

**DETAILS SYLLABUS FOR
MASTER OF SCIENCE (MEDIA RESEARCH)**

DEPARTMENT OF COMMUNICATION RESEARCH



**Makhanlal Chaturvedi National University of Journalism and Communication
B-38, Press Complex, M.P.Nagar, Zone- 1, Bhopal (M.P.) 462011)**

Syllabus of M. Sc. (Media Research)

(Effective from 2020-21)

Course Scheme

	CCC	CCE	OE
SEM I	CCC1 Origin and Growth of Media	CCE1 Introduction to information and Communications Technology Tools Or CCE2 Introduction to Socio-Economic Polity	OE1- Content Analysis OE2-Marketing Research OE3-SPSS
	CCC2 Media Language: Structure & Style		
	CCC3 Introduction to Media Research		
SEM II	CCC4 Media Research Methods and Tools	CCE3 Multi Media and Research Or CCE4 Media Laws and Ethics	OE4- Web Survey Methodology OE5-Media Planning and Strategy Research
	CCC5 Communication Theories		
	CCC6 Elementary Statistics and SPSS		
SEM III	CCC7 Data Analysis, Interpretation & Report Writing	CCE5 Audio-Visual Communication Practices Or CCE6 Data Journalism	
	CCC8 Audience and Opinion Research		
	CCC9 New Media Research		
SEM IV	CCC10 Marketing and Advertising Research	CCE7 Qualitative Research Or CCE8 Political Communication Research	
	CCC11 Advance Statistics and SPSS		
	CCC12 Minor Project (Dissertation)		

Marks Scheme																
	CCC	Th	Int	Pr	T	CCE	Th	Int	Pr	T	OE	Th	Int	Pr	T	
SEM I	CCC1 Origin and Growth of Media	80	20	-	100	CCE1 Introduction to information and Communications Technology Tools or CCE2 Introduction to Socio-Economic Polity	50	20	30	100	OE1- Content Analysis	25	10	15	50	
	CCC2 Media Language: Structure & Style	50	20	30	100											
	CCC3 Introduction to Media Research	50	20	30	100		80	20		100	OE2-Marketing Research	40	10		50	
SEM II	CCC4 Media Research Methods and Tools	50	20	30	100	CCE3 Multi Media and Research or CCE4 Media Laws and Ethics	50	20	30	100	OE3-SPSS	25	10	15	50	
	CCC5 Communication Theories	80	20		100											
	CCC6 Elementary Statistics and SPSS	50	20	30	100		80	20		100	OE4- Web Survey Methodology	25	10	15	50	
											OE5-Media Planning and Strategy Research	40	10		50	
SEM III	CCC7 Data Analysis, Interpretation & Report Writing	50	20	30	100	CCE5 Audio-Visual Communication Practices or	80	20		100						
	CCC8 Audience and Opinion Research	80	20		100											
	CCC9 New Media Research	80	20		100	CCE6 Data Journalism	80	20		100						

SEM IV	CCC10 Marketing and Advertising Research	80	20		100	CCE7 Qualitative Research Or CCE8 Political Communication Research	50	20	30	100						
	CCC11 Advance Statistics and SPSS	50	20	30	100											
	CCC12 Minor Project (Dissertation)	50	20	30	100		50	20	30	100						

Programme objectives

1. To develop in-depth understanding about media research and its background.
2. To provide knowledge on methodological concepts of media and communication research.
3. To introduce and enhance understanding about tools, techniques and methods of media research.
4. To develop analytical and evaluative thinking for media research.
5. To develop capacity for conducting research in media industry.

Programme outcomes

1. Students will be able to demonstrate research skills.
2. They will have enhancement of knowledge of research approach, methods, tools and reports.
3. Students will demonstrate thorough understanding of application of research in media industries.
4. Students will be able to use significance of computers and digital media in research.
5. They will be competent to conduct research in media sector.

Programme Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
PEO1	3	1	3	3	3	3	2	-	2		2				1
PEO2	3			2		3		3							2
PEO3	3		3	2	2	3		3		3					2
PEO4	1	2	3	2	3	3			2	2					3
PEO5		3		3				3	2			2			3

1. Disciplinary Knowledge 2. Communication Skills 3. Critical Thinking 4. Problem Solving 5. Analytical Reasoning 6. Research Related Skills 7. Cooperative/Team Work 8. Scientific Reasoning 9. Reflective Thinking 10. Information/Digital Literacy 11. Self-Directed Learning 12. Multicultural Competence 13. Moral and Ethical Awareness/Reasoning 14. Leadership Readiness/Qualities 15. Lifelong Learning

3-High 2- Significant 1-Low

I Semester

CCC-1: ORIGIN AND GROWTH OF MEDIA

Total Marks: Theory-80 Practical-00 Internal-20 Credit-6

COURSE OBJECTIVES:

1. To make students aware of the rich and diverse history of Indian Press, Television and Radio.
2. To highlight the role of government in the press.
3. To educate students about role of newspapers in Indian freedom struggle.
4. To make students aware of growth of one Hindi and English newspapers particularly.
5. To give an introduction of different forms of traditional media.

LEARNING OUTCOME:

1. Students will be able to explain birth and growth of India Press.
2. They will develop thorough understanding of contribution of Indian Media in the freedom struggle and be able to share it.
3. Students will have knowledge about growth of National and Vernacular Press, Television and Radio.
4. They will understand different forms of Traditional media.
5. Understand the problems faced by various Media business.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	-	-	-	-	1	-	-	-	-	-	3	-	2
CO2	2	2	2	-	-	-	-	-	2	-	2	-	-	2	2
CO3	2	-	1	-	2	2	-	-	2	-	-	-	2	-	2
CO4	3	-	2	-	2	-	-	-	-	-	-	2	3	-	2
CO5	3	-	2	-	2	-	-	-	-	-	-	-	3	-	3

3- High, 2-Significant, 1-Low

UNIT-I	Early History of Press in India (1780-1915)	L	T	P
1.1	Origin of Indian Press in Colonial Period, Newspaper: Characteristics and their effect in the society; Hickey's Bengal Gazette, The Madras Courier, the Bombay Herald, Bombay Courier, UdantMartand, Samachar Sudhavarshan. (Lecture, Expert Session)	2	2	-
1.2	Brief history of prominent Newspapers: The Hindu, Hindustan Times, Times of India, Amrit Bazar Patrika(Lecture and Case reading)	2	2	-
1.3	Brief Introduction and contribution of Eminent Journalists - Raja Rammohan Roy, Ishwarchand Vidyasagar, Balgangadhar Tilak, Jyotiba Phule, Bharatendu, Babu Harish Chandra, Mahatma Gandhi (Lecture and Case Reading)	2	2	2
1.4	Contribution of Jugal Kishore Shukla. (Lecture and Case Reading)	2	2	1
1.5	Contribution of Indian Media in Social Awakening (Renaissance)/Social Reforms. (Lecture and Case Reading)	2	2	1

UNIT-II	Press and Freedom Struggle (1915-1947)	L	T	P
2.1	Role of Press in Freedom Movement (Lecture and Case Reading)	2	2	-
2.2	Brief Introduction of newspapers who contributed in freedom struggle: Young India, Navjeevan, National Herald, Kesri, The Forward (Lecture and Case Reading)	2	2	1
2.3	Contribution of Eminent Journalists: Baburao Vishnu Paradkar, Ganesh Shankar Vidyarthi, Makhantal Chaturvedi, Madhavrao Sapre. (Lecture and Case Reading)	2	2	1
2.4	Press and Non-cooperation Movement, Civil Disobedience; Satyagrah (Lecture and Case Reading)	2	2	1
2.5	Press during Quit India Movement (Lecture and Discussion)	2	2	1

UNIT-III	Media in Independent India	L	T	P
3.1	Role of Vernacular Press in National Development (Lecture and Case Reading)	2	2	1
3.2	History of Vernacular Press: Hindi, Urdu, Bengali, Malayalam, Tamil, Marathi; Eminent Journalists of Post Independence Period: Prabhash Joshi, Rajendra Mathur, Dharmveer Bharati, Kuldeep Nayar, Sham Lal, H.K Dua, Rahul Barpute (Lecture and Case Reading)	2	2	1
3.3	Radio: History of AIR, Evolution of Programming, Privatization of Radio Broadcasting, FM, Community Radio (Lecture and Case Reading, Demonstration)	2	2	1
3.4	Television: History of Doordarshan, SITE, Privatization of TV, Regulatory Mechanism, Prasar Bharati, Joshi, Verghese & Chanda Committees (Lecture and Case Reading)	2	2	1
3.5	Press Commissions and Press Council of India, Press during Emergency (1975-77) (Lecture and Case Reading)	2	-	-

UNIT-IV	Introduction to Global Media	L	T	P
4.1	Role of News Agencies in Global Media, Reuters, AP, AFP, TAAS, DPA, Xinhua (Lecture and Case Reading)	2	1	1
4.2	A Short History of Political Propaganda, Nazi Propaganda, Radio and International Communication, Media during World War-II (Lecture and Case Reading)	2	1	1
4.3	The Cold War, Diplomacy and Media, Media Hegemony and Homogenization (Lecture and Case Reading)	2	1	1
4.4	Radio Liberty, Voice of America, Television Origin and Technological Evolution; BBC and CNN (Lecture and Case reading)	2	1	-
4.5	Role of UNESCO, New World Information and Communication Order; The Mac Bride Round Table (Lecture and Case Reading)	2	1	-

UNIT-V	Media ownership and News Agencies	L	T	P
5.1	Ownership Pattern in India: Types and Patterns, Cross Media Ownership (Lecture and Case Reading)	2	1	1
5.2	Ownership of Newspapers, News Channels and Digital Media in India. (Lecture and Case Reading with Discussion)	1	1	1
5.3	Evolution and Functions of News Agencies in Indian Press, Establishment and its Conflicts; News agencies- UNI, PTI, Univarta, Bhasha, Hindustan Samachar. (Lecture and Case Reading with Discussion)	2	-	-
5.4	Press in Asia, Newspool. (Lecture and Case Reading with Discussion)	1	1	1
5.5	History of Printing Press; Types of Printing: Letter Press, Lithography, Flexography, Gravure, Offset (Lecture and Case Reading with Discussion)	2	2	1

PRACTICALS/ ASSIGNMENTS:

- Prepare a paper on Global Media.
- Visit any Media House and prepare a report.
- Write an essay on contribution and relevance of any one Freedom Fighter Journalist.
- Prepare chart/poster on timeline of origin and growth of Press, Television or Radio broadcasting.
- Prepare a brief report on ten year's growth of Print Media/Television/Radio in India. (References to be taken from IRS, NRS, Indian Media and Entertainment Industries, Annual Report of FICCI and KPMG)

SUGGESTED READINGS:

- Brigs, A. (2008). Social History of the Media: From Gutenberg to Internet. Polity Press
- Chopra, Kusum Lata . Gandhi: The Master Communicator. New Delhi: Kanishka Publishers.
- Chaturvedi, Jagdish Prasad. Hindi Patrakarita Ke Kirtiman. Allahabad: Sahitya Sangam
- Chaupra, Dhananjay, Patrakarita Tab Se Ab Tak, Lucknow: Uttar Pradesh Hindi Sansthan.
- Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication.

- Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-language Press (3rd edition). Oxford University Press
- Natarajan, J. (2000) History of Indian Journalism. Publication Division
- Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications.
- Natrajan, J. History of the Press in India. Delhi: Asia Publishing House.
- Shridhar, Vijaydutt. Bharatiya Patrakarita Kosh. New Delhi: Vani Prakashan.
- Sahu, RN and Pandey, K.S. The Press in India: Perspective in Development and Relevance. New Delhi: Kanishka Publishers.
- Sarkar, NN. Art and Print Production. Oxford University Press.
- Tiwari, Arjun. Patrakarita Ka Itihas. New Delhi: Vani Prakashan

MEDIA LANGUAGE: STRUCTURE & STYLE (Common Paper)

Total Marks: Theory-50 Practical-30 Internal-20 Credit-6

COURSE OBJECTIVES

1. To introduce students to the importance and growth of language.
2. To introduce students to the structure and style of language.
3. To develop an understanding about the difference between the languages for writing, audio and visuals.
4. To introduce students to the changes taking place in Media Language.
5. To develop an understanding about translation and paraphrase.

LEARNING OUTCOMES

1. Enhancement in understanding about the growth and changes taking place in language.
2. Students get practical knowledge and understanding about the Media Language, its structure and style
3. Students get knowledge about the words and phrases used for specialized news.
4. Efficiency enhancement through Media friendly paraphrasing.
5. Development of writing skills for print, electronic and New Media.

CO-PO Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	1	2	1	-	-	-	-	-	-	2	-	-	-	2
CO2	3	1	2	-	2	1	1	1	-	-	3	-	-	-	2
CO3	3	2	1	1	2	2	1	2	1	-	2	2	3	-	2
CO4	-	2	2	2	3	2	-	-	1	2	2	2	2	-	-
CO5	-	3	3	2	3	-	-	-	-	-	2	-	2	-	2

3- High, 2-Significant, 1-Low

Unit-1 Understanding of Media Language	L	T	P
1.1 Importance of Language in Communication, Growth and Development of Language (Lecture, Presentation, Assignment)	2	-	-
1.2 Growth of Media Language: From Print to Online, Changes taking place in Structure and Style of Language, New Trends in Media Language (Lecture, Group Discussion, Assignment)	2	-	-
1.3 Basics of Grammar in English and Hindi, Selection and Use of Phrases and Words (Lecture, Assignment)	2	1	-
1.4 Characteristics of Writing for Newspaper and Magazines, Language for Writing: Word and Sentence framing, Headline Writing (Practice) (Lecture, Presentation, Practical, Assignment)	2	1	1
1.5 The language of Journalism-Concrete, Specific, Active, Clear, Democratic, Non-Sexist, Non-Racist, Non-Violent, Inclusive, Variable, Common Language (Lecture, Presentation, Group Discussion/Expert Lecture)	2	1	1
Unit-2 Language for Audio-Visual			
2.1 Concept of Audio-Visual Language, Basic difference between Written and Spoken Language (Lecture, Presentation, Assignment)	2	1	1
2.2 Basic Characteristics of Writing for Radio (Lecture, Presentation, Expert Lecture)	2	1	
2.3 Basic Characteristics of Writing for TV (Lecture, Presentation, Expert Lecture)	2	1	
2.4 Use of Other Language Words and its Limitations in Hindi Media (Lecture, Presentation, Group Discussion, Assignment)	2	1	
2.5 Creative Writing for Photo Feature, Caption Writing, Cartoon and its Language (Lecture, Group Discussion, Assignment)	1		
Unit -3 Translation and Paraphrasing			
3.1 Importance of Translation/ Paraphrasing in Media, Effective and Ineffective Translation, Methods of Paraphrasing, Attribution and Quoting (Lecture, Group Discussion, Assignment)	2	1	
3.2 Translate (Paraphrase) at least five different News (English to Hindi) (Lecture, Practical, Presentation, Assignment)	1	1	
3.3 Translate (Paraphrase) at least five different News (Hindi to English) (Lecture, Practical, Presentation, Assignment)			
3.4 Translate (Paraphrase) at least five different Articles (English to Hindi and Hindi to English) (Lecture, Practical, Presentation, Assignment)			
3.5 Preparing a Glossary of twenty Phrases in Hindi and English, generally used for the same expression (Lecture, Practical, Presentation, Assignment) 2 1 1	2	1	1

Unit-4 Translating Journalistic Content: 1			
4.1 Preparing a Glossary of fifty words in Hindi-English from Business Page (Practical, Presentation, Group Discussion, Assignment)	2	1	1
4.2 Preparing a Glossary of twenty five for each Hindi-English words used in Political News (Practical, Presentation, Group Discussion, Assignment)	2	1	1
4.3 Translating at least five different news items from Business Pages (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2	1	
4.4 Translating at least five Political News Items (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2	1	
4.5 Translating at least one Political and one Business Article (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2	1	
Unit-5 Translating Journalistic Content: 2			
5.1 Preparing a Glossary of twenty five words for each (Hindi-English) from Sports page (Practical, Presentation, Group Discussion, Assignment)	2	1	1
5.2 Translating at least five different News Items on five different Sports (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2	1	
5.3 Translating an article of renowned person on Sports (at least two in both languages) (Practical, Presentation, Group Discussion, Assignment)	2	1	
5.4 Translating at least five Science News Items (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2	1	
5.5 Translating at least 5 International News Items (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2	1	

SUGGESTED READINGS:

- Bonime, Andrew and Pohlmann, Ken C. (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media. United States: Wiley.
- Prasad, S. (1993). Editors on Editing/HY. National Book Trust
- Hilliard, Robert L. (2010). Writing for Television Radio and New Media. USA: Wadsworth Publishing Company Inc.
- Knight, Robert M. (2010). Journalistic Writing: Building the Skills. Honing the Craft. Portland: Marion Street Press.
- Lindstrom, Simeon. (2015). Creative Writing – From Think to Ink. Canada: Create Space Independent Publishing Platform.
- Raman, Usha. (2010). Writing for the Media. New Delhi : Oxford University Press.
- Stovall, James G. (2014). Writing for the Mass Media. New York: Pearson.

E-RESOURCES:

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- <http://pibarchive.nic.in/archive2/>
- <https://www.shabdakosh.com/>
- <http://shabdavali.blogspot.com/>

IntroductionMedia Introduction to Media Research Research

Total credits-6 (15*6=90H)

Max Marks 100 (50 Th. + 30 P + 20 Int.)

Course Objectives

- To develop an understanding of core concepts of Research and design.
- To orient students in understanding the designing aspects of research
- To critically analyze the issues of modern concepts of Research design.
- To identify the paths and cognition of modern designs of scientific inquiry.
- To develop research experts.

Learning Outcomes

- Students will be able to understand research design.
- Students will receive practical knowledge and understanding.
- Efficiency enhancement through research friendly paraphrasing.
- Students will become competent to discuss and write with the researches.
- Development of researching skills for print, electronic and new media.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	1	-	1	1	-	2	1	1	1	-	-	-	1
CO2	3	-	2	-	1	2	-	2	2	1	1	-	-	-	1
CO3	3	-	2	-	2	2	-	2	2	1	1	-	-	-	1
CO4	3	-	2	-	2	2	-	2	1	1	1	-	-	-	1
CO5	2	-	2	-	-	2	1	2	1	1	1	-	1	1	1

	L	T	P
UNIT I Introduction to Media Research			
1.1 Meaning, Definition, Characteristics and Importance of Research.	2	1	
1.2 Origin of Research in Communication, Scientific Research	2	1	
1.3 The source and modes of Knowledge: Pre-Scientific sources and modes of knowledge, scientific research	2	1	
1.4 Areas of Communication Research (Source analysis, Channel analysis, Message analysis, Audience analysis),	2	1	
1.5 Trends in Communication Research, Status of Communication Research in India.	2	1	
Unit II Framework of Research -I			
2.1 Overview of Research Problem and Objective, Deduction and Induction, Experiment and Generalization	2	-	-
2.2 Steps in Research Process; Characteristics and Requirements, Operational Steps for Carrying out Research	3	1	1
2.3 Review of Literature, Functions of Literature Review, Development of Theoretical and Conceptual Frameworks, Searching for Existing Literature	2	1	1
2.4 Hypothesis: Concept, Function of Hypothesis and Types, Hypothesis Formulation, Logic of Hypothesis Testing	2	1	1
2.5 Concepts, Constructs and Variables: Independent vs Dependent variables, Extraneous variables, Intervening variables; discrete variables and continuous variables, Scales and measurement; Nominal, Ordinal, Interval and Ratio; Attitude measurement, Likert, Semantic differential scales.	2	1	-
Unit III Framework of Research -II			
3.1 Types of Research	4	-	-
3.2 Meaning of Research Design, Purpose of Research Design, Criteria of Good Research Design, Parts and Features of Research Design,	2	1	1
3.3 Research Design: Concept and definition, types of research design - descriptive, exploratory, experiment, Quasi Experimental Design	2	1	1
3.4 Descriptive research, Observation Method and Field Studies, Case Study and In-depth Study,	4	1	1
3.5 Cross-Sectional and Longitudinal research design, Cohort Designs	2	1	-
Unit IV Framework of Research -III			
4.1 Time-Series Design, Equivalent Time-Samples Design, Non-Equivalent Control Group Design, Counterbalanced Design, Patched-up Design	2	1	-
4.2 Introduction to Ex-Post Facto Design	2	1	1
4.3 Correlation Design, Criterion-Group Design	2	1	1
4.4 Basic Principles of Experimental Design: Replication,	2	1	-

Randomization, Locus Control			
Between Groups Design, Within-Groups Design and Matched Groups Design	3	1	1
4.5 Introduction to Factorial Design and its Types, Fixed Model, Random Model, Mixed Model, Advantages and Limitations of Factorial Design	2	1	-
Unit-V Research Design Practices			
5.1 Prepare Portfolio on Experimental Research Design (any one)			4
5.2 Prepare Portfolio on Descriptive Research Design (any one)			3
5.3 Prepare Portfolio on any one Quasi-experimental Research Design (any one)			3
5.4 Prepare Portfolio on any one Longitudinal Research Design (any one)			4
5.5 Prepare Case study Design on current/burning issue			3

Introduction to Information Communication Technology Tools

Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Course Objectives

- To understand computer basics and its terminology and apply the same.
- To explore basic knowledge on computers and Infographics from the practical's.
- This course will demonstrate the various tools that assist in Office Automation.
- Familiarized with MS-office through one program.
- To identify and utilize designing Infographics.

Course Outcomes-

Have a proficiency in a broad range of design skills pertaining to publication & web design.

- Have a basic understanding of text, typography, to appropriately output files for both print and web.
- Successfully create images that can be used as portfolio builders.
- Confidently participate in professional practice and management within a collaborative work environment.
- Analyze, synthesize, and utilize working on computers.

