

Induction Training in Communication & Media

For IIS Group 'A'

2016

(Duration Nine Months)

TRIMESTER I (February to April)

Communication Concepts, Strategies & Skills

Module I: Mass Communication: Concepts and Theories

Capsule I: Communication: Concepts, Process, Elements and Scope

Unit i-	Intrapersonal, Interpersonal and Group Communication Dimensions
Unit ii-	Verbal and Non-verbal Communication, Importance of Kinesics
Unit iii-	IPC Skills & Group Dynamics
Sub Unit-	Presentation Skills & Professionalism
Unit iv-	Obstacles and Barriers to Effective Communication

Capsule II: Mass Communication Concepts and Theories

Unit i-	Functions of Mass Communication, Manifest and Latent Communication,
Unit ii-	Feedback System
Unit iii-	Models of Communication: Classical, Intermediary, Interactive, Transactional Models, Ecological Model
Unit iv-	Normative theories of mass media: four theories of press (Authoritarian, Free Press, Social Responsibility and Socialist/Communist)

Capsule III: Critical Studies in Mass Communication

Unit i-	Sociological and psychological theories of mass communication
Unit ii-	Cultural studies, Semiotics, Modernism and Post modernism
Unit iii-	Powerful Effects of Media: Medium is Massage (McLuhan), Agenda Setting (McComb), Spiral of Silence.

Capsule IV: Power Structure, Systems & Media: Ideologies in Media Studies

Unit i-	Hegemony, Critical Theory,
Unit ii-	Multiculturalism, Functionalism and Structuralism
Unit iii-	Mediated Reality, Culture industry (Adorno),
Unit iv-	Print Capitalism (Benedict Anderson), Public Sphere (Habermas), Manufacturing Consent/propaganda model (Chomsky)

Module II: Development Communication and Social Change

Capsule I: Theories of Development Communication

- Unit i- Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm
- Unit ii- Alternative approaches to Development Communication: Diffusion of Innovation
- Unit iii- Social learning and Reasoned Action and BCC Theories
- Unit iv- Role Play

Capsule II: Telecom & Development

- Unit i- ICT & Development
- Unit ii- Study of IEC structures in Specified Government Initiatives
- Unit iii- Planning an IEC strategy
- Sub Unit i- Designing & Implementation of IEC Strategy

Module III: Communication Research & Feedback

Capsule I: Approaches to Communication Research

- Unit i- History, Scope and Significance
- Unit ii- Basic Elements of Research: Concept and Construct
- Unit iii- Theoretical Framework: Positivist, Interpretative and Critical Approaches
- Unit iv- Research: Semiotic Analysis, Rhetorical, Ideological and Psychoanalytic Criticism

Capsule II: Communication Research

- Unit i-** Research Problem, Research Hypotheses, Literature Review and Analysis
- Sub Unit i- Primary and secondary research sources
- Sub Unit ii- Variables: Dependent, Independent and intervening

- Unit ii-** Types of Research Methods
- Sub Unit i- Quantitative Methods: Survey Methods: Questionnaire, Interview Schedule, Experimental Research: Control and Experimental
- Sub Unit ii- Qualitative Research Methods: IDIs, FGD, PLA Methods, Historical Analysis, Ideological Criticism, Participant Observation, Use of Video as a Research Tool, Visual Narratives, Case Studies

- Unit iii-** Elements of Research
- Sub Unit i- Sampling procedure: Probability and Non-Probability
- Sub Unit ii- Data Collection and Analysis: Data Verification, Coding, Listing, Analysis and Interpretation
- Sub Unit iii- Descriptive Statistics
- Sub Unit iv- Writing of Research Report, Academic Writing styles

- Unit iii-** Methods and Tools of Data Collection for Mass Media Research
- Sub Unit i- Ratings research: Peoples Meter, Diary, Telephone Survey

Sub Unit ii-	Opinion Poll, TRP, RAM and IRS
Sub Unit iii-	Interpreting the ratings
Sub Unit iv-	Internet Media Research

Module IV: Visual & Oral Communication

Capsule I: Visual Medium

Unit i-	Visual Perception and Visual Persuasion
Unit ii-	Use of Visuals in Different Media
Unit iii-	Design Principles and Design Application
Unit iv:	Visual Story Telling Trends
Unit v-	Ethical Issues
Unit vi-	Conceptualising, Designing & Producing Newsletter
Unit vii-	Designing & Producing Campaign Posters

