

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
III SEMESTER JOURNALISM AND MASS COMMUNICATION TIME: 7HRS/WEEK
JMC ADVERTISING MARKS: 100
w.e.f 2023-2024 (Batch 23AK) SYLLABUS

OBJECTIVES: To enable the students

- To understand the evolution of advertising, Socio economic effects of advertising
- To analyse various phases in advertising, creative part, market research, ethical aspects in advertising
- To create an advertisement on various media platforms
- To examine the advertising copy, visualization, illustrations, Layouts, Headlines, text, colour in advertisement
- To evaluate psychological factors in Advertising, trademarks, slogans, testing advertisement effectiveness

LEARNING OUTCOMES:

- To Understand the evolution and origin of advertisement
- To Evaluate media for advertisement basing on the product/ service
- To Analyse the trends in Advertisement and governing bodies
- To Create an effective advertisement to attract consumers
- To Measuring the effectiveness of advertisements through various testing methods

Unit 1: Introduction to Advertisement: 1. Definitions, Evolution of advertising, socio economic effects of advertising. 2. Types of advertisements, Various phases of advertising 3. Advertising agency system- market research 4. Vocational aspects of advertising.

Unit 2: Planning an Advertisement: 1. Planning and campaigns, Media Mix, 2. Media selection- Print Media, Broadcast Media, 3. Media selection- Direct mail, Outdoor advertising: Hoarding., 4. Media Selection: Transitional and Online Media.

Unit3: Advertising in India: 1. Commercial advertisings over: All India Radio, Door Darshan, Social Media Advertising, YouTube Advertising, and Influencers., 2. Recent trends in Indian Advertising, 3. Legal and ethical aspects of advertising, Advertising policy, 4. Advertising standard Council of India, DAVP, Consumer complaint council.

Unit 4: Creativity in Advertisement: 1. Advertising copy: Visualization, Illustrations, 2. Layout, Headlines, Text, Colour, Graphics, Trademarks, Slogans, 3. Psychological factors in advertising, 4. Evaluation of effectiveness.

Unit 5: Measuring the effectiveness: 1. Problems of measurements: Opinion ratings, 2. Concurrent methods: Recall test, Recognition test, 3. Audience evaluation for various media, 4. Advertising code.

Co-Curricular Activities:

1. Working on types of advertisement with examples
2. Identifying various media platforms and selecting accurate media for advertisement of a product
3. Discussion on case studies of advertisement issues in India
4. Creating an advertisement for commercial purpose and public service advertisement.
5. Project on audience for advertisement and various tests conducted by organisations

References:

1. Amos Ownen Thomas. (2006). Transnational Media and Contoured Markets, New Delhi: Sage Publications. R. Padmaja. (2008).
2. Marketing of Newspapers, New Delhi: Kanishka Publishers, New Delhi.
3. Rajeev Batra, John G. Myers, David A. Aaker. (2003). Advertising Management, New Delhi: Pearson.
4. Mark Gobe. (2001). Emotional Branding, New York: Allworth Press.
5. Alina Wheeler. (2009). Designing Brand Identity, New Jersey: John Willy & Sons. New Jersey.
6. Fred E Hahn. (2003 Third edition). Do-It –Yourself Advertising and Promotion, New Jersey: John Willey & Sons.
7. Matin Khan. (2006). Consumer Behaviour & Advertising Management, New Delhi: New Age International Pvt Ltd Publisher.

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

IV SEMESTER

JOURNALISM AND MASS COMMUNICATION

TIME: 7HRS/WEEK

JMC

COMMUNICATION THEORY

MARKS: 100

w.e.f 2023-2024(Batch 23AK)

SYLLABUS

OBJECTIVES: To enable the students

- To Present an overview on the process of communication
- To understand different models of communication and Semiotics
- To Explain interpersonal skills and its various component
- To Study media functions and different models of communication
- To apply Normative theories of the media, rise of cultural theories in Europe evolution of social media, media effects on audience and socialization effects of media

LEARNING OUTCOMES:

- To Understand the nature and process of communication
- To Comprehend the process and skills of interpersonal communication
- To Know different models of communication and study media functions
- To Become conversant with media dependency, agenda setting and media effects
- To Evaluate the effects of Media with models

Unit 1: Introduction to Communication: 1. Communication: Definition, Characteristics, Process, Types., 2. Semiotics: Signs and meaning, categories of signs, convention, the Organization of signs., 3. Shannon & Weaver model of communication: Redundancy, entropy, channel, medium, code., 4. Mass Media: Functions and Characteristics.

Unit 2: Models of Communication: 1. Communication models: George Gerbner, Lasswell, Newcomb, Westley & MacLean., 2. Models of communication: two step flow of communication, Gate keeping models, White and Ruge and Galtung., 3. Diffusion of innovation of model, News diffusion models., 4. Media dependency model, Agenda-setting.