CO-PO Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	1	1	1	-	-	-	1	1	1	-	-	-	1
CO2	3	-	1	1	1	-	-	-	1	1	1	-	-	-	1
CO3	3	-	1	1	1	-	-	-	1	1	1	-	-	-	1
CO4	3	-	1	1	1	-	-	-	1	1	1	-	-	-	1
CO5	1	-	1	1	1	-	-	-	1	1	1	-	-	-	1

Unit-I Computer Fundamentals	L	T	P
1.1 Definition : Generation & Basic Components of Computer	2	-	2
1.2 Input/ Output Device, Memory & Other Peripherals	2	-	2
1.3 Introduction to Operating System (Windows 98/X)	2	-	2
1.4 Function & feature of Operating System (Accessories, Control Panel, Desktop, understanding file and folder proprieties)	2	-	2
Unit-II Office Automation Tools : MS Word			
2.1 Introduction to MS Office Suit	1	-	3
2.2 Introduction to Word Processing ,Tool and Menu	2	-	2

2.3 document editing, working with tables, images and word art(creating flow chart), header footer, inserting page number/date and time. Working with image in word	2	-	3
2.4 Creating research and scientific documents –references, table of contents, insert index, table of figures,cross-references,bibliography, mail merge.	2	-	4
Unit-III Office Automation Tools: MS Excel & MS Power Point			
3.1 MS Excel Interface, Tools & Menus	2	-	3
3.2 Creating Spreadsheet, Use of Function Charts & Graphs, data Analysis tools- (t-test,f-test,Anova Test).	1	-	3
3.3 MS Power Point Interface, Tools and Menus Creating Slides, Inserting Multimedia Objects, Transitions and Custom Animation, Delivering Presentations	1	-	3
3.4 introduction to Google docs, Google drive, Google forms. Google scholar ,googel power .	3	-	3
Unit-IV Internet Technologies and research tools			
4.1 Introduction to various social media platforms –facebook ,twitter,linkedin ,blogs ,Instagram ,YouTube etc.	2	-	2
4.2 Social media research tools –twitter analytics ,Facebook analytic ,Instagram business tools, youtube analytics.	2	-	2
4.3 SEO, SMO and SEM: Concept, Difference and Functioning „,Web scraping	2	-	3
4.4 Search Engines- Concept, Types; Crawler based and Human power directories, Different search engines available, Search Engine as a Tool of research.	2	-	-
Unit-V infographics			
5.1 Introduction to Infographics	3	-	2
5.2 Visual Elements of Infographic- Infographic Colors, Infographic Fonts, Infographic Icons, Infographic Images. Types of infographics –(Informational Infographic, Timeline Infographic, Charts Infographic, Comparison Infographic, Number Infographic, Resume Infographic.	2	-	3
5.3 Process of creating infographics	3	-	3
5.4 Infographic Tools-open source and free online tools to create infographics.	3	-	2

Web resources

<https://icons8.com/articles/what-is-an-infographic/>

<https://designshack.net/articles/graphics/5-key-infographic-elements/>

References

1. Creating Research and Scientific Documents Using Microsoft Word by Alexander Mamishev, PhD Murray Sargent, PhD.
2. Computer Fundamentals by Anita Goel.
3. How to use MS Excel by Joseph Manzo publisher Saylor Foundation.

INTRODUCTION TO SOCIO-ECONOMIC POLITY

Total Marks100: Theory-80 Practical-00 Internal-20

COURSE OBJECTIVES

1. To develop an understanding of core values of Indian Constitution.
2. To orient students in understanding their surroundings so that they can understand and analyze issues implicit in Polity, Economy, Culture, History and other areas, that concern humanity.
3. To develop aptitude of students so that they can learn to take initiatives in acquiring knowledge about issues and developing own expression by responding on these issues.
4. To develop an understanding of world political system as well as Indian political system.
5. To develop critical thinking in students about socio economic and political system.

LEARNING OUTCOMES

1. Students will be able to understand the Indian constitution, which result in better and responsible citizens and Journalists as well.
2. Students will get the knowledge of Socio-Economic and political systems of different countries which will sharpen the global and national understanding.
3. Awareness about RTI, Parliamentary and Legislative procedure, judicial system etc., that will result and reflect in their Journalistic skills in the form of Responsible Reporting.
4. Competent to discuss the Socio-Economic issues of the Country.
5. Able to participate in Parliamentary discussions.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3		2		2								3		2
CO2	2		2		2	2		2			2			2	2
CO3	2		2	1	2	2	1		2	1	1	1	2		3
CO4		2	2		2	2					1		3	3	
CO5		2	2		2	2					1	1	2	3	1

Unit-1 Indian Constitution: Basic Characteristics	L	T	P
1.1 Objectives and Ideals of Indian Constitution. (Lecture, PPT)	3	1	
1.2 Fundamental Rights, Fundamental Duties and Directive Principles of State. (Lecture, PPT)	2	1	
1.3 Federal and Unitary Nature, Centre-State Relationship. (Lecture, PPT)	3	1	
1.4 Election, Electoral Reforms, Role of Election Commission. (Lecture, Expert Lecture, GD)	3	1	
1.5 Emergency Powers, Amendments of Constitution. (Lecture, PPT)	3	1	
Unit-2 Political System and Parliamentary Proceedings			
2.1 Introduction to various Political Systems (America, Britain, India, Switzerland) (Lecture, PPT)	3	1	
2.2 Parliamentary and Legislative Procedures in India. (Lecture, PPT, Visit)	2		
2.3 Social Security, RTI. (Lecture, Expert Lecture)	4	1	
2.4 Right to Privacy, RTE, Right to Food (Food Security Act) (Lecture, Expert Lecture)	3	1	
2.5 Indian Judicial system, Lok Adalat, PIL. (Lecture, Expert Lecture)	2	1	
Unit-3 History Culture and Society			
3.1 Characteristics of the main stages of Indian History. (Lecture, Presentations)	3	1	
3.2 Cultural Diversity of India, Concept of Nationalism, Nationalism of Tagore, Nationalism of Gandhi and Cultural Nationalism. (Lecture, Presentations)	2	1	1
3.3 Ideology & Indian Political thinkers: Secularism, Communism, Socialism and Fundamentalism. Mahatma Gandhi, M.N. Roy, Dr. B.R.Ambedkar, Dr. Ram Manohar Lohia, Deendayal Upadhyay, Jawaharlal Nehru (Lecture, Expert Lecture)	2	1	1
3.4 Aspects of various Social concerns: Poverty, Gender studies, Census. (Lecture, Expert Lecture)	2	1	
3.5 Women Rights and Empowerment, Child Rights & Human Rights (Lecture, Expert Lecture)	2		
Unit-4 Introduction to Indian Economy and World			
4.1 Nature of Indian Economy, Before Nehruvian Socialism and Post LPG.(Liberalization, Privatization and Globalization) (Lecture, Case Study)	3	1	1
4.2 Essential Economic terms like Inflation, Devaluation, Budget Deficit, GDP. (Lecture, PPT)	3		
4.3 Indian Agriculture: Issues and Problems, Indian Industry: Challenges (Lecture, Case Study)	4		

4.4 World Trade Organization (WTO), World Bank, IMF, ADB. (Lecture, PPT)	2	1	
4.5 Capitalism, Socialism. (Lecture, Expert Lecture)			
Unit-5 Current Affairs-Issues & International Scenario			
5.1 Indian Foreign Policy (Lecture, Expert Lecture)	3	1	1
5.2 PANCHSHEEL, Non-Aligned Movement (NAM) (Lecture, Expert Lecture) 3 1 -	3	1	
5.3 United Nations: BRICS, OPEC, African Union, ASEAN. (Lecture, PPT, Expert Lecture)	3		
5.4 Introduction to International Politics: Current Major issues (Lecture, Expert Lecture)	3		
5.5 International Organization: UNESCO, UNDP, UNEP, UNFCCC, World Economic forum, AMNESTY INTERNATIONAL, TRANSPARENCY INTERNATIONAL. (Lecture, Expert Lecture)	3		

Practical/Projects/Assignments

Comparing at least two articles published on the same subject with different perspectives.
 Preparing a clipping file on a particular theme/subject and writing a summary report on that.
 Any other assignment given by the concerned faculty.

Suggested Readings

Bakshi, P.M.(2017). The Constitution of India. Universal Law Publishing Co. Pvt. Ltd.
 Debates of Constitution Assembly. (2014). Lok Sabha Secretariat.
 Chandra, B. (2003). In the Name of the Democracy. Penguins Book Pvt. Ltd.
 Das, G. (2000). India Unbound: From Independence to Global Information Age. India:Penguin Books
 Guha, R. (2007). India After Gandhi. New York, U.S.A: Harper Collins.
 H.K.Sahare. (2016). Parliamentary and Constitutional Law Dictionary. Universal Law Publishing.
 Kothari, R. (1970). Politics in India. Orient Blackswan.
 Khilnani, S. (1997). Idea of India,USA: Farrar,Straus & Giroux.
 Marx, K. (1867). Das Kapital. Verlog Von Otto Meisner.
 Nehru, J. L. (1946). Discovery of India. UK: Meridian Books.
 S. Sarkar, J. (1950). The Constitution of India. Allahabad: Alia Law Agency.
 Smith, A. (1776). The Wealth of Nation. Scotland: W.Stranhan and T. Cadell, London.
 Tagore, R. (1917). Nationalism. San Francisco: The Book Club of California .

e-Resource

nam/indian-constitution/book258674

Content Analysis

Max Marks 50 (25 Th+15 P+10 Int.)

Course Objectives

- To understand the process of content analysis method.
- To understand tools and techniques of content analysis method.
- To learn the essence of analysing textual, audio and video contents.
- To provide theoretical knowledge and applied know how of Content Analysis method.
- To orient students in depth towards the concepts Content Analysis method.

Course Outcomes

- Understand nature and basic concepts of Content Analysis method.
- Development of critical thinking with respect to Content Analysis method.
- Development of research approaches to Content Analysis method.
- Better analytical and exploratory skills.
- Inculcation of lifelong learning.

CO-PO Mapping															
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	1	1	2	2	2	-	1	2	1	2	1	-	-	2
CO 2	3	1	1	1	2	2	-	1	2	1	2	1	-	-	2
CO 3	3	1	1	2	2	2	-	1	2	1	2	1	-	-	2
CO 4	3	1	1	2	2	2	-	1	2	1	2	1	-	-	2
CO 5	2	1	1	2	2	2	-	1	2	1	2	1	-	-	2

Unit-I Introduction	L	T	P
1.1 - Meaning and Definition, Scope of content analysis	1	-	-
1.2 - Process of Content Analysis	2	-	1
1.3 - Limitations of content analysis	1	-	1
Unit- II Types of Content Analysis			
2 .1- Qualitative Content Analysis	2	-	1
2.2 - Quantitative content analysis	2	-	1
2.3 - Unit of Analysis, Types, Coding	2	-	2
Unit- III Sampling			
3.1 - Sampling, Types of Sampling, Sample Size	2	-	2
3.2 – Variables	1	-	2
3.3 - Analytical Techniques : Text driven , Problem driven Method driven	2	-	1
Unit- IV Media Content Analysis			
4.1 - Content Analysis in Print Media , audio Video	2	-	2
4.2 - Coding, Data Sheet Tabulation, Graphical presentation of data	1	-	2
4.3 - Interpretation and Report Writing	2	-	1
Unit- V Code Book and Tabulation			
5.1 - Portfolio of Print Content Analysis	-	-	3
5.2- Portfolio of Audio Video Content Analysis	-	-	3
5.3- Portfolio of Social Network Analysis	-	-	3

II Semester
Media Research Methods and Tools
 Max Marks 100 (50 Th. + 30 P + 20 Int.)

Course Objectives

- To lay emphasis on the basic elements of Media Research.
- To understand the nature of research methods used in analyzing media.
- To provide theoretical knowledge of Media Research Methods and Tools.
- To impart applied know how of Media Research Methods and Tools.
- To orient students in depth towards the concepts of research.

Program Outcomes

- Understand nature and basic concepts of Media Research.
- Development of critical thinking with respect to research in Communication.
- Development of research approaches to Media.
- Better analytical and exploratory skills.
- Inculcation of lifelong learning.