Capsule II: Photo Communication

Unit i-	Understanding Camera
Unit ii-	Composition Techniques
Unit iii-	Photo Feature
Unit iv-	Photo Journalism

Capsule III: Oral Communication

Unit i-	Traditional & Folk Media
Unit ii-	Field Publicity
Sub Unit i-	Field Publicity in Practice through site visit
Unit iii-	Performing arts : appreciation & practice

Module V: Advertising & Public Relations

Capsule I: Advertising

Unit i-	Role of Advertising in reaching to disparate audiences
Unit ii-	Various theories of Advertising : Stimulus Response, Starch Model, AIDA, DAGMAR, Cognitive Dissonance, Hierarchy of Needs and Freud's Psychoanalytic Theory
Unit iii-	Ad agency functioning: Learning from the private sector (Account Planning, Client Servicing, Creative etc.)
Unit iv -	Issues relating to Advertising: Legal and Ethical Perspectives

Capsule II: Public Relations and Corporate Communication

- Unit i- PR's Evolving Role in Government and Politics
- Unit ii- PR as an Image Management Tool
- Unit iii- PR in Social and Political Environment
- Unit iv- Corporate Social Responsibility (CSR)
- Unit v- Disaster Management & Crisis Communication
- Sub Unit i- Strategizing a Crisis Communication plan
- Sub Unit- Mock Exercise in holding a Press Conference during Crisis
- Unit vi- Media Tracking for Issue Management

Module VI: Study Of media Units of I&B and Govt Functioning

Capsule I: Media Units of I&B Ministry

- Unit i- Interaction with senior IIS officers
- Unit ii- Interactive visits to various media units
- Unit iii- Presentation on various media units

Capsule II: Two Week session on General Administrative and Finance Rules Conducted by Defence Headquarters Training Institute (DHTI)

The Modules in this trimester will be implemented through simulation exercises, developing analytical skills and presentation

Attachments:

- Bureau of Parliamentary Studies & Training (3 days)
- District attachment for Communication Research & Media Monitoring (2 weeks)
- Exposure to Oral & Folk Media & Archiving at IGNCA (2 days)
- Visit to various media units of I&B Ministry
- Delhi Darshan (1 day)

Workshop:

- Workshop on Gender Sensitization and Communication (1day)
- Workshop on the Rule of law (1 day)
- Workshop on Interpersonal communication (2 days)
- Workshop on Time Management & Collaboration Skills

Reading list

Trimester I Module I Communication : Concepts and Theories

- i. Interpersonal Communication: Everyday Encounters, Wood, Julia, , Australia:Wadsworth Thomson Learning, 2002
- ii. The process and Effects of Mass Communication, ed. by Wilbur Schramm, 1971
- iii. Introduction to Communication Studies, , Fiske J,1982, Methuen, London
- iv. Theories of communication: A Short Introduction – Armand Mattelart & Michele Mattelart, Sage
- v. Thinking through Communication, Sarah Trenho,m, Allynx, Bacon, Singapore, 1999
- vi. Communication: An introduction - Denis McQuail
- vii. Media Sociology - David Barret, Sage Publications
- viii. Introducing Communication History - Richard and Turner, Mayfield, London, 2000
- ix. Interpersonal Communication: Everyday Encounters, Wood, Julia, , Australia:Wadsworth Thomson Learning, 2002
- x. Introducing Communication History - Richard and Turner, Mayfield, London, 2000
- xi. Mass Communication in India, Kewal J Kumar, Jaico, 2001

Trimester I Module I Capsule IV

- i. *Globalization and Television—A Study of the Indian Experience 1990–2010*. Sunetra Sen Narayan, New Delhi: Oxford University Press. 2014
- ii. Communicating India's Soft Power: Buddha to Bollywood Daya Kishan Thussu 2013 Palgrave macmillan, New York
- iii. Propaganda and Persuasion, Garth Jowett, Victoria O'Donnell, Sage, 2006
- iv. McBride commission report issued in 1980

