

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD**

**DEPARTMENT OF COMMUNICATION  
M.A. Journalism and Mass Communication (NEP)  
SEMESTER IV (January – April 2025)**

Course title	<b>Media Policy, Laws and Ethics</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	<b>MAJMCC604</b>
Semester	IV
Number of credits	5
Maximum intake	30
Day/Time	Monday & Wednesday 2pm-4pm
Name of the teacher/s	<b>Dr. Suchitra Patnaik</b>
Course description	<p><b>i) A brief overview of the course:</b> 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</p> <p><b>ii) Objectives of the course in terms of PSO:</b> <b>PO1</b> Understand the current developments in media policy and debate about the various contentious issues relating to media legislation. <b>PO3</b> Analyse recent policy and regulations relating to different segments of the Indian media like newspaper, television and Internet. <b>PO2</b> Engage students with discussions on several contemporary ethical issues and debates relating to media ethics and freedom of speech. <b>PO7</b> Evolve with some kind of policy paper on topics assigned to them.</p> <p><b>iii) Learning outcomes:</b> <b>a) Domain specific</b> To sensitize budding young professionals about the intricacies of media policy</p>

	<p>To explore the contemporary debates related to media legislation and policy.</p> <p><b>b) Value addition</b></p> <p>To learn about the different media laws and regulation in the country</p> <p>To understand the concepts related to journalism ethics.</p>
Course delivery	Lecture/Seminar/ student presentations
Evaluation scheme	<p>Internal (modes of evaluation):40%</p> <p>End-semester (mode of evaluation):60%</p>
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&amp;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>

Course title	<b>Dissertation (Domain Specific)</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	MAJMCC699
Semester	IV
Number of credits	5
Maximum intake	30
Day/Time	<b>Thursday 2pm-6pm</b>
Name of the teacher/s	All teachers
Course description	<p><b>i) A brief overview of the course:</b>  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. 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><b>ii) Objectives of the course:</b></p> <p><b>PO8</b>  Identify research problems and apply relevant research methodologies</p> <p><b>PO8</b>  Develop research question and evaluate the strengths and limitations of different research methods</p> <p><b>PO 9</b>  Develop a critical understanding of the subject understanding of the relevant literature, theories, and methodologies</p> <p><b>PO 10</b>  Write an original research paper</p> <p><b>Learning outcomes:</b></p> <p><b>a) Domain specific</b>  Develop expertise in a specific area of study, showing a deep Research local, regional and national issues and problematise them.</p> <p><b>b) Value addition</b>  Critically analyse issues and find optimal solutions through systematic and scientific methods of enquiry.</p> <p><b>c) Skill enhancement</b>  Students will be able to collect and analyze data using appropriate methods  Students will be able to interpret and present their research finding</p>
Course delivery	Project work

Evaluation scheme	<b>Evaluation:</b> is continuous with weekly updates and presentations with 40% weightage while 60% would be for the completed dissertation.
Readings	---

Course title	<b>Documentary Production (Domain Specific)</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	<b>MAJMCC606</b>
Semester	IV
Number of credits	5
Maximum intake	30
Day/Time	<b>Thursday 2pm-6pm</b>
Name of the teacher/s	<b>Dr. Nagraj</b>
Course description	<p><b>i) A brief overview of the course:</b> 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><b>ii) Objectives of the course:</b></p> <p><b>PO 4</b> Acquiring skills of 'documenting' through a goal oriented and focused approach.</p> <p><b>PO 6</b> 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><b>iii) Learning outcomes:</b></p> <p><b>c) Skill enhancement</b></p> <ul style="list-style-type: none"> <li>● To help students understand and perform the various processes of documentary production so as to prepare them for the professional world.</li> <li>● 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.</li> </ul>
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

Course title	<b>Corporate Communication</b>
Category (Mention the appropriate category (a/b/c) in the course description.)	A
Course code	MAJMCE611
Semester	IV
Number of credits	5
Maximum intake	30
Day/Time	Tuesday 11am-1 pm and Thursday 9am -11 am
Name of the teacher/s	<b>Prof. Sujatha Mukiri</b>
Course description	<p><b>i) A brief overview of the course:</b> 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><b>ii) Objectives of the course:</b></p> <p><b>PO 3</b> Understanding of corporate communication, both theoretically and practically Understanding of corporate communication theories, concepts, and practices</p> <p><b>PO 3</b> Develop critical thinking and analytical skills to evaluate complex corporate communication issues</p> <p><b>PO 5</b> Develop and implement effective corporate communication strategies</p> <p><b>Learning outcomes:</b></p> <p><b>a) Domain Specific</b> To demonstrate an understanding of the basic principles and theories associated 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.</p> <p><b>b) Value addition</b> To analyze, interpret, and understand the concepts relating to corporate advertising and media advertising examined using current, real-live examples found in the media.</p> <p><b>c) Skill enhancement</b> To analyze, interpret, and understand the limitations of policies in managing real-world issues as they link to governmental relations and investor relations.</p> <p><b>d) Employability Quotient</b> To apply corporate communication principles and concepts to crisis management communications and to media relations.</p>
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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