

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

DEPARTMENT OF COMMUNICATION
M.A. Journalism and Mass Communication (NEP)
SEMESTER IV (January – April 2024)

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| Course title | Media Policy, Laws and Ethics (Domain Specific) |
| Category (Mention the appropriate category (a/b/c) in the course description.) | A |
| Course code | JMC402 |
| Semester | IV |
| Number of credits | 5 |
| Maximum intake | 30 (on first-come-first-served-basis for MA courses only) |
| Day/Time | Wednesday (11 am-1pm) and Thursday (2pm-4pm) |
| Name of the teacher/s | Prof.G.Nagamallika & Dr. Suchitra Patnaik |

Course description

i) A brief overview of the course:

One of the primary objectives of the course is to sensitize budding young professionals about the intricacies of media policy and regulation in the country and orient them with several ethical issues relating to journalism and media management

ii) Objectives of the course:

The course aims to explore the current developments in media policy and debate about the various contentious issues relating to media legislation. The course also dwells at length on recent policy and regulations relating to different segments of the Indian media like newspaper, television and Internet. The course aims to engage students with discussions on several contemporary ethical issues and debates relating to media ethics and freedom of speech. At the end of the term, the student is expected to emerge with some kind of policy paper on topics assigned to them.

iii) Learning outcomes:

To sensitize budding young professionals about the intricacies of media policy

To explore the contemporary debates related to media legislation and policy.

To learn about the different media laws and regulation in the country

To understand the concepts related to journalism ethics.

Syllabus

Part 1: Media policy

Unit 1

Introduction to policy making for media sector.

Role of media in society. Freedom of media in democracies.

Rationale for media regulation.

Political philosophies of media freedom and media regulation.

Areas of regulation. Regulatory agencies

Article 19 (a) Indian constitution guarantees freedom of speech and expressions for its citizens with reasonable restrictions. Emergency provisions.

Unit 2

Policies impacting print media and advertising industry – newsprint policy, printing technology, price-page schedule, FDI/FII in print media/advertising. Policies impacting radio, TV and film – legal framework for broadcast industry, issues in spectrum allocation; regulation of transmission technologies, import regulations for technologies and film and television content, pricing policies for film and TV distribution and exhibition, FDI/FII, BARC. Digitization issues in radio and television broadcasting. Problem areas in policy implementation. Public broadcasting, national and regional state support for film production, distribution and exhibition. Broadcast content regulation, film certification.

Part 2: Media laws and regulation

Unit 3

Defamation Laws, Contempt of court and legislature, Official secrets act;

Copyright and Plagiarism Laws, Right to Information act; Drugs and Magic Remedies (Objectionable) Advertisements Act. Cinematograph Act, Indecent Representation (prohibition) of Women Act; Cable TV Regulation Act, Broadcast Bill, Convergence Bill, The Information technology act. IT Act 2008. Impact of global trends and global regulatory environment.¹ Regulation of digital and mobile platforms.

Part 3: Media Ethics

Unit 4

Defining media ethics: Concepts of truth, fairness and objectivity. The press

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| Course delivery | Lecture/Seminar/ student presentations |
| Evaluation scheme | Internal (modes of evaluation):40% End-semester (mode of evaluation):60% |
| Reading list | <p>Essential reading</p> <p>Weimer, David L., and Aidan R Vining. 2005. <i>Policy Analysis, Concepts and Practice</i>. New Jersey: Prentice-Hall, Chapter 1.</p> <p>Van Cuilenburg, Jan, and McQuail, Denis (2003). "Media Policy Paradigm Shifts: Towards a New Communications Policy Paradigm" in <i>European Journal of Communication</i>. June 2003. Vol.18. No2, 181-207.</p> <p>Ninan, Sevanti (1998). "History of Indian Broadcasting Reform" in Price, Monroe and StefaanVerhulst (eds) <i>Broadcasting Reform in India: a case study in the uses of comparative media law</i>. New Delhi: Sage.</p> <p>TRAI recommendations on FM radio auctions, CAS, pricing of services, uplinking, DTH, HITS, mobile communications, IPTV</p> <p>Khosla report on film censorship, I&B reports on import and export of films, exhibition, infrastructure, film as industry, entertainment tax, tax exemptions, subsidies</p> <p>IT Act of 2008, Cyber law in India, draft Convergence Bill, Broadcast Bill</p> <p><i>Media Ethics: Making and Breaking News</i> by PranjoyGuhaThakurta, OUP, 2012.</p> <p><i>Cyber Laws and IT protection</i> by Harish Chander, PHI Learning, 2012</p> <p><i>Introduction to the Constitution of India</i> By D DBasu</p> |