Trimester I Module II Capsule I

- i. Facts for life – A Communication Challenge UNICEF, India, 1993
- ii. Rural Development Journalism by Alan Chalkely (Press Institute of India).
- iii. A Manual of Development Journalism by Alan Chalkely (Press Institute of India)
- iv. Mass Media and National Development, Wilbur Schramm
- v. Communication for Development in the Third World : Theory and Practice for Empowerment – Srinivas R Melkote-H Leslie Steeves, Sage Publications
- vi. Farm Journalism in Kerala : Anikuma Vadavathoor : A book on Evolution and Present Status of Agricultural Communication in Kerala – Ajith Books, Kochi
- vii. Knowledge Generation : Exchange and Utilization (ed) - Beal & Dissanayake, West View Press
- viii. One World Multiple Cultures, Jan Servaes
- ix. India's Communication Revolution, Rogers & Singhal
- x. Vikas and Vighyan Sanchar, Sanjiv Bhanavat, Jaipur, 2003.
- xi. Communication for Development: Experience from the Urban Environment, Edited by Catalina Gandelonas, London, 2002.
- xii. Journalism: Changing Society Emerging Trends, Jagdish Chakravarty, Delhi, 2003.
- xiii. Poverty the Global Challenge for Governments, Industry, Scientists and Civil Society, TERI, New Delhi, 2001.

- xiv. 'Empowering' The Indian City: Scenarios and Solutions, TERI, New Delhi, 2002.
- xv. Communication Technology and Human Development- Recent Experiences in the Indian Social Sector, By Avik Ghosh, Sage Publications, 2006.
- xvi. Everybody loves a good drought by P.Sainath, Penguin Publishers, India, 1996.
- xvii. Mobile Communication and Society: A global perspective by Manuel Castells et al, 2007
- xviii. Political Economy of Communication in India by Pradip Thomas, Sage, 2010

Trimester I Module III Communication Research & Feedback

- i. How to Research - Blaxter, Hughes, Tight - Viva Books, 1999
- ii. The Basics of Communication Research, Baxter, Leslie A, Australia: Thomson Wadsworth, 2004
- iii. A guide to Empirical Research in Communication: Rules for looking, Sumser, John, Sage Publications, New Delhi, 2001
- iv. Methods in Social Research by William J Good and Paul K Hatt (Macmillan), 1967

Trimester I Module IV (Visual Medium)

- i. Fundamentals of Copy & Layout, Albert Book and Dennis Schiel (USA : National Text Book Company, 1997)
- ii. Graphics for the Desktop Publishing, Bruce Paddock (New York : Management Information Source Inc, 1993)
- iii. Art and Production, N N Sarkar, New Delhi : Sagar Publication, 1995
- iv. Visual Communication: Images with Messages by Paul Martin Lester, Thomson Wadsworth, 2006
- v. Visual Communication: Integrating Media, Art and Science by Rick Williams & Julianne Newton, 2007

Trimester I Module IV Photo Communication

- i. Essential Skills : Photographic Lighting, John Child and Mark Galer (Oxford Focal Press, 1999)

Mag/Journals:

- i. Better Photography
- ii. Practical Photography

Trimester I Module IV Folk Media

- Traditional Folk Media in India - Dr Shyam Parmar, Research Press, 1995

Trimester I Module V Capsule I & II

- i. Advertising' Dorothy Cohen : (USA: Scott. Forman and co. 1988)
- ii. Advertising Management, Jaishri Jethwaney, Phoenix
- iii. Media Planning, Arnold Barban, USA NTC Business Book, 1997
- iv. Media Math: Basic Technique of Media Evaluation Robert Wall, Illinois NTS Business Books 1995
- v. Ogilvy on Advertising, David Ogilvy, London, Prion Books, 1997
- vi. Uncommon Sense of Advertising: Getting the Facts Right , Sanjay Tiwari, Response, 2003
- vii. Public Relations, J Jethwaney, Sterling
- viii. The PR Style Guide, Brown Barbara Diggs, Thomson Wadsworth 2000
- ix. Corporate Media Production, Roy Dizazzo, Focal Press, 2002
- x. Advertising Management, Jaishri Jethwaney & Shruti Jain: , (2nd Edition,New Delhi Oxford, 2012)
- xi. Making of Advertising, Subhash Ghoshal: (McMillan 2002)
- xii. Advertising 2.0: Social Media Marketing in a Web 2.0 World Tuten Tracy: (Greenwood Publications, USA, 2008)
- xiii. Brand Positioning: Strategies for Competitive Advantage, Sengupta Subrato: (New Delhi: Tata McGraw Hill Co.)
- xiv. Advertising Media Planning, (Sissors and Mumba: (USA NTC Business Book, 1966)
- xv. Public Relations, J Jethwaney & NN Sarkar :: (Sterling Publishing House, 2010)
- xvi. The Fall of Advertising and the Rise of PR, Al Ries And Laura Ries: (NY, Harper Collins, 2002)
- xvii. Effective Public Relations, Cutlip Scott : (London, 1995)
- xviii. Corporate Communication- Principles and Practice, Jethwaney Jaishri: (OUP: New Delhi, 2010)
- xix. Social Marketing: Improving the Quality of Life, Philip Kotlar, Ned Roberto and Nancy Lee., SAGE, 2002

