau International.
Moniz, Cynthia D. and Gorin, Stephen H. (2019). Health Care Policy and Practice: A Biopsychosocial Perspective. Routledge
Schiavo Renata (2007), "Health Communication from Theory to Practice" published by Jossey-Bass, USA.

Suggested Readings

Bernhardt, J. (2004). Communication at the core of effective public health. American Journal of Public Health, 94(12), 2061- 2063.
Duggal, Ravi. (2006). Evolution of Health Policy in India.
Ganguly, Leena V. (2005). Review of Healthcare in India. Mumbai: CEHAT Leiyu Shi and Douglas Singh, The Nation's Health, Eight Edition Cockerham, Medical Sociology on the Move: New Direction in Theory
Chapal Mehra, why health communication is important? <https://www.thehindu.com/sci-tech/why-health-communication-is-important/article4268023.ece>
Apfel, F. (2013), Health Communication. In Health Promotion Theory. Edited by: L Cragg, M Davies & W Macdowall, OUP, McGraw-Hill Education: Maidehead, UK.
Chatterjee, R,S. Bajwa, D. Dwivedi, et al. 2020. "Covid-19 Risk Assessment Tool: Dual Application of Risk Communication and Risk Governance." Progress in Disaster Science 7 (October 2020), 1-11. <https://doi.org/10.1016/j.pdisas.2020.100109>.
Wang, H., P. Cleary, J. Little, et al 2020. "Communication in a Public Health Crisis." The Lancet Digital Health, no. 10 e504 [https://doi.org/10.1016/S2589-7500\(20\)30197-7](https://doi.org/10.1016/S2589-7500(20)30197-7).

Evaluation Pattern

	Mode of Examination	Weightage (%)
CIA 1	Assignment/Class Test	10
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CIA 3	Assignment/Class Test	10
Attendance		05
ESE	End Semester Examination (Written)	50
	Total	100

SEMESTER VII
GLOBAL POLITICS AND MEDIA (MED414-7N)

Total Teaching Hours for Semester: 60 hours
Maximum Marks: 100

Credit- 04

Course Description

The global balance of power is changing dramatically. As the world seems to be moving away from American Hegemony, the question of where power lies in global politics is becoming ever more significant. Great powers remain as the critical actors in the international system and the nature of the international order is determined by their interactions in war and peace. This course focuses on the transformation of the global power politics particularly focusing on the power shifts in the post-cold war international system. The course will also introduce students to the emergence of new power centres, and the changing dynamics of the international system along with the role of media and communication systems in the process. The course will examine whether the emerging power centres can cooperate in addressing the consequential challenges in the new century; climate change, nuclear proliferation, refugee crisis, international terrorism, and other issues.

Course Objectives:

The objectives of the course are:

1. To introduce the students to some of the key themes in internationalization of communication, emergence of propaganda and flaws in communication flow across the nations.
2. To provide the students with a glimpse of the evolution of the international system and its dynamics.
3. To help students to understand the political economy of international affairs.
4. To purview the major conflicts with global significance and international peace and reconstruction initiatives.
5. To enable students to have knowledge of contemporary global concerns.

Course Outcomes:

By the end of the course the learners will be able to:

1. Understand and analyze the propaganda and communication imbalances in the global media landscape.
2. Demonstrate the dynamic role of power in international relations.
3. Understand the political economy of international affairs.
4. Develop an understanding of global power politics in the twenty-first century.
5. Outline and analyze the major contemporary challenges and issues in global politics.

Unit 1 - The International Political System (12 Lectures)

- 1.1 Evolution of the International System
- 1.2. Post-Cold War International System: Unipolarism, Multipolarism
- 1.3. Non-State Actors in International Politics
- 1.4. Global Governance and Alignments - United Nations, Regional Alliances

Unit 2 - Political Economy of International Affairs (12 Lectures)

- 2.1. International Financial System: IMF, World Bank, Politics of Aid
- 2.2. International Trade Regime: WTO, TRIPS, TRIMS
- 2.3. Imperialism, Neo-colonialism and Decolonialization
- 2.4. Globalization

Unit 3 - Peace and Conflict (12 Lectures)

- 3.1. Global Conflicts - Vietnam War, 9/11 and Afghan War, Persian Gulf War
- 3.2. Changing Nature and Types of Wars
- 3.3. Global Arms Trade, Nuclear Proliferation and Disarmament
- 3.4. Terrorism and Counterterrorism
- 3.5. Post-Conflict Reconstruction: Case Studies

Unit 4 - Contemporary Global Concerns (12 Lectures)

- 4.1. Migration and Global Refugee Crises
- 4.2. Gender-Based Violence in Conflict Zones
- 4.3. Global South: Poverty, Food Crises, Pandemics
- 4.4. Climate Change and Environment Issues

Unit 5 - Media and Global Communication Systems (12 Lectures)

- 5.1. Media and War Propaganda: Journalism after 9/11, Embedded Journalism
- 5.2. Internationalization of Communication: Television, Radio, and Internet
- 5.3. Flaws in the Flow of Communication – Eurocentrism, Role of News Agencies
- 5.4. MacBride Commission and NWICO Debates
- 5.5. ITU, Press Freedom Index – RSF, ICIJ

Essential Readings

- Baylis and Smith (eds) (2014). The Globalization of World Politics. Sixth edition, New York: Oxford University Press.
- Heywood, A (2014). Global Politics. Palgrave Foundation.
- Mearsheimer, J.J. (2014), 'The Tragedy of Great Power Politics'. New York: Norton.
- Thussu, Daya Kishan (2003). War, and the Media: Reporting Conflict 24X7, London: Sage.
- Waltz, K. (1979). Theory of International Politics. Addison-Wesley Publications.
- Suggested Readings

- Allan, Stuart and Zelizer, Barbie, (2004). *Reporting War: Journalism in War Time*, Routledge.
- Artz, Lee and Kmalipor, Yahya R. (2003). *The Globalization of Corporate Media Hegemony*, New York Press.
- Barbie, Zelizer, and Allan, Stuart (2012). *Journalism after 9/11*, New York: Tylor and Francis.
- Buzan, B. and Ole Weaver (2003), 'Regions and Powers: The Structure of International Security'. Cambridge.
- Crenshaw, M. (1981). The Causes of Terrorism. in *Comparative Politics* Vol. 13(4), 379-399.
- Griffiths, M. and Terry O Callaghan (2002). *International Relations: The Key Concepts*. Routledge.
- Hussain, Zahida and Ray, Vanita (2007). *Media and Communications in the third world countries*, Gyan Publications.
- Ikenberry, G. John, Ed. (2002), *America Unrivaled: The Future of the Balance of Power*, Ithaca, NY: Cornell University Press.
- Kamalipour, Yahya R. and Snow, Nancy (2004). *War, Media, and Propaganda- A Global Perspective*, New York: Rowman and Littlefield Publishers.
- MacBride, Sean (1980). *Many Voices, One World*, New York: Rowman & Littlefield.
- Monroe, Price (2002). *Media Globalization: Media and Sovereignty*, Cambridge: MIT Press.
- Morgenthau, H.J. (1948), 'Politics among Nations: The Struggle for Power and Peace', Alfred A Knopf, New York.
- Patnaik, B.N & Hasnain, Imtiaz (eds.) (2006). *Globalization: Language, Culture and Media*, Shimla: Indian Institute of Advanced Studies.
- Thussu, Daya Kishan (2003). *International Communication: Continuity and Change*. Oxford University Press.
- Wohlforth, William C. (1999). The Stability of a unipolar world, in *International Security*, Vol. 24, No. 1. pp. 5–41.



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