Unit 3: Marketing and Organisation Communication: 1. Marketing communication: characteristics, effective communication, ad clutter, reinforcement, sleeper effect., 2. Organization communication: vertical, horizontal, diagonal., 3. Information overload bypassing, suggestions for improving organization communication., 4. Verbal and non-verbal communication: types, differences, similarities.

Unit 4: Theories of Communication: 1. Normative theories of the media: Authoritarian, Libertarian theory, social responsibility theory., 2. Communist media theory, Democratic participant Theory, Development Media Theory., 3. Media and accountability: types of accountabilities, media role in society., 4. Critical theory: the rise of cultural theories in Europe, Frankfurt School.

Unit 5: Effects of Media: 1. Media effects: Short-term, long-term effects., 2. Four models of media effects: direct effects, conditional effects., 3. Cumulative effects, cognitive, transactional model., 4. Socialization and the effects of media.

Co-Curricular Activities:

1. Identifying models of communication in transfer of information
2. Assignment on Media Dependency model and its effects
3. Working on marketing and organisation communication
4. Discussion on theories of mass communication
5. Identifying effects of mass media

References:

1. David Berlo. (1960). The Process of Communication. London: Holt, Rinehart, and Winston.
2. Stanley J Baran and Dennis K Davis. (2006). Mass Communication Theory: Foundations, Ferment and Future, New York: Thomson Wadsworth.
3. Uma Narula. (1976). Mass Communication: Theory and Practice, New Delhi: Har Anand.
4. Denis Mcquail and Windhal. (1986). Communication Models, London: Longman.
5. John Fiske (2002) Introduction to communication studies. London: Routledge.
6. Peter Hartley (1999). Interpersonal communication. London: Sage.
7. Elizabeth M Perse (2004). Media effects and society. London: Lawrence Erlbaum Ltd.
8. Denis Mcquail (2005). Mass communication theory, New Delhi: Sage.
9. Defluer and Ball Rockeach. (1989). Theories of Mass Communication, New York: Longman.

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IV SEMESTER

JOURNALISM AND MASS COMMUNICATION

TIME: 7HRS/WEEK

JMC

CREATIVE WRITING

MARKS: 100

w.e.f 2023-2024(Batch 23AK)

SYLLABUS

OBJECTIVES: To enable the students

- To encourage writing in a creative manner
- To indulge creative writing in students about art, culture, gender, nationalism
- To demonstrate the ability to covering stories of interest to general audience
- To creatively find and produce stories including obtaining credentials developing sources, understanding customs and local institutions
- To adapt students to write press notes, releases for media

LEARNING OUTCOMES:

- To Develop a theoretical understanding of content writing
- To Develop practical abilities in the field of creative writing, journalism, and media communication.
- To Foster generic intellectual skills
- To Access, extrapolate and work critically with information provided
- To Analyse, synthesise, and evaluate the information

Unit 1: Writing News Reports: 1. Conventional style: the inverted pyramid: What is most important? 2. Choice of one W or H for focus., 3. lead of a news story., 4. Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing.

Unit 2: Feature Writing: 1. Defining a feature: What is a feature? 2. Difference between feature and news report (Compare with examples); From facts to narratives., 3. Originality and literary quality., 4. Types of features (Overview).

Unit 3: Writing Styles: 1. Style: individual and organizational., 2. Stylebook., 3. Changing trends in news writing: new styles, diminishing importance of inverted pyramid., 4. Writing News reports: Storytelling (Why and how), lead and nut graph.

Unit 4: Writing styles-II: 1. Analytical and explanatory writing, value addition., 2. Crowd sourcing., 3. Writing Press Notes., 4. Writing press releases.

Unit 5: Writing for Digital Media: 1. Content Writing for blogs., 2. Writing for X: Hard and soft news., 3. Writing for a YouTube channel., 4. Describing pictures on Instagram.

Co-Curricular Activities:

1. Arrange the given raw data in a chronological order and make a report applying the judicial laws.
2. Select a type of feature and write a feature in 450 words.
3. Identify the changing trends in writing leads and make a report of it.
4. Pen a press notes and press release for print media.
5. Create a blog and develop writing for different beats and upload the writings in blog.

References:

1. Contractor, Huned. The art of Feature Writing. Icon Publication.
2. Williamson, Daniel R.Feature Writing for Newspapers. Hastings House.
3. Lewis James. The Active Reporter. Vikas Publication.
4. Warren Carl. Modern News Reporting. Harper and Row.
5. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.

OBJECTIVES:

- To trace the history and development of Cinema.
- To comprehend the role and impact of cinema in society and vice versa.
- To develop an understanding of the political, cultural and aesthetic nuances of film making.
- To critically analyse and appreciate cinema as an art.
- Familiarizing global theories of films and various schools of thoughts.

LEARNING OUTCOMES:

- Enabling to facilitate a fundamental understanding of cinema, its vast history and the role it plays in the society.
- Empowered to explore the skills to critically analyse and study films as artworks and social texts.
- Encourage critical thinking in students while developing a respect for cultural diversity as they become acquainted with it through the medium of cinema.