Magazines

- i. Pitch
- ii. Economic Times (Brand equity)

Media source books

- i. Indian Newspaper society(INS)
- ii. Audit Bureau of circulation(ABC)
- iii. National Readership Survey(NRS)
- iv. Indian Readership Survey(IRS)
- v. India 2004
- vi. National Economic Survey

Journals

- i. Journal of Advertising
- ii. PR Quarterly,
- iii. Journal of Public Relations,
- iv. Public Relations review
- v. PR Strategist.
- vi. Advertising age
- vii. Campaign
- viii. International Journal of advertising
- ix. Journal of current issues and Research in advertising
- x. Advertising and Marketing
- xi. Pitch

TRIMESTER II (May –July)

Communication Media Tools & Techniques

Module I: Communication & Media

Capsule I:

Media & Democracy

Unit i-	Journalism: Concept, Objective and Functions
Unit ii -	Role of Journalism in Society, Concept of Fourth Estate
Unit iii -	Press Laws, Ethics, Conventions, Constitution and Norms
Unit iv-	Indian Official Language Act, Citizen Charter
Unit v-	Laws of libel and defamation
Unit v-	Contempt of Court and Contempt of Legislature
Unit vi-	Official Secrets Act and Right to Information
Unit vii-	Copyright and IPR
Unit vii-	Self-regulation, Press Council of India
Unit viii-	Responsibilities of Public Communicators

Capsule II :

Print Communication

Unit i-	News Value: Evolution of news and public interest
Sub Unit i-	News Concept: definition, elements and factors of news value
Sub Unit ii-	Changing concept of news: issues and challenges
Sub Unit iii-	Structure of news, processing of information

Unit ii-

Sources of News

Sub Unit i-	News gathering: Sources of information, observation and research
Sub Unit ii-	Different types of Sources
Sub Unit iii-	Cultivating Sources: How to deal with Sources

Unit iii-

Styles of news writing

Sub Unit i-	Inverted pyramid style: concept, development, merits and demerits
Sub Unit ii-	Feature style: concept, development, writing process, merits and demerits
Sub Unit iii-	Technique of news writing: qualities of reporter, research for news writing, risk in reporting, off the record, embargo, follow up etc.

Unit iv -

Interviewing Techniques

Sub Unit i-	Journalistic Interview: Meaning, Objectives and Importance
Sub Unit ii-	Types of Interview
Sub Unit iii-	Preparation and Process of Interview
Sub Unit iv-	Interview Writing

Capsule II:

Development Journalism

Unit i-	Understanding Development for Reporting
Unit ii –	Economic Journalism

Unit iii- Health Communication
Unit iv- Environmental Communication
Unit v- Use of statistics in writing

Capsule IV: Press Release, Editing & Publishing
Unit i- Concept and Writing Press Release
Unit ii- Editing Symbols & Editing
Unit iii- Overview of Publication Industry, Techniques & Process
Unit iv- Cost Estimation, Pricing and Marketing of Publications

Module II: Broadcast Communication

Capsule I: Growth & History of the Broadcast Media in India
Unit i- Organization & Structure of Broadcasting Channel (TV & Radio)
Unit ii- Working of Public Service Broadcaster
Unit iii- Working of Commercial Broadcasting Channel
Unit iv- Broadcasting Ethics

Unit v- Television Tools and Techniques
Sub Unit i- Electronic News Gathering
Sub Unit ii- Grammar of Visuals
Sub Unit iii- Thinking in Pictures and Use of Story Boards
Sub Unit iv- Use of Graphics
Sub Unit vi- TV News Bulletin-Theory and Practice

