OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024 ONWARDS)

M.A Journalism and Mass Communication

Semester	Course	Title of the Course	Course Code
III	Core VII	Advertising and Public Relations	SJMM31
	Core VIII	Critical Media Literacy	SJMM32
	Core IX	New Media Studies	SJMM33
	Core X	Media Production Technique II (Practical)	SJMP31
	Elective V	Audio Production	SJME31
	Skill Enhancement Course II	Audience Engagement and Media Analytics	SJMS31
	Internship	Field Report Submission	SJMT31

Programme In-charge

ADVERTISING AND PUBLIC RELATION

UNIT	Details
I	**Concept and Understanding advertising and its Practices** Understanding Advertising and its classification - principles of advertising - functions of Advertising - benefits of advertising
II	**Adverting models** AIDA model -Hierarchy of Effect Model or DAGMAR - The DRIP model - The MASLOW Model
III	**Technology and Tools for advertising** Tools of advertising - Growth of digital marketing tools - Benefits of advertising in social media - Structure of an ad agency
IV	**Concept and Understanding PR and its Practices** Definition, Role & Functions of PR- Public Relation in Public and Private Sector - code of ethics in PR - Benefits of PR Professional
V	**Growth and development** Growth and development of PR in the digital era - standard PR practices in international and National Media

Reference Books
1. Otto Kleppner, Prentice Hall, Fundamentals of Advertising, New Jersey. 2. David Ogilvy, 'Ogilvy on advertising'. 3. Stephenson, Howard. Mc Graw Hill Pub., Illinois, Handbook of Public Relations'. 4. Scott M. Cutlip, Allen H. Center, Glen M. Broom, Effective Public Relations. Pearson Education, 2005

CRITICAL MEDIA LITERACY

UNIT	Details
I	**Concept Of Media Literacy** Concept and definition of Media Literacy - The importance of Media Literacy - Nature and scope of media literacy - Digital Literacy and Visual Literacy in new age.
II	**Approaches to Media Literacy** Key concepts in Media Literacy - Analyzing and meaning deriving from hidden messages – Digital Citizenship.
III	**Media Analysis** Deconstructing Ads and bias in News - Analyzing websites and other modes of information - Conditions in Media learning - Power of media learning
IV	**Media Message Reception** Know and identify the source of message - Media vehicles their working pattern, structure and typesGate keeping- Media exposure and filters - Media stereotyping and it's effects on society
V	**Media and Globalization** Media ownership patterns -Globalization of Media - Media market and propaganda - Cultural hegemony and various concepts in globalization

Reference Books
1.   W. James Potter, Theory of Media Literacy: A Cognitive Approach, , SAGE Publications, 2004. 2.   Art Silverblatt, Jane Ferry, Barbara Finan, Approaches to Media Literacy-A Handbook, Routledge, 2015 3.   W. James Potter, Media Literacy (7ed), Sage Publication, New Delhi, 2014 4.   , Paul Mihailidis, Peter Lang, Media Literacy and the Emerging Citizen – International Academic Publishers, Switzerland

MEDIA PRODUCTION TECHNIQUE – II (Practical)

UNIT	Details
I	**Understanding the Nuances of Planning and Pre-Production Techniques** Planning and Scheduling - Documentation - Scripting and storyboarding - Concept creation - Storyboarding skills - Employing Software and Computing Capabilities for Pre-Production Planning
II	**Charting the Production** Finalizing the Script - Preparation of the related Documents for Equipment - Preparing the Studio and related infrastructure - Human Resource Mobilization
III	**Preparation for Production** Understanding the Equipments and Tools for Production - Preparation of Infrastructure and Equipments Understanding and Charting Workflow - Optimization of Equipments for Production
IV	**Exploring the Production Process** Fixing and Finalizing the Workflow - Preparation of Data Storage Devices and Applications - Understanding Power Requirements and Backups - Production Plan and Finalisation - Production Execution
V	**Mastering and Rendering Production** Production Editing - Project Finalization - Content Optimization - Testing and Preview - Project Finalization

Reference Books
1. Michael Langford: Basic Photography, Focal Press. 2. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focul Press, 1996. 3. Vasuki Belavadi (2008). Video Production, Oxford University Press. 4. Esta De Fossard, John Riber (2005). Writing and Production for TELEVISION &FILM, Sage Publication.