UNIT - 1: History of Indian Cinema; Silent Era, Talkies- Golden Age of Indian Cinema- Cinema after 1970- Genres and styles; masala films, Parallel cinema- Film studios- cinema on the digital platform- National awards- Film Institutes

UNIT - 2: Major theories of cinema: Munsterberg, Arnheim, Kracauer, Bazin, Balaz, Mitry, Eisenstein, Montage. Film Movements: Expressionism, Neo-realism, French new wave, Avant Garde, Film noir. Major film directors: Satyajit Ray, Alfred Hitchcock, Kurosawa, MajidMajidi, Girish Kasaravalli

UNIT - 3: Major genres of cinema, documentary, social crusades, animation film, feature films, popular films, cinema and society.

UNIT - 4: Film Criticism in India, promoting film culture in India- FTII, NFAI, NFDC Films Division, Directorate of Film Festivals, Film Awards.

UNIT - 5: Script writing features- story elements- screenplay format- three act structure- writing your screenplay-different types of genres- basic eight plots- beat sheet: six stages and five turning points- writing dramatic scenes and sequence- places to find ideas- creating subplot- Film screening- analysing a film scene by scene- popular film scriptwriters.

SUGGESTED READINGS

- Ashish Rajyadhyaksha & Paul Willeman. The Encyclopedia of Indian Cinema, Routledge, 1999
- K. Moti Gokulsing & Wimal Dissanayake. ROUTLEDGE HANDBOOK OF INDIAN CINEMAS, Routledge, 2013
- Syed Field. The Definitive Guide to Screen writing

OBJECTIVES: To enable the students to

- Understand the basic concept of Social media, focusing on information and communication technologies, social media content,
- Understand the use of social media, its application in everyday life and society.
- Understand the new culture evolved with new media, metrics, the influence of new media in day-to-day life and the evolving theories which explain social media.
- Critically understand the use of social media and society from a developmental perspective and
- To explore on the learning perspective, it also provides space for practical exploration and experiments

LEARNING OUTCOMES:

- To understand the concept of new media and its characteristics
- To understand and Explain its roles and functions
- To determine the use of social media as a tool for effective communication
- To identify its role and use it effectively for personal development and social cause
- To connect it for effective media work
- To understand the concept of metrics and the evolving theories
- To understand social media marketing
- To create and manage social media content responsibly

UNIT-1: Social media- Characteristics- Development of social media Analogue and Digital- Interactivity in social media social form of new media- identities and communities online- Living in the interface- Hypertextual, non-sequential writing Simulation – remediation- Consumption of social media and privacy Social Network sites (SNS) definitions-

UNIT-2: Digital divide- Convergence of media-Social media use and social network practices- internet and the public sphere - Virtual relationships -virtual communities-new media and identity- virtual ethnography- Para-social Interaction - social media in Journalism

UNIT-3: Cyber culture and cybernetics - Consumption and play- meanings and uses of new media, the technological shaping of everyday life- Uses and gratification- physicalism, humanism and technology- Physicalism and technological determinism

UNIT-4: Social media and development- E-Governance – social media and Information Literacy- Social media Metrics and analysis-Social media measures- See, Say, Feel Do- Google Analytics- Face book- Twitter Network Analyses – SNS measurement

UNIT-5: Social media in advertising and Marketing-Advertising and marketing theories-Consumers – Branding – Promotions -Market research - Marketing communication - SM strategic planning- Search engine Optimization-Return on investment - Real-time social marketing

Co-curricular Activities Suggested: (5 h) Group Project- 1

New media concepts

Analogue and digital changes, Interactive communication; Hypertext; Consumption of social media; Simulation; Remediation Students work in a team: Reading understanding the text, guided observation and experiment of the team for a week on their selected area of the topic, Write down the work, distribute the text in the class on the previous day of the presentation and discussion.

Project - 2

Project- production- processing and dissemination of social media messages Managing one's SNS

Project - 3

Case studies Cyberspace and Real-world

Project – 4

Project Network analysis

Project- 5

Social Marketing

Reference books and websites:

- New media, A critical introduction; Second edition, Martin Lister, Jon Ovey, Seth Giddings, Iain Grant & Kieran Kelly- Ebook
- Living in the Information Age, A New Media Reader, Wrik, P. Bucy, Second Edition
- Social media, growth and development, Sandesh Shrivastava

Reading Materials and references

- i. Social Media Communication, Concepts Practices, Data law and Ethics, Jeremy Harris Lipschultz
- ii. Indian Connected, Mapping the Impact of new media, Edited by Sunetra Sen Narayan, SalinyNarayan
- iii. Language, Society, and New media, Sociolinguistics Today, Marcel Danesi
- iv. In the social media Handbook, Policies and best practices, Nancy Flynn