Unit vi- Radio Tools and Techniques
Sub Unit i- Scripting
Sub Unit ii- Understanding sound, mikes, using and taking care of the tape recorder.
Sub Unit iv- Sound recording in various locations, Dubbing
Sub Unit v- Writing and Reporting for Radio News
Sub Unit vi- Digital Audio Editing
Sub Unit vii- Preparing a News Bulletin
Sub Unit vii- Preparing a Magazine Programme

Unit vii - Community Radio
Sub Unit i- Growth and Prospects of Community Radio
Sub Unit ii- Radio as a medium for Social Change
Sub Unit iii- Case Studies
Sub Unit iv- *Apna Radio* Practicals

Module III: Web Based Communication

Capsule I: New Communication Technology

Unit i- Emerging trends in Information Technology and their impact on Communication Techniques

Unit ii- Internet

Sub Unit i- Multimedia Applications, Benefits and Problems

Sub Unit ii- E- Governance

Sub Unit iii- Digital India (NeGP, MMPs, CSC)

Sub Unit iv- Citizen Engagement Framework: How to organize events on My Gov website

Sub Unit v - Collating Data as Resource

Sub Unit vi- Digital Tools for Communicators

Sub Unit vii- Basic Web Design, Software Adobe CS, In Design,

Sub Unit viii- Content Management

Sub Unit ix Writing for the Net

Sub Unit- Exercise in Real-time Online Reporting

Unit iii- Social media

Sub Unit i- New Developments

Sub Unit ii- Using Social Media to connect

Sub Unit iii- Monitoring Content

Sub Unit iv- Metrics

Unit iv - Regulating Cyber Space

Sub Unit i- Internet Ethics; Laws and Issues:

Sub Unit ii- IT Act; Convergence Bill;

Sub Unit iii- Privacy - Cookies, Bugs, Spamming and Advertisers; Security

Sub Unit iv- IPR, copyright; opinion polls, bulletin board and Net Communities
misinformation, Cross-Checking and Objectivity

Sub Unit v- Net-poor and Net-rich. Types of connectivity & Associated Problems in a developing country like India

Sub Unit vi- Freedom of Expression vs. Content Regulation

Sun Unit vii Cyber Journalists as Publishers and Entrepreneurs.

Module IV: Mass Communication: Concepts and Theories ii

Capsule I: Participatory Communication

Unit i- Developmental and Democratic Participation Theory

Unit ii- Participatory Development Communication (Paulo Freire, Miguel Sabido)

Unit iii- Mobile Communication and Development

Sub Unit i-	Planning a Strategy for Mobile Communication
Sub Unit ii-	Drafting Content for Mobile Communication
Unit iv-	Case Studies in Participatory Research and Appraisal

Capsule II: Communication Dynamics

Unit i-	Public Speaking
Unit ii-	Team Building
Unit iii-	Presentation Skills
Unit iv-	Monitoring & Evaluation of Communication

The Modules in this Trimester will be engaged through practical exercises at each Unit & Sub Unit level

Attachments

- National Film Archives of India (1 week)
- Film & Television Institute of India (FTII) Attachment (2 weeks)
- NGO Attachment (1 week)
- Defence Attachment (1 week)
- Social and Environment Impact Assessment with Centre for Science & Environment, (1 week)
- Rural Attachment (1 week)

Workshops

- Workshop on Reporting for Defence (1 day)
- Workshop on Voice Modulation (2 days)
- Workshop on Facing the Camera (2 days)
- Workshop on Developing Stories for Television (2 days)
- Workshop on Oral and Visual Communication (2 days)
- Workshop on Persuasion & Influence (1 day)

Reading List

Trimester 2 Module I Capsule 2 News writing

- i. Democracy and News: Herbert J Gans: Oxford University Press
- ii. Making News-Handbook of Media in Contemporary: Edited Uday Sahai: Oxford University
- iii. The Universal Journalist: David Randall: Pluto Press
- iv. India's Newspaper Revolution: Robin Jeffrey: Oxford University Press
- v. Indian Media Business: Vanita Kohli Khandekar: Sage
- vi. Headlines from the heartland: Sevanti Ninan: Sage
- vii. The Indian Public sphere-Readings in Media History: Aravind Rajgopal: Oxford University Press
- viii. 21st Century Journalism in India: Nalini Rajan: Sage
- ix. Television in India: Nalin Mehta: Routledge
- x. Cell Phone Nation: Robin Jeffrey and Assa Doron: Hachette
- xi. Indian Journalism: Nadig Krishnamurti: University of Mysore Press
- xii. History of Indian Press: J Natrajan: Publication Division
- xiii. News Writing and Reporting: Chip Scanlan and Richard Craig: Oxford University Press
- xiv. Feature Writing: Susan Pepe: Sage
- xv. Editing for Print, Geoffrey Rogers - Mcdonald Book, 1993
- xvi. Editors on Editing, HY Sharda Prasad, National Book Trust, 1993
- xvii. Editing Today, Ron F Smith and Loraine MO" Connel - Lowastate University Press, 1996
- xviii. Elements of Style, William Strunk Jr, Macmillan (Revised by EB White)
- xix. The New Fowler's Modern English Usage, R W Burchfield, Oxford
- xx. Creative Editing, Dorthy A Bowles, Australia, Thomson Wadsworth, 2004.