Course Mapping															
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1	3	-	1	-	1	3	-	-	1	1	1	-	-	-	1
CO 2	3	-	1	-	1	3	-	-	1	1	1	-	-	-	1
CO 3	3	-	1	-	1	2	-	-	1	1	1	-	-	-	1
CO 4	3	-	1	-	1	3	-	-	1	1	1	-	-	-	1
CO	3	-	1	-	1	3	-	-	1	1	1	-	-	-	1

5																	
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Unit-I Introduction to Media Research Methods	L	T	P
1.1 Research Method: Nature and Concept	2	1	-
1.2 Media Research Approaches	2	1	-
1.3 Research Tools: Nature and Concept	4	1	-
1.4 Types of Media Research Tools	4	1	-
1.5 Data: Meaning and Types, Reliability and Validity of Data	3	-	2
Unit-II - Descriptive Research Methods and Tools			
2.1 Longitudinal, Cross Sectional	2	1	-
2.2 Types of Survey, Census and Survey	2	2	2
2.3 Panel Studies, Trend Studies, Time series Studies	3	-	1
2.4 Schedule, Questionnaire, Interview and Observation	3	-	1
2.5 Pre-testing of Questionnaire, Pilot Study	2	-	1
Unit-III - Content Analysis Method			
3.1 Meaning, Definition, Code Book preparation	2	1	-
3.2 Unit of Analysis, Steps of Content Analysis	2	1	3
3.3 Qualitative Content Analysis	2	-	-
3.4 Quantitative Content Analysis	2	-	2
3.5 Uses and Limitations of Content Analysis	2	-	-
Unit-IV - Measurement Scales and Distributions			
4.1 Levels of Measurement NOIR	2	-	1
4.2 Likert Scale: Nature and Background	2	-	2
4.3 Attitude Scales	2	-	1
4.4 Thurston Scales, Guttman Scale	2	-	2
4.5 Ranking Scales	2	-	2
Unit-V - Sampling Techniques			
5.1 Population, Sample, Sampling Frame	3	-	-
5.2 Probability Sampling Techniques	3	-	-
5.3 Non-Probability Sampling Techniques	3	-	-
5.4 Sampling Matrix	3	-	-
5.5 Sampling Problems, Bias and Errors	3	-	-

COMMUNICATION THEORIES

Total Marks: Theory-80 Practical-00 Internal-20

COURSE OBJECTIVES

1. To orient learners towards basic constituents for practice and relevance of Communication
2. To understand concept of Mass Communication and be acquainted with its various components.
3. To critically understand the models and theories of Mass Communication.
4. To explore how Mass Communication can be effectively used for societal action.
5. To develop Communication experts.

LEARNING OUTCOMES

1. Differentiate between various kinds of Communication and perform as an effective Communicator.
2. Capable of applying analytical and critical thinking to explore the working of media industry.
3. Able to plan and execute effective Communication Strategies that connects to the target audiences.
4. Demonstrate effective Communication Skills.
5. Competent of applying Communication Strategies in various platforms.

CO-PO Mapping															
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO1	3	3	-	-	2	-	-	-	1	-	1	1	-	-	1
CO2	3	2	1	-	1	-	-	-	1	-	1	1	-	-	1
CO3	3	2	1	-	1	-	-	-	1	-	1	1	-	-	1
CO4	3	2	1	-	1	-	-	-	1	-	1	1	-	-	1
CO5	3	2	1	-	-	-	-	-	1	-	1	1	-	-	1

Unit-1 Understanding Communication	L	T	P
1.1 Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication. (Lecture using PPT, Discussion and Chapter Reading, knowing the renowned communicators of the world)	3	2	1
1.2 Levels of Communication: Intrapersonal (Concept of Self and Others, Johari Window), Interpersonal (Dyadic Communication and theories) and Group Communication (Types of groups and their styles), Mass Communication (Media and their functions), Interactive Communication (Digital, Social, Mobile). (Lecture, Tutorial and Class Activity through Assignments and Presentations)	2	1	2
1.3 Verbal (Oral and Written) and Non-verbal Communication (Body language, Sign language): Types, Importance and Uses; Semiotics and Semantics (Lecture, Demonstration, Simulation Exercises)	2	1	2
1.4 Barriers to Communication(Physical, Mechanical, Psychological); Effective Communication:7 Cs of Communication (Lecture, Videos, Expert Sessions, Self-demonstration, Reading and watching speeches of renowned personalities of the world and analyzing them)	1	-	2
1.5 Visual Communication: Concepts and Processes; Visual Literacy and Perception. (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	2
Unit-2 Models of Communication			
2.1 Aristotle's Model, Lasswell's Model, Berlo's SMCR Model (Lecture using PPT, Discussion and Analysis)	1	1	-
2.2 Shannon-Weaver Mathematical model, Westley and MacLean's Conceptual Model. (Lecture, Expert Online Tutorials, PPT)	1	1	-
2.3 Wilbur Schramm's Interactive Model (Lecture, Expert Online Tutorials, Discussion)	1	1	-
2.4 Newcomb's Model of Communication, George Gerbner's Model (Lecture, Expert Online Tutorials, Discussion)	1	1	-
2.5 Dance's Helical Model, Spiral of Silence Model and Ecological Models (Lecture, Expert Online Tutorials, Analysis and Discussion) 1 1 -	1	1	-
Unit -3 Communication Theories			
3.1 Mass Society Theory; Media Effects: Hypodermic Needle, Two Step/Multi Step Flow theory, Diffusion of Innovation, Gate Keeping. (Lecture, Expert Online Tutorials, class activity like reading of article and then sharing with classmates)	2	2	
3.2 Sociological Communication Theories: Agenda Setting, Uses and Gratification, Dependency Theory, Cultivation Theory, Knowledge-Gap Theory (Lecture, Expert Online Tutorials, analysis of theories in context of media through observation)	2	2	1
3.3 Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention, Balance Theory and Cognitive Dissonance Theory. (Lecture through PPT, Simulation techniques to understand Media, students opinion sharing)	2	2	

3.4 Normative Theories of Press: Authoritarian, Libertarian, Socialist, Communitarian, Social Responsibility, Development Media Theory, Democratic -Participant Theory. (Lecture, Expert Online Tutorials, analysis of theories in today's context through discussion)	2	2	1
3.5 Critical and Cultural Theories: Media Hegemony; Structuralism; Cultural Theory; Post Modernism; Feminist Media Theory; Frankfurt School (Lecture, Expert Online Tutorials, analysis of theories in today's context through discussion)	2	2	
Unit-4 Communication Theories			
4.1 Social Learning and Persuasion Theories: Social Learning Theory, Attitude Theory, Reasoned Action Theory, ELM Theory. (Lecture, Expert Online Tutorials, Analysis of theories in contemporary world through discussion)	2	2	
4.2 Indian Communication Theories: Concept and Process (Sahridaya and Sadharanikaran) (Lecture, Expert Online Tutorials, Analysis of theories in contemporary world through discussion)	2	2	
4.3 New Media Theories: Interactivity, Digitization and Convergence, Online Media and Network Society: Their Application, Uses and limitations. (Lecture, Expert Online Tutorials, Analysis of theories in contemporary world through discussion)	2	2	2
4.4 Audience: Concept and Characteristics; Audience as Public, As Market; Media effects and audience; Media Content and Audience (Lecture, Tutorials with Media Reports, Research Activity, Expert Session)	2	2	1
4.5 Audience Types: Rural, Urban, Local, Regional, National, International/Global; Gender Classification; Audience Structure and Formation (Lecture, expert videos like ted talks, Analysis of theories in contemporary world through discussion)	2	1	
Unit-5 International Communication			
5.1 International Communication Theories: Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky & Herman) (Lecture, Weblink Tutorials, Journal Paper Discussion)	2	1	
5.2 Asian Perspective of Communication: Wimal Dissanayake, Bhatnayaka, Chen and Mike (Lecture through PPT, Context Discussion)	2	1	
5.3 Media Imperialism, Mass Communication and Modernization, Globalization (Lecture, Tutorials, Case Discussion)	2	1	
5.4 Mass Media and Popular Culture, Media Convergence and Effects, Issues, Challenges and Trends in Developing Nations. (Lecture, Tutorials, Case Discussion) 2 1 -	2	1	
5.5 New World Information and Communication Order (NWICO), MacBride Commission Report (Lecture, Research Reports, Tutorials, Case Discussion)	2	1	

PRACTICAL/PROJECTS/ASSIGNMENTS:

- Prepare a speech on any current Social/Political/Economic/Technological issue, Present it individually.
- Write an essay/article on Impact of Media on Audience (800-1000 words)
- Presentation through PPT on any Media House comprising of details related to its business, speciality/genre, contributors, acclamations and associations
- Media Industry Visit

SUGGESTED READINGS:

- Adler. Ronald. (2013). Understanding Human Communication. Delhi: Oxford University.
- Gupta, M.R (2010). Mass Communication : A Simple Approach. New Delhi: Raj Publications.
- Kumar. J. Keval, Mass Communication in India. Mumbai, India: Jaico Publishing house (New Ed.)
- Littlejohn, W. Stephen (1989). Theories of Human Communication. 3rd ed., California: Belmont.
- McQuail, Denis. (2010). McQuail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication. Boston, USA: Houghton Mifflin.
- Melvin L. De fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication. New York: Pearson.
- Rogers M. Everett. (1997). A History of Communication Study. New York: Free Press.
- Vilanilam, J.V (2002). Mass Communication: Theory and Practice. Bhopal, India: MCNUJC.
- Vivian, J. (2011). The Media of Mass Communication. India: Prentice Hall.
- Wilbur Schramm and Donald F. Roberts (ed) (1971). The Process and Effects of Communication. Chicago: University of Illinois Press
- Williams, K. (2003). Understanding Media Theory. London: Bloomsbury Academic.
- Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. London: Longman.
- Schramm, Wilbur (1973). Men, Messages and Media. New York, USA: Harper & Row.

E-RESOURCES:

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>
- Global Media and Communication: <https://journals.sagepub.com/home/gmc>

Elementary Statistics and SPSS

Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Course Objectives

- Develop an understanding of the concept of Statistics.
- Explain the role and methods of SPSS.
- To be acquainted with quantitative elements of Statistics.
- Explain the different functions and practical application of SPSS.
- Refine the need for research practitioners’ development through class activities and assignments.

Course Outcomes

- Students will be able to understand Statistics.
- Students will receive practical knowledge and understanding of SPSS.
- Efficiency enhancement through research friendly paraphrasing.
- Students will become competent to discuss and write with the researches.
- Development of researching skills for print, electronic and new media.

CO-PO Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	1	1	1	1	-	1	1	1	1	-	-	-	1
CO2	3	-	1	1	1	1	-	1	1	1	1	-	-	-	1
CO3	3	-	1	1	1	1	-	1	1	1	1	-	-	-	1
CO4	3	-	1	1	1	1	-	1	1	1	1	-	-	-	1
CO5	2	-	1	1	1	1	1	1	1	1	1	-	-	-	1

Unit-I – Introduction	L	T	P
1.1 An Overview of Statistics: Meaning, Definition and Characteristics	2	1	-
1.2 Nature, Importance and Limitations of Statistics	2	-	-
1.3 Types of Variables (Continuous and Discrete) and Levels of Measurement (NOIR)	2	-	-
1.4 Importance of Statistics in Media Research (With reference to Content-analysis, Code Book Preparation and Coding)	2	-	1
Unit-II – Descriptive Statistics			
2.1 Statistical Series: Importance and Limitations	2	-	1
2.2 Measures of Central Tendency: Arithmetic Mean, Median, Mode	2	-	7
2.3 Measures of Variability I: Range and Mean Deviation	2		4
2.4 Measures of Variability II: Quartile Deviation and Standard Deviation	2	-	5
Unit-III- Introduction to SPSS			
3.1 An Overview and Major features of SPSS	1	-	-
3.2 Nature and Concept of SPSS	2	-	-
3.3 Basic Features of SPSS: Menu and Options	2	-	2
3.4 Data Entry, Data Editing and Data Deletion in SPSS	1	-	4
Unit-IV – Descriptive Statistics through SPSS			
4.1 Calculation of Frequency analysis	2	-	3
4.2 Graphical Representation of Data	1	-	3
4.3 Calculation of Mean, Median and Mode	2	-	3
4.4 Transformation of Data and Saving of Data	2	-	3
Unit-V - Quantitative Analysis			
5.1 Reliability and Consistency Analysis: Uses and Interpretation	2	-	4
5.2 Normality Analysis: Uses and Interpretation	1	-	3
5.3 T-Test: Uses and Interpretation	1	-	6
5.4 Correlation Analysis: Uses and Interpretation	1	-	2

Multimedia and Research

Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Course Objectives

- To make the students well versed with Multimedia and Research.
- To orient students in understanding the designing aspects of Digital Graphics using Adobe Photoshop
- To critically analyze the issues of modern concepts of Digital Graphics using Coral Draw.
- To draft excellent Desktop Publishing applying Quark X Press.
- To develop New Media Research experts.