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| Course title | Advertising and Marketing Communication (Domain Specific) |
| Category (Mention the appropriate category (a/b/c) in the course description.) | A |
| Course code | JMC302 |
| Semester | IV |
| Number of credits | 5 |
| Maximum intake | 30 (on first-come-first-served-basis for MA courses only) |
| Day/Time | Tuesday (11am-1pm) and Wednesday (2pm-4pm) |
| Name of the teacher/s | Dr. Suchitra Patnaik |
| Course description | <p>i) A brief overview of the course: This is a specialized course which aims to equip students with core concepts in the field of advertising and marketing communication</p> <p>ii) Objectives of the course: The course will teach basic theories of advertising and marketing. Students will gain hands-on training in Segmentation, Targeting and Positioning strategies along with Marketing mix , branding and integrated marketing communications. They will learn to design print advertisements.</p> <p>iii) Learning outcomes: To equip students with core concepts in the field of advertising and marketing communication. To develop creative thinking To learn core marketing strategies To introduce new techniques in digital marketing</p> <p>Syllabus Unit 1: Fundamentals of marketing :definition, concepts, market plan, case study; AthithiDevo Bhava; Consumer behavior; Amul story; The 4 Ps and marketing mix; Mc Donald case study on marketing mix; Segmentation, targeting and positioning strategies; Identifying positioning in Ads-ultra tech cements; Basics of Branding; Brand name; Brand equity; Brand management; Integrated marketing Communication</p> <p>Unit 2: Advertising- Meaning, definitions, working; Advertisement: Elements , Types and appeals; Creative approaches; Copywriting Techniques and testing; lay-out and design of print ads; Production and implementation</p> <p>Unit 3: Functioning of an Ad agency – different departments and how it works – people who work in an ad agency; Agency Economics; Different types of advertising media: strength and weaknesses</p> <p>Unit 4: Advertising campaign Design; Case Studies</p> |
| Course delivery | Lecture/Seminar/ student presentations |

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| Evaluation scheme | Internal (modes of evaluation):50% End-semester (mode of evaluation):50% |
| Reading list | <p>Essential reading</p> <p>Advertising by Roderick White , Published 2000 by London: McGraw-Hill</p> <p>Advertising by John S. Wright</p> <p>Advertising Basics !: A Resource Guide for Beginners by Vilanilam, J V, Published 2004 by New Delhi: Response Books</p> <p>Advertising Creative: Strategy, copy, design by Altstiel, Tom , Published 2010 by London: Sage Pub.</p> <p>Advertising Management by Aaker, David A, Published 1983 by New Delhi: Prentice-Hall Inc, Edition : 2nd</p> <p>Advertising and Promotion : An Integrated Marketing Communications Approach by Hackley,Chris , Published 2010 by London: Sage, Edition : 2nd</p> <p>Advertising and New Media by Spurgeon, Christina, Published 2008 by London: Routledge</p> <p>Advertising on the Internet by Armstrong, Steven, Published 2001 by London: Kogan Page Edition : 2nd</p> <p>Effective Advertising: Understanding when, how, and why advertising works by Tellis, Gerard J., Published 2004 by New Delhi: Response Books</p> <p>Thomas C. O’Guinn, Chris T. Allen and Richard J. Semenik, <i>Advertising and Integrated Brand Promotion</i>; Thomson South West.</p> <p>Norris, James S. <i>Advertising</i>. Prentice Hall, New Delhi</p> <p>Jefkins, Frank, <i>Advertising</i>. Macmillan, New Delhi</p> |

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| Course title | Dissertation (Domain Specific) |
| Category (Mention the appropriate category (a/b/c) in the course description.) | A |
| Course code | JMC401 |
| Semester | IV |
| Number of credits | 5 |
| Maximum intake | 30 (on first-come-first-served-basis for MA courses only) |
| Day/Time | 2pm-4pm Monday/Friday |
| Name of the teacher/s | All faculty |
| Course description | <p>i) A brief overview of the course: This is a core course for the students of MA MCJ equivalent to Documentary Production. The students therefore have the option of choosing either the course in Documentary Production or writing a Dissertation.</p> <p>ii) Objectives of the course: The Dissertation is the practical counterpart of the theoretical course taught in Semester III, titled Media Research where the process of writing a dissertation was discussed. The students are expected to work on a topic that is suitable for research and complete it by the end of the semester. The students who register for this course are allotted a supervisor from the department faculty who would interact with them regularly. The details of the dissertation would be discussed in the classroom after registration.</p> <p>iii) Learning outcomes: To help students research on local, regional and national issues and problematize them. To critically analyse issues and find optimal solutions through systematic and scientific methods of enquiry.</p> |
| Course delivery | Project work |
| Evaluation scheme | Evaluation: is continuous with weekly updates and presentations with 40% weightage while 60% would be for the completed dissertation. |
| Readings | |