Trimester II Module II Broadcast Communication

- i. Broadcasting and the People: Mehra Masani. National Book Trust.1976
- ii. Television & Social Change in Rural India – Kirk Johnson, Sage Publications
- iii. Broadcast Journalism, Andrew Boyal, OUP, 1999
- iv. Broadcast News Writing, Reporting and Producing, Ted White (II Edition), Focal Press, 1996
- v. Television News, Ivor Yorke, Focal Press, Oxford, 1995
- vi. Before The Headlines - A Handbook of TV Journalism, CP Singh, Macmillan, 1999
- vii. Televising Your Message, Mitchell Wanda, National Textbook Company Illinois (latest edition)
- viii. CNN International Writing Guide (latest edition)
- ix. Broadcasting News : Writing, Reporting and Producing, Ted White, New Delhi, 2002.
- x. Broadcasting Journalism : Techniques of Radio and Television News, Andrew Boyd, New Delhi, 2001.
- xi. Lectures on Broadcasting Journalism, P K Ravindranath, Delhi, 2004.

- xii. Digital Broadcasting Journalism, Jitendra Kumar Sharma, Delhi, 2003.
- xiii. Broadcast Journalism in the 21st century, K M Shrivastava, New Delhi, 2005.
- xiv. The Broadcast Journalism handbook: A Television News survival guide, Robert Thompson, Oxford, 2004.
- xv. Broadcasting and Telecommunication: An Introduction, John R Bittner, New Jersey, 1991.
- xvi. News Flash : Journalism, Infotainment, and the bottom- line business of broadcast news, Bonnie M Anderson, San Francisco, 2004.
- xvii. Broadcast News Writing stylebook, Robert A Papper, London, 1995.
- xviii. Communication Media and Electronic Revolution, Aruna Zachariah, New Delhi, 2005.
- xix. Visual Journalism: A Guide for New Media Professionals, Christopher R harris, London, 2002.
- xx. Before the Headline: A Handbook of Television Journalism, Chandrakant P Singh, Delhi, 1999.
- xxi. Television Production Handbook, Herbert Zettl, Australia, Thompson, 2002
- xxii. Communication Media and Electronic Revolution, Aruna Zachariah, New Delhi, 2005.
- xxiii. Visual Journalism: A Guide for New Media Professionals, Christopher R harris, London, 2002.
- xxiv. Before the Headline: A Handbook of Television Journalism, Chandrakant P Singh, Delhi, 1999.

Journals/Magazines –

- Journal of Broadcasting & Electronic Media

Trimester II Module II Media Ethics

- i. Press Laws: DD Basu: Prentice Hall
- ii. Media Ethics: Paranjay Guha Thakurta: Oxford University Press
- iii. The Responsible Journalist: Jennie Dear and Faron Scott: Oxford University Press
- iv. Ethics in Media Communication: Cases & Controversies, Louis Alvin Day, Australia, 2003.
- v. Mass Communication Law and Ethics, Roy L Moore, New Jersey, 1999.
- vi. Ethics & Journalism, Karen Sanders, New Delhi, 2003.
- vii. The International Libel Handbook: A practical guide for journalists, Butterworth, 1995.
- viii. Press Laws and Ethics of Journalism, P K Ravindranath, Delhi, 2004.
- ix. The Law of Public Communication, Kent R Middleton, New York, 2001.
- x. The Taming of the Press: Cohen V Cowls Media Company, Elliot C Rothenberg, London, 1999.