Course Outcomes

- Students will be able to analyse multimedia and research.
- Students will receive practical knowledge and understanding of Multimedia and Research.
- Students will become competent to discuss and work with the concepts of Digital Graphics.
- Development of researching skills for print, electronic and new media.
- Efficiency enhancement through research friendly paraphrasing.

CO-PO Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	1	-	1	1	-	1	1	1	1	-	-	-	1
CO2	3	-	1	-	1	1	-	1	1	1	1	-	-	-	1
CO3	3	-	1	-	1	1	-	1	1	1	1	-	-	-	1
CO4	3	-	1	-	1	1	-	1	1	1	1	-	-	-	1
CO5	2	-	1	-	1	1	-	1	1	1	1	-	-	-	1

Unit-I Introduction to Multimedia	L	T	P
1.1 Definition and Elements of Multimedia	2	-	-
1.2 Hardware & Software Tools of Multimedia	3	-	-
1.3 Image, Audio	2	1	2
1.4 Video and Animation File Formats	3	1	-
Unit-II Digital Graphics-Using Adobe Photoshop			
2.1 Various Types of Selection Methods	2	-	3
2.2 Layer Masking & Vector Masking – Layer Styles	1	1	3
2.3 Image Optimization Techniques	2	-	3
2.4 Filters & Plug-ins	2	-	3
Unit-III Digital Graphics - Using Coral Draw - I			
3.1 Tools Graphics - Using Coral Draw	2	-	3

3.2 Vector Graphics Designing	2	-	3
3.3 Image Restoration	2	-	3
3.4 Working with Various Page Layout	2	-	3
Unit-IV Digital Graphics - Using Coral Draw - II			
4.1 Hoarding & Paper Advertising	4	-	-
4.2 Brochure & Book Designing	2	-	4
4.3 Working with Dockers	2	-	4
4.4 Exporting Image & File Format	1	-	3
Unit-V Introduction to InDesign			
5.1 Understanding the InDesign interface ,Setting document properties, including dimensions and margins , Adding and modifying text , Using alignment tools, ruler, guides, and grid , Working with colors , Adding and formatting text (kerning, tracking, scaling, and so on	1	-	2
5.2 Layers and grids ,Import pictures , Export as pdf, How to make shapes, lines, and text boxes , Import new typefaces	2	-	2
5.3 Combining graphic and text frames to make page layouts • Using InDesign layers ,Creating buttons for navigation between pages , Adding page transitions between pages , Inserting audio clips and video	2	-	3
5.4 Creating simple animations ,Adding hyperlinks to websites or other pages in the document , Exporting multiple versions of a project for different screens ,Preparing files for print .	1	-	2

References

- Fundamentals of Multimedia Ze-Nian Li, Mark S. Drew
- Principles of Multimedia by Ranjan Parekh
- PHOTOSHOP: Absolute Beginners Guide To Mastering Photoshop And Creating World Class Photos (Step by Step Pictures, Adobe Photoshop, Digital Photography, Graphic Design) Andrew Mckinnon
- Adobe Photoshop: A Beginners Guide to Adobe Photoshop Lisa Lambert
- CorelDRAW 2019 & CorelDRAW Home and Student 2019 - Training Book with many Exercises Peter Schiessl
- CorelDRAW X8: The Official Guide 12th Edition Gary David Bouton
- Adobe InDesign CC Classroom in a Book (2017 release) 1st Edition by Kelly Anton (Author), John Cruise (Author)
- Adobe InDesign CC Classroom in a Book 2015 Release by Kelly Kordes Anton (Author), John Cruise (Author)

MEDIA LAWS AND ETHICS

Total Marks: Theory-80 Practical-00 Internal-20 Credit-6

COURSE OBJECTIVE

1. To create conceptual understanding about Media laws, its role and functioning.
2. To ensure Media practicing under the constitution with social responsibility
3. To make the Students aware of the legal and ethical aspects of the Media and its values.
4. To give an overview of recent amendment and future challenges of Media regulation.
5. To know what Media ethics and how its leads Media persons and Media establishments to the path of professional rectitude.

LEARNING OUTCOMES

1. Students will know Constitutional aspect of Indian Media.
2. Students will understand Laws and Regulation of Media.
3. Students will understand Media Ethics and its adaptation in Media Profession.
4. Students will understand Media coded and conduct and self-regulatory.
5. Students will be able to do fair and honest Journalism with Social Responsibility.

Course Mapping	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO1	3	-	-	-	-	-	-	-	-	-	-	-	3	-	2
CO2	2	2	2	-	-	-	-	-	2	-	2	-	-	-	2
CO3	2	-	2	-	2	2	-	-	2	-	-	-	2	-	2
CO4	3	-	2	-	2	-	-	-	-	-	-	2	3	-	2
CO5	3	-	2	-	2	-	-	-	-	-	-	-	3	-	3

3- High, 2-Significant, 1-Low

Unit-1 Constitution and Media	L	T	P
1.1 Media Laws: Concept, Nature, Scope and Significance (Lecture , Case Discussion) 2 --	3	3	2
1.2 A brief History of Media Laws with special reference statutory regulations, Gagging Act, Vernacular Press Act and other laws. (Lecture , Case Discussion, Expert Session) -	2	2	
1.3 Freedom of Speech and Expression: Concept, Historical development of the Freedom of Press, Constitutional Provisions, Right to Freedom, All the 3 provisions relating to the Media, New Dimensions of the Freedom of Speech and Expression, Reasonable Restrictions, Freedom of the Press as Business, Immunity for Reporting Legislature, Universal declarations of Human Rights, International covenant on Civil and Political rights, American convention on Human Rights, European convention on Human Rights. (Lecture , Case Discussion, Expert Session)	2	1	
1.4 Right to Privacy: Concept, Significance of Right to Privacy, Is it absolute Right?, Purely interruption on the part of Right to Phone taping related to privacy. (Lecture , Case Discussion, Expert Session)	2		
1.5 Press & Privilege of Parliament and state Legislature, Relation between Legislature & the Press, Constitutional provisions, What are the privileges, Press vis-a-vis Parliament Privileges, Question of codification of privilege, Procedure to deal with case of privilege, What precaution should be take to avoid breach of privilege or contempt of a house? Landmark case on breach of parliamentary privilege, Leading case. (Lecture, Case Discussion, Expert Session)	2		
Unit-2 Various Acts Related To Media			
2.1 Why Contempt of Court Law? Brief history, Meaning : Civil Contempt of Court Criminal Contempt of Court, What does scandalizing the court mean, Innocent publication constitute contempt, Journalistic defenses to contempt of court, Fair and accurate report of judicial proceeding, Fair Criticism of judicial act, Complaint in good faith against judge of a subordinate court, Report of judicial proceeding held in camera, Other important provision, contempt in the face of the supreme court or a High Court, Cognizance of criminal contempt, Punishment of the Contempt of Court: Apology, Appeals. (Lecture , Case Discussion)	2	2	
2.2 Copy Right Act 1957: Concept, No copyright in News, Ideas, Information, Terms of Copyright, Licenses, Infringement of copyright, International copyright, Civil remedies for infringement of copyright, penalties.	3	1	
2.3 Working Journalist Act 1955: Need & Significance of Working Journalist Act, Meaning of Working Journalist Act, Special Benefit, Working Hour, Leave, Wage Board, and Implementation of Wage Board. (Lecture , Case Discussion)	2	1	
2.4 Right to Information Act 2005: Background and Significance, What does the RTI act provide? Definition, Right to information, Exemptions, Information which is exempted from disclosure. Through whom the information can be got? PIO's Duty & Function, Appeals, Central & State information Commission: Constitute Function, & Power, Penalties. (Lecture , Case Discussion)	3		
2.5 Information Technology Act 2000: Objective, Definition Authentication of electronic record, Legal recognition of digital signature, Penalty for damage to computer, computer system, computer Network etc, Offences of hacking etc. (Lecture	2		

, Case Discussion, Expert Session)			
Unit-Main provision IPC & CrPC for Media			
3.1 124(A) Sedition, 153(A) Promoting Enmity Between different groups on grounds of religion, race, Place of Birth, Residence, Language etc. 153(B) Imputation assertions prejudicial to national integration. (Lecture , Case Discussion, Expert Session)	2	2	
3.2 171(G) False statement in connection with an election, 292 Sale, etc, of 3 -- obscene books etc. 293 Sale etc, of obscene object to young person, 294 (A) The publication of any advertisement relating to an unauthorized lottery, 295(A) Deliberate and malicious acts intended to outrage religious feeling of any class by insulting its religion or religious belief. (Lecture , Case Discussion)	3	3	
3.3 Article 499 –504, Defamation: Concept, Civil and criminal law of Defamation, Defamation, Slander and libel, difference between Defamation and Insult, The exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of complaints for Defamation, Punishment. (Lecture , Case Discussion)	2	2	
3.4 CRPC: Section 95 - Declaration to seize the publication. Section 96: Application against confiscation. Section 144: Order against nuisance or dreaded offence. Section 108: Bond for good behavior. (Lecture , Case Discussion)	2	1	
3.5 Section 196: Permission of state government against crime. Section 327: Court open for public. Section 91: Summon to present a document. Section 93: Search Warrant.(Lecture , Case Discussion)	2	1	
Unit 4-Acts related to Media			
4.1 Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a recent Case. (Lecture, Case Discussion)	3		
4.2 Press & Registration of Book Act: Procedure for commencing and carrying news paper, Cancellation of Declaration, Appeal, Registration of newspaper, Annual Report of Press Registrar, Ownership of the title. (Lecture, Case Discussion)	2		
4.3 Press Council Act: Concept and Background, Object of Indian Press council, Constitute, Function and power of press council, various committee of press council, How the complaints are heard by the council?, Suo moto action, Debate on power, The Press & Registration Appellate Board. (Lecture , Case Discussion)	2		
4.4 Cinematography Act: Background, Constitute of Film censor board Advisory Panel, Certification of Film, Appeal, Penalty of contraventions, Guideline to Board of film certification. (Lecture , Case Discussion)	2		
4.5 Prasar Bharti Act: Background, Composition of Prasar Bharti, Appointment of Chairman and other member, Term of office, Function & Power of Corporation, Own fund, Power of central government to give directions. (Lecture , Case Discussion)	3		
Unit-5 Media Code & Ethics			
5.1 Concept & Significance of Media Ethics, Ethics and The Law. (Lecture , Case Discussion)	2		
5.2 Ethical Values for media person, Values and ethics of journalism (Objectivity, Truth and impartiality, Balance and independence), (Lecture , Case Discussion)	3		
5.3 Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees.(Lecture , Case Discussion)	2		
5.4 All India Radio (AIR) code for election coverage Doordarshan commercial	2		

code(Lecture , Case Discussion) 2 --			
5.5 ASCI commercial code, Editor Guild. (Lecture , Case Discussion)	1		

ASSIGNMENT:

(a) Study of Following leading cases and presentation in class/seminar–

- Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act)
- Eenadu Editor Ramoji Rao case, 1984 (Regarding breach of Parliamentary/Legislative privileges)
- Blitz editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges)
- Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy,)
- Mr. 'X' v/s Hospital 'Z' on 21 September, 1998. (regarding Violence of Right to Privacy)

(B) Arrange a seminar on the issue of freedom of press debate on obesity and film censor board any other assignment given by the class teacher.