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| Course title | Documentary Production (Domain Specific) |
| Category (Mention the appropriate category (a/b/c) in the course description.) | A |
| Course code | JMC405 |
| Semester | IV |
| Number of credits | 5 |
| Maximum intake | 30 (on first-come-first-served-basis for MA courses only) |
| Day/Time | 2pm-4pm Monday/Friday |
| Name of the teacher/s | All faculty |
| Course description | <p>i) A brief overview of the course: The term documentary suggests a short-duration film that is topical, informative and based in actuality. However, documentary is much more than just a focused elaboration or visual-telling of issues, it is also a creative process that has the potential to impact large masses. This course will focus on producing a short documentary and facilitate the creative expression of students with topics of their choice.</p> <p>ii) Objectives of the course: This a practical course where the focus is on acquiring skills of 'documenting' through a goal oriented and focused approach. It involves mastering three practical areas of documentary production: a) Ideating, Scripting, Research and Planning, b) On Location Production/Video Shooting, c) Post-Production/Editing and Report Writing.</p> <p>iii) Learning outcomes:</p> <ul style="list-style-type: none"> ● To help students understand and perform the various processes of documentary production so as to prepare them for the professional world. ● To understand how the documentary film is applied for various scenarios such as: ethnographic research, opinions and news making, formal and creative experiments, corporate branding, advertisement etc. |
| Course delivery | Documentary filmmaking |
| Evaluation scheme | This is a project-based course thus its completion depends on fulfilling the requirement of producing a short documentary film in the duration of this semester. The class schedule will be announced at the time of course registration. |
| Readings | Rosenthal, Alan. <i>Writing, Directing, and Producing Documentary Films and Videos</i> . Southern Illinois University Press: Illinois. 2002 |

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| Course title | Corporate Communication (Multi Disciplinary) |
| Category (Mention the appropriate category (a/b/c) in the course description.) | A |
| Course code | JMC404 |
| Semester | IV |
| Number of credits | 5 |
| Maximum intake | 30 (on first-come-first-served-basis for MA courses only) |
| Day/Time | 11am-1pm Monday/Thursday |
| Name of the teacher/s | Dr. K. Rajaram |
| Course description | <p>i) A brief overview of the course: The term "corporate communication" embraces many aspects. Corporate communication is first and foremost "a vital management function in contemporary organizations". It refers to the totality of a corporation's efforts to lead, motivate, persuade, and inform its various publics, which include consumers, investors, employees, and the media.</p> <p>ii) Objectives of the course: The course includes forms and practices of corporate communication and their impact on contemporary global society. The students will have a rich understanding of corporate communication, both theoretically and practically.</p> <p>iii) Learning outcomes:</p> <ul style="list-style-type: none"> ● To demonstrate an understanding of the basic principles and theories associate with corporate communications. ● To examine a range of micro and macro issues as they affect business at individual, country, and international levels as they related to communicating for companies. ● To analyze, interpret, and understand the concepts relating to corporate advertising and media advertising examined using current, real-live examples found in the media. ● To analyze, interpret, and understand the limitations of policies in managing real-world issues as they link to governmental relations and investor relations. ● To apply corporate communication principles and concepts to crisis management communications and to media relations. |
| Course delivery | Lecture/Seminar/ student presentation |
| Evaluation scheme | Internal (modes of evaluation):40% End-semester (mode of evaluation):60% |
| Readings | Goodman, M. B., & Hirsch, P. B. (2010). <i>Corporate communication: Strategic adaptation for global practice</i> , New York: Peter Lang Kitchen, Philip J. and Schultz, Don E., <i>Raising the Corporate Umbrella: Corporate Communications in the 21st Century</i> . Palgrave, 2001. Argenti, Paul, <i>Corporate Communications</i> New York: McGraw-Hill Irwin, 2007 |

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| Course title | Technical Writing – Advanced (Multi Disciplinary) |
| Category (Mention the appropriate category (a/b/c) in the course description.) | A |
| Course code | JMC 419 |
| Semester | IV |
| Number of credits | 5 |
| Maximum intake | 30 (on first-come-first-served-basis for MA courses only) |
| Day/Time | 10 am-1pm Friday/ Saturday |
| Name of the teacher/s | |
| Course description | <p>i) A brief overview of the course: An introductory course in technical writing</p> <p>ii) Objectives of the course: .To understand the importance of building a theoretical base for the understanding of the current digital field.</p> <p>iii) Learning outcomes: To provide a learning experience for the students to create digital content in social media, advertising and technical writing To provide the basic technology in understanding the digital platforms, their analytics. To understand the importance if data privacy and security in technical writing.</p> <p>Syllabus Unit 1. Communication theories basics – uses and gratification, social learning theory, agenda setting, cultivation theory, diffusion of innovation, Network theory, two step flow, Symbolic interactionism, Communication Accommodation theory, Information theory. Unit 2 Communication theory in the age of misinformation, Theories of influence and the art of storytelling. Unit 3 Digital Content creation, Social media and community management, Digital marketing and Advertising, Choice of media, Technical writing. Unit 4 Digital Platforms, Content Creation, Analytics and Security, Data Privacy and Security, Emerging Technologies.</p> |
| Course delivery | Lecture/Seminar/ student presentation |
| Evaluation scheme | Internal (modes of evaluation):40% End-semester (mode of evaluation):60% |
| Readings | |