

Curriculum plan (Even Semester 2021-22)

Teacher Name: Dr. Mukesh

Paper name: MEDIA AND COMMUNICATION SKILLS Semester II

Class type: Lecture (5L+ 3T)

Paper shared with: None

Unit to be taken	Month wise schedule to be followed	Tests/Assignments/ Revision/Presentations etc
Unit 1 Introduction to Mass Communication a) Mass Communication and Globalization b) Forms of Mass Communication	April	Group Discussion, Interactive Sessions, Writing and Enacting Scripts
Unit 2 Advertisement a) Types of advertisements b) Advertising ethics c) How to create advertisements/storyboards	May	Creating and Enacting Advertisements
Unit 3 Media Writing a) Scriptwriting for TV and Radio b) Writing News Reports and Editorials c) Editing for Print and Online Media	June	Writing for Media and Editing
Unit 4 Introduction to Cyber Media and Social Media a) Types of Social Media b) The Impact of Social Media c) Introduction to Cyber Media	July	Assignment and Presentation : 25 Marks

References

Essential Reading

Kumar, Keval J. *Mass Communication in India*. Jaico Publications, 1994.

Suggested Readings

Media and Mass Communication:

Joseph, M. K. *Outline of Editing*. New Delhi: Anmol Publications, 2002.

Kamath, M. V. *Professional Journalism*. New Delhi: Vikas Publishing House, 1980.

Macquail, Denis. *Mass Communication*. New Delhi: Om Books, 2000.

Saxena, Ambrish. *Fundamentals of Reporting and Editing*. New Delhi: Kanishka Publishers, 2007.

Television Journalism:

Boyd, Andrew. *Broadcast Journalism: Techniques of Radio and Television News* 2000 Burlington: Focal Press 6 edition, 2009.

Carroll, Brian. *Writing for Digital Media*. Taylor & Francis, 2010.

Cushion, Stephen. *Television Journalism*. Sage Publications, 2012.

Feldman, Tony. *An Introduction to Digital Media*. Taylor & Francis, 2004.