- Prepare and present a case study on topical subject related to contempt of court or defamation case related to Media.
- Organize a debate on Prasar Bharati and present scenario AIR and DD each student presents a paper on one Media Law.
- To organize a seminar and guidelines for parliamentary coverage and AIR and TV quotes arrange discussion with leading advocates on media law and invite senior journalist and editor to participate any other assignment given by professor concerned.

SUGGESTED READINGS:

- Aiyer, V. Mass media law and Regulation in India. AMIC publication
- Bandopadhyay,P.K. & Arora, K. Journalistic Ethics
- Basu, D.D. Press law. New Delhi: Prentice hall publication.
- K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, New Delhi: Publication Division, MIB.
- Trikha, N.K. Press Vidhi, Varanasi.:Vishwavidyalaya Prakashan.
- Marilyn ,JM .TV news ethics. New Delhi: Focal press.
- Singh,S..Janmadhyam Kanon Evam Uttardayitva
- Venkateswaran, K.S. Mass Media law and Regulations in India, Published by AMIC.
- Mass media Law and Regulation in India AMIC publication.

Marketing Research

Total Credits=3 (3*6 = 45H)

Max Marks 50 (40 Th. + 10 Int.)

Course Objectives

- To develop understanding of the complex world of Marketing Research.
- It aims to keep the students abreast with the concepts of Customer satisfaction, Marketing and Research.
- Helps to build clear vision of Marketing Research to establish research values.
- To provide training for planning and production of marketing for today's markets.
- To sensitize Marketing Research across communities and societies.

Course Outcomes

- Clarity of concepts related to Customer satisfaction, Marketing and Research.
- Compare the different Marketing Research methods available through various platforms.
- Develop Strategies exclusively through strategic research.
- Capable of identifying and establishing Marketing and Research values.
- Competent to plan and implement Marketing Research.

CO-PO Mapping															
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	-	1	2	-	2	-	1	2	1	1	-	-	-	1
CO 2	3	-	1	1	-	2	-	1	2	1	1	-	-	-	1
CO 3	3	-	1	1	-	2	-	1	2	1	1	-	-	-	1
CO 4	3	-	1	1	2	-	-	1	2	1	1	-	-	-	1
CO 5	2	-	2	2	1	2	1	1	2	1	-	1	-	-	1

Unit-I – Need and Importance	L	T	P
1.1 Introduction, Definition	1	1	-
1.2 Need and Importance of Marketing Research	2	1	-
1.3 Uses and Limitation	1	1	-
Unit-II – Types and Designs			
2.1 Process of Marketing Research, Types	2	-	-
2.2 Design – Experimental, Description, Exploratory, Case Study, Panel	2	-	1
2.3 Qualitative and Quantitative Studies	2	1	1
Unit-III- Sampling and Data Collection			
3.1 Sampling, Primary, Secondary Data Sources	2	1	-
3.2 Data Collection Methods	2	1	-
3.3 Questionnaire, Attitude Measurement	2	-	-
Unit-IV – Analysis			
4.1 Analysis and Interpretation	2	-	1
4.2 Customer Satisfaction Scale	2	1	1
4.3 Testing	2	1	1
Unit-V - Report Writing and Marketing Research			
5.1 Report Preparation	2	1	1
5.2 Content and Principle of Report Preparation	1	-	1
5.3 Marketing Research in India	1	-	1

III Semester

Data Analysis, Interpretation & Report Writing

Total credits-6 (15*6=90H)

Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Course Objectives

- To develop an understanding of Analysis of Data.
- To orient students in understanding and working of data processing.
- To critically analyze the issues of modern concepts of Research.
- To identify the paths of inquiry of Qualitative and Quantitative Data Analysis.
- To inculcate the practical knowledge of Scientific and Sociological Analysis.

Course Outcomes

- Students will be able to understand Data analysis.
- Students will receive practical knowledge to work and process data.
- Efficiency enhancement through research friendly paraphrasing.
- Students will become competent to discuss and write with the researches.
- Development of researching skills for Qualitative and Quantitative researches.

CO-PO Mapping															
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1	3	-	1	-	1	1	-	2	1	1	1	-	-	-	1
CO 2	3	-	2	-	1	2	-	2	1	1	1	-	-	-	1
CO 3	3	-	2	-	2	2	-	2	1	1	1	-	-	-	1
CO 4	3	-	2	-	2	2	-	2	1	1	1	-	-	-	1
CO	2	-	2	-	-	2	1	2	1	1	1	-	1	1	1

5																	
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Unit-I Analysis of Data	L	T	P
1.1 Interpretation of Data: Meaning & Definition	2	1	-
1.2 Need for Interpretation	2	1	-
1.3 Process, Precautions of Interpretation	2	-	-
1.4 Unit of Coding, Coding Patterns, Pre-Coding	3	1	-
1.5 Significance of Data Interpretation	1	1	-
Unit-II Data Processing			
2.1 Coding and Classification of Data	2	2	-
2.2 Tabulation of Data	2	2	-
2.3 Univariate Analysis	2	1	-
2.4 Bivariate Analysis	2	2	-
2.5 Multivariate Analysis	3	2	-
Unit-III Diagrammatic Presentation of Data			
3.1 Need of Diagrammatic Presentation	2	1	-
3.2 Management of Micro and Meta Data,	2	3	-
3.3 Diagrammatic Representation of Data, Bar Diagram, Overlapping Bar Diagram, Component of Bar Diagram, Histogram	3	3	-
3.4 Pie Chart, Line Graph, Frequency Polygon	2	3	-
3.5 Scatter Plot	2	2	-
Unit-IV Qualitative and Quantitative Data Analysis			
4.1 Process and Record Data Immediately	3	-	-
4.2 Analyzing as Data is Collected, Data Reduction	3	-	-
4.3 Identifying Meaningful Patterns and Themes, Data Display, Conclusion Drawing and Verification	4	1	-
4.4 Frequencies of Variables, Frequency Percentage, Mean, Median, Mode, Correlation, Central Tendency	3	3	-
4.5 Interpretation of Data	2	1	-
Unit-V Report Writing			
5.1 Meaning and Objective of Research Report, Report the findings, Chapterisation,	2	-	-
5.2 Research paper for Publication, UGC-Care List, Research Database	2	1	-
5.3 Types of Research Report, Quotation, Footnotes, Endnotes, Referencing Style: APA, MLA Chicago, Harvard	3	1	-
5.4 Plagiarism, similarity checker, Turnit	2	-	-
5.5 Ethics in Media Research	2	-	-

Audience and Opinion Research

Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Course objectives

1. To provide applied and theoretical knowledge of audience and opinion research
2. To develop understanding about audience measurement
3. To impart skills to conduct different polls
4. To develop in-depth understanding about mass media and public opinion
5. To develop critical thinking for opinion studies

Course outcome

1. Students will able to identify different areas of audience and opinion research.
2. Students will able to understand audience measurement and its techniques.
3. They will be able to conduct survey or opinion polls.
4. They will prepare a portfolio/research report.

CO-PO Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	1	2	-	2	3	1	2	-	-	-	-	-	2	2
CO2	2	2	3	2	3	6	-	3	-	-	-	-	-	-	3
CO3	-	-	-	3	3	2	-	-	-	2	-	-	-	-	-
CO4	2	-	-	-	-	3	-	2	2	3	-	-	-	-	-

Unit-I Introduction to Audience Research	L	T	P
1.1 Introduction, Concept of Audience Research	2	1	-
1.2 Early Audience Researches	2	-	-
1.3 Applied Versus Theoretical	2	2	-
1.4 Audience Research Theories	3	2	-
1.5 Rating Analysis Research	3	-	-
Unit-II Measuring Audiences			
2.1 Audience Research Units	2	1	-
2.2 Media Industry, Audience Measurement (TV, Radio, Print)	4	-	-
2.3 TAM, TRP, Audience Ratings	3	-	-
2.4 New Media Audience Measurement	3	-	-
2.5 Concept of Interactivity and Fragmentation	3	-	-
Unit-III Online Audience Research			
3.1 Introduction- Metrics	4	-	-
3.2 Technology - User and Network-Centric Metering	4	-	-
3.3 Server-Side Metering and Cookies	3	-	-
3.4 Research Using Mobile Phones and Similar Devices	3	-	-
3.5 Online Quantitative Research for Traditional Media - TV, Radio, Print	4	-	-
Unit-IV Public Opinion Research			
4.1 Concept and Scope of Public Opinion Research	4	-	-
4.2 Early Public Opinion Researches	4	-	-
4.3 Public Opinion, Mass Media and Democracy	2	2	-
4.4 Political Opinion in Programming	3	-	-
4.5 Political Opinion in Social Policy	2	-	-
Unit-V Theories and Polls			
5.1 Theories of Attitudes, Attitude Change, Public Opinion	4	-	-
5.2 Sources of Public Opinion	4	-	-
5.3 Pre-Poll, Exit Poll, Opinion Poll	3	-	-
5.4 Market and Social Survey	3	-	-
5.5 Tracking Polls, Computer Polls	2	-	-

New Media Research

Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Course objectives:-

1. To explain concepts and different aspects of new media research.
2. To introduce and develop understanding about internet-mediated research.
3. To develop skills for preparation of tools for online research.
4. To develop critical thinking about ethical issues and laws for news media.
5. To enhance research skills for conduct research practice.

Course outcomes:-

1. Students will demonstrate knowledge about new media.
2. They will gain knowledge about social perspectives of new media research.
3. They will enhance analytical skills for research.
4. They will have capabilities to use online survey methods.
5. Students will have knowledge on ethical issues of new media and research.

CO-PO Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	2	-	-	-	-	-	-	3	-	-	-	-	1
CO2	-	-	-	-	3	3	-	-	-	-	2	-	-	-	-
CO3	-	-	2	-	-	-	-	3	-	-	-	-	-	-	-
CO4	1	-	-	-	-	3	-	-	-	-	-	-	-	-	3
CO5	-	-	2	-	-	-	-	2	-	-	-	-	3	-	2

Unit-I Introduction of New Media	L	T	P
1.1 New Media, Concept and Characteristics	2	1	-
1.2 Development of New Media	2	1	-
1.3 Different forms of New Media	2	1	-
1.4 Proliferation of Web Based Services	2	1	-
1.5 Document Analysis in New Media	2	1	-
Unit-II New Media and Society			
2.1 Theoretical Perspective of New Media	2	1	-
2.2 Diffusion of New Media	2	1	-
2.3 Virtual and Social Networking Communities	2	1	-
2.4 Tool and Design for Internet-Mediated Research	2	2	-
2.5 Sampling In Internet-Mediated Research	2	1	-
Unit-III Research areas in New Media			
3.1 Web Logs, Blogs, Social Networking Sites (SNS)	2	2	-
3.2 New Media and Entertainment	2	1	-
3.3 Online Trading and e-commerce	2	2	-
3.4 Online Advertising and e-PR	2	2	-
3.5 Network Analysis	2	1	-
Unit-IV Tools and Techniques			
4.1 Process of New Media Research	2	1	-
4.2 Online Panels, Web Survey, Advanced Analysis	2	1	-
4.3 Online Interviews and Focus Group Discussion Forums, Observations and Chat	3	2	-
4.4 Web Content Analysis	2	1	-
4.5 Longitudinal Analysis	2	1	-
Unit-V Ethical Issues in New Media Research			
5.1 Brief Introduction of Cyber Laws, Cyber Ethics	2	2	-
5.2 Convergence, Hacking, Legal Issues, Future of Web Survey,	2	2	-
5.3 Reliability and Validity of Content in New Media Research	2	1	-
5.4 Technological Issues in New Media Research	2	1	-
5.5 Business and Societal Issues	2	2	-