MEDIA PRODUCTION TECHNIQUE – II

Practical Note Exercises

All questions are mandatory.

1. Create a detailed production schedule for a 5-minute short film. Include all major pre-production, production, and post-production activities with estimated time frames.

2. Write a 2-page script for a public service announcement on a topic of your choice. Then, create a storyboard for this script with at least 10 frames.

3. Develop a concept for a 30-second commercial promoting a fictional product. Present your concept in writing and explain how you would visually represent it.

4. Prepare an equipment checklist for a documentary shoot in a remote location. Consider all possible scenarios and justify your choices.

5. Design a basic studio layout for a talk show, including lighting placement, camera positions, and set design. Provide a diagram and written explanation.

6. Develop a budget for a short film production, breaking down costs for pre-production, production, and post-production phases.

7. Design a lighting plan for a three-person interview setup. Include a diagram of light placement and explain your choices for key light, fill light, and back light.

8. Create a workflow chart for a typical day of production, from equipment setup to wrap. Include all key steps and potential bottlenecks.

9. Create a detailed shot list and shooting schedule for a 3-minute music video. Include camera movements, lighting changes, and any special effects.

10. Write a production plan for a live-streamed event, including equipment setup, personnel assignments, and contingency plans for technical issues.

NEW MEDIA STUDIES

UNIT	Details
I	**Global New Media Landscape** Evolution of digital media worldwide - Mobile revolution and its impact on global media consumption - Comparative analysis of digital platforms across regions - Digital divide and media accessibility: global perspectives with Indian insights - Case study: Jio's impact on India's digital landscape
II	**Digital Journalism in the Global Context** Online news portals and digital-first journalism: international trends - Mobile journalism practices around the world - Data journalism: global best practices and regional applications - Crowdsourcing and citizen journalism across cultures - Case study: NDTV's digital transformation and its implications for Indian journalism
III	**Social Media and Global Audiences** Major social media platforms and their global reach - Impact of social media on politics and society worldwide - Content creation and distribution strategies for diverse audiences - Influencer culture and its role in global mass communication - Case study: Tik Tok's rise in India and subsequent ban - implications for global platforms
IV	**Privacy, Misinformation, and Disinformation in Digital Media** Global data privacy concerns and regulations (GDPR, CCPA, etc.) - Fake news and its spread through social media: a global challenge - International fact-checking initiatives and media literacy programs - Government policies and regulations on digital media across countries - Case study: WhatsApp and misinformation in India during the COVID-19 pandemic
V	**Emerging Technologies and Future of Global Media** Artificial Intelligence and automation in journalism: global adoption trends - Virtual and Augmented Reality applications in media worldwide - Podcasting and audio content consumption: regional variations – Block chain and its potential impact on the global media industry - Case study: AI in Indian vernacular news production - challenges and opportunities

Reference Books
1.   van Dijck, J., Poell, T., & de Waal, M. (2018). The Platform Society: Public Values in a Connective World. Oxford University Press. 2.   Flew, T. (2021). Understanding Global Media. Bloomsbury Academic. 3.   Mehta, N. (2019). Behind a Billion Screens: What Television Tells Us About Modern India. HarperCollins India. 4.   Lewis, S. C., & Westlund, O. (2020). Digital Journalism. SAGE Publications. 5.   Bradshaw, P. (2017). The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age. Routledge.

