

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 enable the students to

- To trace the history of the PR, mention the factors that led to the evolution of PR in India

Course Outcomes:

- Understand the role of PR in the current society from its origin
- Analyze the methods of communication used in Public Relations
- Understand the work structure of PR Organizations
- Apply PR in authorities and its relation with the public
- Evaluate the trends in PR and its Professional organizations

Unit1: Introduction to PR

1. Definitions, nature, scope, and Evolution of PR in India.
2. Publicity, Public opinion, Propaganda, Advertising
3. PR: A comparative evaluation: Social and psychological impact of PR
4. Dynamic role of PR in public affairs, PR management

Unit 2: PR Communication Methods

1. Components of PR, Principles of persuasion: effective communication, attitude change
2. Application of communication techniques for PR media
3. PR for print, electronics and film, oral, openhouse, photography, campaigns, demonstration, exhibition, trade.
4. Press: Press conference, special events

Unit 3: PR Organizations and Methods

1. PR organizations: structure, PR policy, consultancy agency system
2. PR steps: Planning, fact-finding, implementation, and Feedback analysis
3. Methods of PR: Press relations, periodicals, controlled electronic communication, and advertising as a component of PR
4. Direct communication methods, books, and other publications

Unit 4: PR applications in Organizations

1. Applied PR: International PR
2. PR for the central government, state government
3. PR for Local bodies
4. PR and extension, employees' relations

Unit 5: PR as Profession and Research

1. Preparation of literature for PR campaigns through mass media: case studies
2. Professional organizations of PR: PRSI, PASA, IPRA, BPRA
3. A brief survey of PR in India: PR research areas, techniques, and evaluation
4. Laws and ethical aspects, recent trends, PR education

References:

- Cutlip & Centre. (2005). Effective Public Relations, New Delhi: Pearson.
- Alston Theakar. (2001). The Public Relations Handbook (Second Edition), London: Routledge.
- C Narasimha Reddy. (1983). How to be Good PRO, Hyderabad: Himalaya Publishing House.
- Jai sree Jaiswaney (2010). Corporate Communication: Principles and Practice. New Delhi: Oxford University Press

Objectives: To enable the students to

- To explain about emerging new media, the Internet, mass media, Social Media, and its developments around the world

Course Outcomes:

- Acquire an idea on the expansion of the internet and social media.
- Understand the role of social media in modern-day politics.
- Evaluate the supremacy of new media over traditional media.
- Create awareness on New Media and New challenges
- Analyze the security issues in digital technology

Unit 1: Introduction to New Media

1. NewMedia: Concepts, Origin and Evolution
2. Newmedia: Mapping, Meaning and Characteristics, Principles of New Media
3. Digitization and convergence
4. Introduction to Internet: World Wide Web (WWW), Search Engines

Unit 2: An Overview of Web Media

1. Web Designing: Software and License, Overview of the New Media Industry
2. Introduction to Web Designing: Role of Navigation, Colour, Text, Images, Hyperlinks
3. Multimedia elements and Interactivity
4. Open-source software and Licenses

Unit 3: Convergence Journalism

1. News on the web: Newspapers, magazines, radio, and TV newscasts on the web
2. Changing paradigms of news: emerging news delivery vehicles, integrated newsroom
3. Data Journalism
4. Challenges and opportunities for a news person

Unit 4: Social Networking

1. Introduction to social profile management products: Facebook, Twitter, LinkedIn,
2. Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office, and crowd sourcing,
3. WhatsApp, Snap chat, Skype.
4. Social publishing: Flickr, Instagram, YouTube, SoundCloud

Unit 5: Citizen Journalism and Security

1. Citizen Journalism: Concept, Case Studies.
2. Blogging; blogs as narratives, Bloggers as journalists and 'opinionates',
3. Journalism ethics and restraint in new media
4. Security issues in using digital technology (Malware, Phishing, Identity Thefts)

References:

1. Andrew Dewdney, Peter Ride (2009) The New Media Handbook, Routledge.
2. Deirdre K. Breakenridge (2008) New Media: New Tools, New Audiences, Pearson.
3. Francisco J. Ricardo (2009) Cyber-culture and New Media, Rodopi.
4. John P. Pavlik (2013) Journalism and New Media, Columbia University Press.
5. Kevin Kawamoto (2003) Emerging Media and the Changing Horizons of Journalism, Rowman and Littlefield Publishers.
6. Leah A. Lievrouw, Sonia Livingstone (2011) Handbook of New Media: Student Edition, Sage.
7. Lev Manovich (2001) The Language of New Media, MIT Press.
8. Terry Flew (2005). New Media: An Introduction, 2nd edition. Australia: Oxford University Press.
9. Wendy Hui-Kong Chun and Thomas Keenan (2006) New Media, Old Media: A History and Theory Reader, Psychology Press.