Audio-Visual Communication Practices and Research

Marks 80+20

Course objectives

- To acquaint students with basics of audio production
- To familiarize students with different formats of
- To impart basic skills for video production
- To make students aware of different techniques for writing and editing for video
- To make familiar with studio working

Course outcomes

- Students will learn the basic concept of audio video communication
- Students will be able to produce video content
- Students will enhance skills in using smart phone in video content production
- Students will get skills for production of radio programme
- Students will hone their research skills related audio-video communication

Course Mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO1	2	3	-	3	-	3	-	3	-	-	-	3	3	-	2
CO2	2	1	1	-	-	-	-	-	2	-	1	1	-	1	1
CO3	1	-	1	-	1	1	-	1	1	-	-	-	1	-	1
CO4	1	-	1	-	1	-	1	1	1	1	-	3	3	-	3
CO5	3	2	2	3	2	-	1	-	-	-	-	1	3	1	3

Unit I Fundamental of video production	L	T	P
1.1 Overview of video production, stages: pre-production and post-production (lecture, studio assignment, field practices)	3	1	2
1.2 Components of video camera (lecture, studio assignment, field practices)	2	1	1
1.3 Basic shots and composition (lecture, studio assignment, field practices)	2	1	
1.4 Camera movements and Camera angles (Tutorial, studio assignment, field practices)	2		
1.5 Importance of lighting and makeup	2		1
Unit II Technical skills			
2.1 Technical aspects of video production, uses of different lens: tele-photo lens, normal lens, wide angle lens, zoom lens, fish eye lens	2	1	1
2.2 Chroma key techniques: concepts diagram and application in video production	3		1
2.3 ENG, EFP & Multi camera studio production	1	1	1
2.4 Techniques of news-telecast, Overview of television studio, master control room, audio control room, vision mixer panel, floor, lighting.	2		1
2.5 Programme production team: duty and responsibilities of different persons	2		1
Unit III Writing for Video Production			
3.1 developing TV script: Idea for writing script, research for developing script, types and characteristics, visualisation process, images and sound,	2		1
3.2 screenplay, storyboard, piece to camera, voice over,	2		1
3.3 TV interview and talk shows,	1	1	1
3.4 video editing, meaning and significance, process and principles of editing (lecture, tutorial, assignment, lab practice)	2	1	1
3.5 non-linear editing techniques, criteria for editing - picture, narration and sound, titling, graphics and 3D animation (lecture, tutorial, assignment, lab practice)	2		1
Unit IV Mobile Journalism			
4.1 To understand basics of mobile journalism, advantages	2	1	
4.2 Grips and gimble, audio equipment, software and Apps for mobile journalism	2		
4.3 Production of reporter-based stories, character-led stories	2	1	
4.4 live streaming, facebook, youtube, planning in production of journalistic content through smart phone, podcasting	2	1	
4.5 Photo shooting and video editing, editing audio tracks,	3	2	
Unit V Radio production			
5.1 Radio: concept of communication, advantages and disadvantages, types of radio: community radio, FM radio, AM and online radio, web radio (Lecture, group discussion, tutorials)	3		2
5.2 Radio Programmes - characteristics and types, audiences, subject-wise classification, interactive broadcasting	3		2
5.3 Radio Production: studio set-up, recording, transmission, technical team (lecture, practical)	2		1
5.4 Microphone: types, sound recording machines, sound mixer, radio news production process, Programme planning, job of presenter,	2		

5.5 Basic principles for writing for radio, language of radio scripts, radio interview and preparations, telephonic interview, live and on-the-spot-broadcast, production of news bulletin, radio audition,	4		3
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Assignment

- exercise of voice modulation, pronunciation, articulation
- exercise of bite selection
- writing talk on current issues
- music recording

e-resource

- <http://mib.gov.in/media/e-book>
- <http://epdf.tips/radio-production-fifth-edition.html>
- researchgate introduction to radio production
- researchgate radio programme production a manual for training

DATA JOURNALISM

CCE6 Marks 80+20 (internal)

Course Objectives

1. To impart basic knowledge of data journalism
2. To teach students about techniques for data searching and data organisation
3. To acquaint students with data analysis and how to interpret for storytelling
4. To inform students about basics of visualization and its importance
5. To train students of application of data for journalism

Course outcomes

1. Students will develop data framing approach
2. They will find stories in data and find data to report stories
3. Students will acquire data from public sources
4. They will demonstrate skills in cleaning data through open refine, excel
5. They will demonstrate techniques for analysing data to find pattern, outliers and trends and prepare stories.

Course Mapping	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO1	3	2	-	3	-	3	-	1	-	-	-	2	2	-	2
CO2	2	1	2	-	2	-	-	-	2	2	1	1	-	1	3
CO3	3	-	1	-	1	1	-	3	1	-	-	2	1	-	3
CO4	2	-	3	-	1	-	1	1	3	3	-	2	2	-	3
CO5	3	2	2	3	2	-	1	-	-	-	-	1	3	1	3

	L	T	P
UNIT 1 Introduction to Data Journalism	3	1	2
1.1 Data journalism: concept and definition, data based stories	2	1	1
1.2 Computer-assisted reporting (CAR), data driven journalism	2	1	
1.3 Definition of data, types	2		
1.4 Open data and its relationship with journalism	2		1
1.5 Tools for Data Journalism			1
Unit II Data searching and organisation	2	1	1
2.1 Data sources: Online platforms, alternative data sources, social media	3		1
2.2 Strategic searching	1	1	1
2.3 Factsheets, Google sheet, Google power,	2		1
2.4 Common data formats, datasets	1		
2.5 Scraping & Cleaning, Organising data and verifying data	1		1
Unit III Data analysis and interpretation	2		1
3.1 Planning a data story, hypothesis and questions	1		1
3.2 Introduction to R and Python	2	1	1
3.3 Overview of data analysis, Essential statistics, pivot tables, advanced merging and formulas	2	1	1
3.4 Summarizing data with pivot tables, simplifying data	2		
3.5 Explore trends, outliers, patterns and relationships in datasets	2	1	
UNIT IV data visualization	2		
4.1 Visual journalism, visual perception, principles of data visualization	2	1	
4.2 Basics of visual	2	1	
4.3 Formatting, Cleaning techniques	3	2	
4.4. Colour perception			2
4.5 Creating of visualisation, timeline, interactive map	3		2
Unit V Application in data journalism	3		2
5.1 storytelling in data journalism	2		
5.2 uses of graphics,	2		2
5.3 best practices in data journalism, websites, web portals using data journalism,	4		
5.4 data security, data regulation and protection, data transparency, data privacy, data management system	3	1	2
5.5 challenges in data journalism, future of data journalism	2	1	1

SPSS

Max Marks 50 (25 Th + 15 P + 10 Int.)

Course Objectives

- To understand Statistics basics and its terminology and apply it in the field of research.
- To explore basic knowledge of SPSS through computers from the practical to its application in desired research area.
- This course will demonstrate the various SPSS methods that assist in data analysis.
- Familiarize with Statistics and SPSS from the beginning stages to all in all of data analysis.
- Identify and utilize SPSS according to the demands of research Industry.

Learning Outcomes-

- Have a proficiency in a broad range of statistics and research.
- Have a basic understanding of statistical analysis and be able to appropriately output results personally and professionally.
- Successfully analyse and interpret raw data to be used as research findings.
- Confidently participate in professional data analysis practice and management.
- Apply and use data analysis software, SPSS.

Course Mapping															
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	-	1	2	1	2	-	2	1	1	1	-	-	-	1
CO 2	3	-	1	2	1	2	-	2	1	1	1	-	-	-	1
CO 3	3	-	1	2	1	2	-	2	1	1	1	-	-	-	1
CO 4	3	-	1	2	1	2	-	2	1	1	1	-	-	-	1
CO 5	3	-	1	2	1	2	-	2	1	1	1	-	-	-	1

Unit-I Introduction to SPSS	L	T	P
1.1 History and Concept of SPSS	1	-	-
1.2 SPSS and other Software	1	1	-
1.3 SPSS and Data Analysis in Social Sciences	1	1	-
Unit-II SPSS Data File			
2.1 Opening and Editing Data File in SPSS	1	1	2
2.2 Concept of Variable view, Data view	1	1	1
2.3 Entering data into data editor and Saving data file	1	1	1
Unit-III Statistical Analysis	L	T	P
3.1 Inserting a New Variable: Rearranging the variable in variable view, Deleting and Rearranging items from viewer, Creating a Page Break, Changing type of Variable	1	1	3
3.2 Missing Values: Editing SPSS Output, Copying SPSS Output: Copying a Table, Copying a Graph, Changing from portrait to landscape	1	1	1
3.3 Printing from SPSS: Print output from view, Closing SPSS and Importing data: Importing Excel files	1	1	1
Unit-IV Descriptive Statistics and SPSS	L	T	P
4.1 Meaning of Descriptive Statistics	1	-	2
4.2 Measures of Central Tendency-Mean, Median, Mode	1	-	2
4.3 Measures of Variability- Range, Average deviation, Quartile deviation, Standard deviation	1	1	2
Unit-V Charts and Graphs	L	T	P
5.1 Bar Charts- Simple Bar Chart, Clustered Bar Chart, Error Bar Chart	1	1	1
5.2 Scatter Plots and Dot Plots	1	1	1
5.3 Line Graphs and Pie Charts	1	1	1

IV Semester

Marketing and Advertising Research

Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Course objectives:-

1. To introduce basic knowledge of marketing research.
2. To impart skills for conducting marketing research.
3. To develop thorough understanding of research methods.
4. To make the students aware of advertising research and its scope.
5. To make students familiar with current scenario of advertising research.

Course outcomes:-

1. Students will have good knowledge of marketing research.
2. They will be able to use different methods for marketing research.
3. They will enhance their understanding about advertising research.
4. They will be able to plan and execute advertising and marketing research.

CO-PO Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3		2						2		2				2
CO2	3			2	3	3		2					1		
CO3	3	2	2	3	3	3					2				2
CO4						3				2					2

Unit-I Introduction to Marketing Research	L	T	P
1.1 Meaning and Definition of Marketing Research	2	1	-
1.2 Brief History of Marketing Research	2	-	-
1.3 Scope and Utility of Marketing Research	2	2	-
1.4 Ethics in Marketing Research	2	-	-
1.5 Marketing Research Agencies	2	-	-
Unit-II Marketing Research Stages/ Planning and Research			
2.1 Approaches and Types of Marketing Research	3	1	-
2.2 Stages of Planning in Marketing Research	3	1	-
2.3 Scheduling in Marketing Research, Tools and Techniques	3	1	-
2.4 Role and Importance of Consumer Behaviour in Marketing Research	3	-	-
2.5 Processing and Execution of Marketing Research Techniques and Strategies	3	-	-
Unit-III Process of Marketing Research-II			
3.1 Budgeting and Advertising Campaigns	2	-	-
3.2 Implementation and Application of Marketing Research	3	1	-
3.3 Traditional and Popular Concurrent Applications of Marketing Research	3	1	-
3.4 Customer Satisfaction and Total Quality Management	3	1	-
3.5 Overall Evaluation of Processing of Marketing Research	3	-	-
Unit-IV Introduction to Advertising Research			
4.1 Meaning, Definition, Characteristics of Advertising Research	3	2	-
4.2 Scope and Utility of Advertising Research	3	2	-
4.3 Phases in Advertising Research Process	3	1	-
4.4 Creative Tactics, Coordination and Budgeting, Implementation and Execution of Advertising Campaign	3	-	-
4.5 Applying Research to Advertising Strategy	3	1	-
Unit-V Advertising Research in Current Scenario			
5.1 Media in Advertising and Virtual Communication	3	-	-
5.2 Globalization and Challenges in Advertising	3	-	-
5.3 New Media Technology and Advertising Trends	3	-	-
5.4 Brand Equity and Brand Management	3	-	-
5.5 Advertising Research and Public Relations	3	-	-

ADVANCED STATISTICS AND SPSS

Max Marks 100 (50 Th. + 30P + 20 Int.)