Trimester II Module II Radio

- i. Radio : A Guide to Broadcasting Techniques by Elwyn Evans (Barrie and Jenkins)
- ii. The Radio Handbook, Carole Fleming, Routledge, 2002
- iii. AIR Style Book, New Delhi, 1991

Trimester II Module III Capsule 1 Web Based Communication

- i. Information Technology, Williams & Sawyer, Tata McGraw Hill 2000
- ii. A Journalist's Guide to the Internet, Callahan, Christopher, Allyn and Bacon, London, 1999.
- iii. Introduction to Information Technology, Turban, Rainer, Potter, John Wiley Publications, 2001
- iv. Online Journalism, Jim Hall, Pluto, 2001
- v. Web Production (II edition), Jason Whittaker, Routledge, 2001
- vi. Using Information Technology, Brian K Williams, New Delhi, 2003
- vii. Information Communication Technology & Education, VC Pandey, Delhi
- viii. Information and Communication Technology: Recasting Development, Delhi, 2004
- ix. Digital Sub-editing & Design, Stephen Quinn, New Delhi, 2001.
- x. Cyber Laws E, Commerce & M-Commerce, Tabrej Ahmed, New Delhi, 2003.
- xi. Cyber Crimes and Law, VC Dideja, New Delhi, 2002
- xii. Handbook of Cyber Law, Cakul Sharma, New Delhi:
- xiii. Cyber Media Journalism: Emerging Technology, Jagdish Chakravarthy, Delhi, 2003.
- xiv. Journalism Online, Mike Ward, London, 2002.
- xv. Multimedia: Concepts and Practice, Stephen McGloughlin, New Jersey, 2001.
- xvi. Copywriting for the Electronic Media : A Practical guide, Milan D Meeske, Australia, 2003.
- xvii. Marshall,P. D.(2004). New Media Cultures, Oxford University Press.
- xviii. Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- xix. Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Pres
- xx. Mirabito, M ., Morgenstern, B. L. (2004). New Communication Technologies, FocalPress.
- xxi. Schmidt , E. & Cohen, J. (2013). The New Digital Age, John Murray.
- xxii. Ward, M.(2002). Journalism Online, Focal Press.
- xxiii. Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press, Washington.
- xxiv. Hall, J.(2001). Online Journalism, A Critical Primer , Pluto Press, London.
- xxv. Shrivastava, K. M.(2013). Social Media in Business and Governance, Sterling Publishing
- xxvi. Publishing
- xxvii. Jeremy Hunsinger and Theresa M Senft, Social Media Handbook, Routledge
- xxviii.

TRIMESTER III (August to October)

Communication Mechanism & Management

Module I: Development and Communication II

Capsule I: Development, Advocacy & Campaign Communication

Unit i-	Advocacy & Development Communication
Sub Unit i-	Understanding and Communicating Development, with a Case Study
Sub Unit ii-	Understanding Policy Advocacy and Campaign, with a Case Study
Unit ii-	Planning a Campaign Communication
Sub Unit-	Designing a Campaign Communication
Sub Unit ii-	Implementing Campaign Communication
Unit iv-	Development Communication, Media and Publicity
Sub Unit i-	Development Communication, Civil Society Organisations and Communicators
Sub Unit ii-	Communication, Media, Publicity Skills: Conceptual Convergence and Practical Tools
Sub Unit iii-	Interaction/Field visit: Civil Society Organizations, Communicators, Advocacy/Campaign Practitioners.

Capsule II: International Communication

Unit i-	Inter-Cultural Communication
Unit ii-	World Information Order
Unit iii-	News Manipulation/Distortion

Module II: Advertising & Media Planning II

Capsule I: Social Marketing and Creativity

Unit i-	Creativity and Managing Creative Department
Unit ii-	Managing Creative department
Unit iii-	Designing a Social Product Campaign
Unit iv-	Deconstruction of Some Successful Social Campaigns
Unit v-	Trainee Officers will be required to form small groups and work on a few Social Issues from Concept to Production of Campaigns.