Audio Production

UNIT	Details
I	***Introduction to Audio*** Sound and sound wave propagation - Active Listening Skills - Audio Cables and Interconnection
II	***Microphone techniques*** Selection and Placement of Microphone - Technical skills - Different types of microphones Accessories for Aiding Microphone
III	***Studio Equipment*** Consoles and its types - Technical skills - Audio Mixers and Audio Consoles - Digital Mixers
IV	***Digital Audio Technology*** Fundamentals of Digital Audio Technology - ADC, DAC - Digital Audio Workstation
V	***Mixing and Mastering Techniques*** Combining individual tracks - Recording and editing skills - Audio Recording Software - Audio recording and editing software

REFERENCE BOOKS

1. **Pohlmann, K. C.** (Year). *Audio Engineering Fundamentals*. Tata McGraw-Hill Education.

2. **Kumar, R.** (Year). *Microphone Techniques for Recording*. New Saraswati House India Pvt Ltd.

3. **Huber, D. M.** (Year). *Modern Recording Techniques*. PHI Learning Pvt. Ltd.

4. **Jackson, B.** (Year). *Digital Audio Workstations: MIDI, Synthesis, Sampling, and Sequencing*. PHI Learning Pvt. Ltd.

5. **Gibson, D.** (Year). *The Art of Mixing: A Visual Guide to Recording, Engineering, and Production* (Indian Edition). Tata McGraw-Hill Education.

6. **Davis, D., & Patronis, E.** (Year). *Sound System Engineering*. Tata McGraw-Hill Education.

7. **Sonnenschein, D.** (Year). *Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema* (Indian Edition). Tata McGraw-Hill Education.

Audience Engagement and Media Analytics (Theory)

UNIT	Details
I	**Layers of Audience Engagement and Analytics** Nature and importance Audience Engagement. Definition, Nature, Scope, and of Media Analytics- Multiple Layers of Media Analytics. Understanding Audience Engagement using Social Media Analytics. Digital Research Methods for Researching Text, Audiences, and Production Practices. Sustaining Engaged Journalism: Measuring and Monetizing the Audience Relationship. Platform Analytics Tools and Dashboards. Digital Data Collection Illustration: Search Analytics-Interest and Intentions- Tracking Audience Sentiment: Trends Tools. Using Twitter Analytics for News.
II	**Text Analytics and News Analytics** Big Data and News. Natural Language Processing Applications in Journalism. RSS News Feeds and News Analytics- Information Trapping and News Monitoring- News Corpus (Event Registry, Google Books nGram). Sentiment Analysis and Opinion Mining- Analyzing Posts and Comments. Tools for Text Analytics and News Analytics-Event Registry.
III	**Social Networks and Hyperlinks Analytics** Hyperlink Analysis. Key Concepts and Measures in Social Network Analysis. Tools for Social Networks and Hyperlinks Analytics.
IV	**Action, Apps, and Location Analytics** Behavior and People Analytics. Mobile/Apps Analytics. Analytics using GIS and Location-Based Services- Tools for Action, Apps, and Location Analytics. Applications of Google Maps and Google Earth in News Reporting.
V	**Audience Engagement and Moderation** Enhancing Audience Engagement-Shareability Using Metrics-Moderating Communities. Creating a Social Media Listening Post. Mining Niche Communities: Serving Topical and Hyperlocal Audiences Through Digital and Mobile Platforms. Participatory Journalism. Responding to News Commentaries and Discussion Forums and News Sharing Culture. Emergent Analytics Tools- Audience Strategies and Publisher Innovation. Entertainment Science-Tools and Metrics for Analysis of Entertainment Audiences

Key Text Books

1. Batsell, J. (2015). Engaged Journalism: Connecting with Digitally Empowered News Audiences. Columbia University Press.
2. Borchard, G. A. (2022). The SAGE Encyclopedia of Journalism: 2nd Edition. SAGE Publications.
3. Creech, B. (2021). Journalism Education for the Digital Age: Promises, Perils, and Possibilities. Routledge.
4. Luengo, M., & Herrera-Damas, S. (2021). News Media Innovation Reconsidered: Ethics and Values in a Creative Reconstruction of Journalism. John Wiley & Sons.
5. Wenzel, A. (2020). Community-Centered Journalism: Engaging People, Exploring Solutions, and Building Trust. University of Illinois Press.