Course Objectives

1. To understand the concept of statistical analysis.
2. To understand test of significance and Chi Square, and correlation.
3. To develop critical thinking about statistics and various types of statistical analysis.

Course Outcome

1. Students will be able to carry out statistical analysis.
2. Students will demonstrate skills on SPSS.
3. They will prepare portfolio study on statistics

CO-PO Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	-	-	3	3	3	-	3	-	2	-	-	-	-	-
CO2	-	-	-	-	3	3	2		-	3	3	-	-	-	3
CO3	-	-	-	-	-	3	-	-	-	-	-	-	2	-	-

Unit-I – Correlation Analysis	L	T	P
1.1 Meaning, Concept and Characteristics of Correlation	1	1	-
1.2 Types of Correlation: Basic type (Positive, Negative and Zero), Linearity Based- Linear, Non-linear and Curvilinear	1	1	3
1.3 Partial Correlation: Pearson’s Product Moment Correlation and Spearman’s Rank Order Correlation	1	1	2
1.4 Determination of Correlation by Graphical Methods and Coefficient of Correlation	1	1	2
1.5 Concept of Multi-co linearity and Multiple Correlation	1	1	2
Unit-II –Test of Significance	L	T	P
2.1 Concept and Application of Hypothesis testing and Test of Significance	1	1	-
2.2 Types of Errors, Level of Significance, Critical region, One-tailed and Two-tailed Tests, Size and Power of Test,	1	1	3

Degrees of Freedom			
2.3 Student's t-test: Independent Sample t-test, Paired t-test	2	1	3
2.4 Chi-square Test: Meaning and Application	1	1	3
2.5 Test of Goodness of Fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	2	1	3
Unit-III – Analysis of Variance (ANOVA) and Time Series	L	T	P
3.1 Chi-square test with SPSS	2	1	-
3.2 One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS	2	1	3
3.3 Cluster Analysis	2	1	3
3.4 Post-hoc Measurement	2	1	3
3.5 Structural Equation Modelling	1	1	2
Unit-IV – Factor Analysis Methods	L	T	P
4.1 Factor Analysis: Meaning, Interpretation, Application	1	1	-
4.2 Principle Component Method with Varimax Rotation	1	1	3
4.3 KMO Barlett's Test for Validity with SPSS	1	1	3
4.4 Uses and Limitations of Factor Analysis	1	1	3
4.5 Logistics Regression	1	1	-
Unit-V – Regression	L	T	P
5.1 Meaning, Application and Interpretation of Regression and its terms- R, R ² , Alpha-coefficient, Beta-coefficient, t-value in Regression Analysis	2	-	-
5.2 Linear Regression Analysis	2	-	1
5.3 Multiple Regression Analysis and Types: Simple, Hierarchical and Stepwise	3	-	4
5.4 Concept and Application of Multiple Correlation and Regression, Relationship between Correlation coefficient and Regression coefficient	2	-	4
5.5 Uses of Regression Analysis in Research Paper	2	-	3

Minor Project

Max Marks 100 (50 Th. + 30 P + 20 Int.)

Course Objectives:-

1. To develop research skills
2. To develop critical thinking on analysis and interpretation
3. To impart knowledge about how to prepare dissertation, research paper and report

Course Outcomes:-

1. Students will able to choose research problem.
2. They will be able to conduct research.
3. They will be able to prepare dissertation.

CO-PO Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1			2		3	3			2	3					
CO2		2			3	3			2						
CO3					3	3				3					3

GUIDELINES FOR DISSERTATION WRITING

1. Each student is required to write a dissertation on any topic related to communication and will have to seek approval of the Head for her/his dissertation plan. She/he will have to work under the supervision of an expert, approved by the Head of the Center. The supervisor can be from the Center or from outside, (with the approval of Head of Center.)

Or

The faculty of center may decide thrust areas of the research. Accordingly 3-4 research problems will be identified by the Center and a group of students will work on that

under the supervision of a particular faculty. Each student of the group will participate in designing research, collect certain amount of data, analyze that, and write research report on his/her part of group research.

2. The final dissertation report duly signed by the supervisor and head of the centre has to be submitted to the centre before the summative examination of the last semester.
3. Students will apply similarity checker before submitting final copy of dissertation and submit self-declaration that similarity in dissertation content, excluding review of literature, is not more than 15 percent.

Qualitative Research

Max Marks 100 (50 Th. + 30 P + 20 Int.)

Course Objectives:-

1. To impart in-depth knowledge of qualitative research.
2. To provide good understanding of methods for qualitative research.
3. To develop critical and analytical thinking on ethical issues in qualitative research.

Course outcomes:-

1. Students will learn different methods of qualitative research.
2. They will use any method for qualitative research.
3. Students will prepare a research paper/assignment.

CO-PO Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	1	-	3	3	3	-	3		2					
CO2	3					3									
CO3					3	3					3	2	2		

Unit-I Introduction to Qualitative Research Methods	L	T	P
1.1 Nature of Qualitative Research	2	-	-
1.2 Assumptions of Qualitative Research	2	-	-
1.3 Nature of Reality and Role of Researcher in Qualitative Research	2	-	-
1.4 Issues in Qualitative Research—Subjectivity, Reflexivity, Power, Validity and Triangulation	2	-	-
Unit-II Focus Group Discussions			
2.1 Introduction to Focus Group Discussions	2	-	-
2.2 Focus Group Discussion Techniques and Applications	2	1	2
2.3 Report writing on Conduction, Execution and Conclusions obtained by Focus Group Discussions	2	1	2
2.4 Implementation and Evaluation Challenges of Focus Group Discussions	1	-	-
Unit-III Textual Methods-I			
3.1 Thematic Analysis Method: Techniques and Applications	2	-	2
3.2 Report writing, Implementation and Evaluation Challenges of Thematic Analysis Method	2	-	2
3.3 Narrative Analysis Method: Techniques and Applications	2	-	2
3.4 Report writing, Implementation and Evaluation Challenges of Narrative Analysis Method	2	-	2
Unit-IV Textual Methods-II			
4.1 Conversational Analysis Method: Techniques and Applications	2	-	2
4.2 Report writing, Implementation and Evaluation Challenges of Conversational Analysis Method	2	1	2
4.3 Discourse Analysis Method: Techniques and Applications	2	-	2
4.4 Report writing, Implementation and Evaluation Challenges of Discourse Analysis Method	2	-	2
Unit-V Ethical Issues in Qualitative Research			
5.1 Issues of Analyzing, Interpreting and Representing Qualitative data.	2	-	-
5.2 Researcher’s self in Qualitative work- Issues of Voice and Silence in Qualitative work, Issues related with the role of Human subjectivity	2	-	2
5.3 Working with Subjugated Narratives and Listening to stories that “cannot be told”, Listening to Narratives of loss and Trauma	2	-	2
5.4 Issues of Special Consideration in Research of Gender Sensitive Research, Issues of Special Consideration in Researching with Children	2	-	4

Political Communication Research

Max Marks 100 (50 Th. + 30 P = 20 Int.)

Course objectives:-

- To introduce nature and theoretical framework of political communication and research.
- To impart knowledge of different methods being used in political communication research.
- To make students familiar with research studies related with politics and media.

Course Outcomes:-

1. Students will have good understanding of political communication
2. They will be able to demonstrate different perspectives of research in political communication
3. They will be able to pursue and present political communication research.

CO-PO Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2				3		2							2
CO2			3	2		3						2			
CO3		3			2	3	2		2						2

Unit-I Introduction and Theoretical Framework	L	T	P
1.1 Theoretical Framework for Political Communication Research	2	-	-
1.2 Political Communication Research Designs-Survey, Panel Study, Cross Section Research	2	1	-
1.3 Methods and Tools of Political Communication Research	2	-	2
1.4 Secondary Analysis of Data	2	-	2
Unit-II Analysis and Political Communication			
2.1 Meta Analysis of Political Communication	2	-	-
2.2 Discourse Analysis of Political Communication	2	-	2
2.3 Time Series Analysis	2	-	2
2.4 Multistage Stage Analysis	2	-	2
Unit-III Research in Political Message			
3.1 Concept of Rhetoric and Politics	2	-	2
3.2 Concept of Political Advertising	2	-	2
3.3 Political Campaign, Political Debates	2	-	2
3.4 Content Analysis and Image Bite Analysis	2	1	2
Unit-IV Media Coverage Analysis of Politics			
4.1 Analysis of Political Campaign, priming, framing	2	-	2
4.2 Agenda Setting Research, Diffusion of Innovation,	2	-	2
4.3 Gate-Keeping Research,	2	-	2
4.4 Spiral of Silence, Public Sphere	2	-	2
Unit-V Psephology and Elections Studies			
5.1 Introduction to Psephology, elections and electorate: meaning and nature	2	-	-
5.2 Determinants of voting behaviour and recent trends, Psephology in India	2	-	-
5.3 Digital Media and Political Communication Research, Social Network Analysis	2	-	2
5.4 Emerging Conceptual Framework for Political Communication Research	2	-	-

Media Planning and Strategic Research

Max Marks 50 (40 TH + 10 Int.)

Course Objectives

- To introduce the students to the discipline of Media Planning.
- To impart knowledge of Media Planning and Strategic Research.
- To disseminate awareness to innovations, discussions, controversies and trends occurring in the media world.
- Development of the role of media and how it relates to Media Planning and Strategic Research.
- To train students to prepare Portfolios and Case Studies.

Program Outcomes

- Identify the role research, and the media planning play in media research.
- Create and defend the media planning operations and marketing.
- Complete all work in a professional, ethical and timely manner.
- Proper understanding of the strategies and research that are commonly used in the media industry.
- Gain knowledge of how to do market analysis and plan media strategies.

Course Mapping															
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1	3	-	1	-	1	-	-	1	1	1	1	-	-	-	1
CO 2	3	1	1	-	1	2	-	1	1	1	1	-	-	-	1
CO 3	3	1	1	-	1	-	-	1	1	1	1	-	-	-	1
CO 4	3	1	1	-	1	1	-	1	1	1	1	-	-	-	1
CO 5	1	-	1	-	1	1	1	1	1	1	1	-	-	-	1

Unit-I Introduction to Media Planning	L	T	P
1.1 Need, Importance and Objectives of Media Planning	1	-	-
1.2 Structure and Components of Media Planning	1	-	-
1.3 Conduction of Research for Media Planning	1	-	-
Unit-II Process of Media Planning			
2.1 Stages in Media Planning- Reach, Frequency, Impact and Scheduling	1	-	1
2.2 Target Audiences, Media Cost Comparisons and Coverage	3	-	2
2.3 Budgeting and Implementation of Media Plan	2	-	2
Unit-III Characteristics of Media Planning			
3.1 Media Attributes and Strategies		1	1
3.2 Mix Media Approach		1	
3.3 Advantages and Disadvantages of Advertisements in Newspapers, Magazines, Business Magazines, Television, Radio, e-mails, Outdoor and Transit Advertising, Point of Purchase, Internet	2		-
Unit-IV Media Planning Operations			
4.1 Media Operations and Media Checklist	1	-	1
4.2 Media Buying, Merchandising, Cross Platform Deals	2	1	1
4.3 Concluding Media Plan - Competitive Analysis, Market Situation, Media Strategies, Legal and Ethical Issues	1	1	1
Unit-V Marketing of Media Planning			
5.1 Marketing Objectives of Media Planning, DAGMAR Approach, Strategies and Tactics	2	-	1
5.2 New Brand Introduction and Media Strategy	2	-	1
5.3 Matching Media to Brand Plan	2	-	1

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