Capsule II:	Media Planning in Advertising
Unit i-	Media Planning and Buying: Process and Strategies
Unit ii-	Strengths and Weaknesses of Various Media.
Unit iii-	Sources of Media Information
Unit iv-	Media Terminology: Circulation, Readership, Viewership, Listenership, Reach, Frequency, OTS, Exposure, Impressions, GRPs, TRPs
Unit v -	Media buying Techniques, Information needs for making a Media Plan
Unit vi-	Preparing a Media Brief
Unit vii-	Developing Media Strategy and Plan
Unit viii-	Evaluation of Media Plan
Unit- ix-	DAVP's Media Buying

Capsule III:	Learning of Relevant Software
Unit i-	Hands-on Skills on TAM, RAM and IRS
Unit ii-	Digital Marketing

Module III: Media Management

Capsule I:	Fundamentals of Management and Media Organisations
Unit i-	Basic Concepts and Evolution of Management Thoughts;
Unit ii-	Forms of Organization; Organization Structure; Organizational Process
Unit iii-	Structure and administration of Media Organisations
Unit iv-	Traditional Setups to Mega Corporations
Unit v-	Issues in Media Management & Communication Management

Capsule II:	Human Resource Management and Organisational Behaviour
Unit i-	Introduction to Human Resource Management in Media;
Unit ii-	Creating the Human Resource Base
Unit iii-	Developing Human Resources for Media Organisation
Unit iv-	Monitoring and Evaluation
Unit v-	Understanding OB and Individual dimensions of Organizational Behaviour;
Unit vi-	Interpersonal and Group Behaviour
Unit vii-	Motivating Employees at Work
Sub Unit-	Designing a Communication strategy for Efficiency in Real Office Situations
Unit viii-	Organizational Dynamics in Media Organizations

Capsule III: Media Organisational Management

Unit i-	Broadcast Management
Unit ii-	Newspapers, Magazines and their Electronic Ventures
Unit iii-	Management Communication
Unit iv-	Managing Across Media
Unit v-	Event Management
Sub Unit i-	Mock exercise in organizing Press Briefing & Press Conference for Events like IFFI (International Film Festival), Economic Editors Conference, etc

Process Lectures, Case studies, Discussion, Simulation Exercises, Individual & Group Assignments

Attachments

Community Radio Attachment (3 days)
Private News Television Channel Attachment (1 week)
Bharat Darshan (3 weeks):

Other Engagements:

Calling Upon the President of India, the Prime Minister of India
Brief Attachments with Constitutional bodies, CAG, CVC, ECI, etc
Visit to Media Units of I&B Ministry
Brief attachments with Public Sector Undertakings (PSU's)

Each Visit & Attachment is followed up with a report

Workshops

Workshop on Human Rights & Inequality
Workshop on Time Management and Collaboration Skills

Reading List

Trimester III Module I Capsule: International Communication

- i. Globalization & Television- A Study of the Indian Experience 1990- 2010. Sunetra Sen Narayan, New Delhi: Oxford University Press. 2014
- ii. Coomunicating India's Soft Power: Buddha to Bollywood, Daya Kishan Thussu. 2013 Plagrave Macliman, New York
- iii. Propaganda and Persuasion, Garth Jowett, Victoria O' Donnell, sage, 2006
- iv. McBride Commission Report issued in 1980

Trimester III Module III

- i. Strategic Management in media by Lucy Kung, 2009
- ii. Newspaper Management by Gulab Kothari
- iii. Handbook of Media Management and Economics, Edited by Alan Albarran, Sylvia M Chan-Olmsted, Michael O. Wirth, 2006
- iv. Organizational Behavior by K C S Ranganayakulu, 2005
- v. Managing in the Media, by Peter Block, William Housley, Tom Nicholls, Ron Southwell, 2001
- vi. Media Management in the Age of Giants: business dynamics of Journalism, by Dennis F Herrick, 2003
- vii. Media Management: A casebook approach, by George Sylvie, Jan LeBlanc Wicks, Stephen Lacy, C. Ann Hollifield, A B Sohn, 2009

Magzines/Journals:

- International Journal of Media Management

Evaluation

Each module will be marked by written examination & assignments like Projects/Research/Campaign Presentation at the end of each trimester.

Marking Pattern

Module I to IX: 100 Marks Each

Total: 900 Marks.

Course Director's Appraisal = 100 marks

Grand total = 1000 Marks

Proposed New Initiatives

District Administration Attachment for Three Weeks

Specialized Activities:

- A. Social Media presence of District Administration
- B. Feedback and Evaluation on Social Campaigns run by the Government of India.

Attachment at Management Development Institute (MDI), Gurgaon, for one week

- A. Module on Human Resource
- B. Organizational Behavior.

Defence attachment with Assam Rifles and Northeast Study Tour

- A. Outposts in Nagaland & Headquarters at Shillong
- B. Conservation studies & Crisis Management of Floods, in Manipur & Assam