

**SYLLABUS FOR THE 1 YEAR DIPLOMA AND 2 YEAR M.A. PROGRAMME IN
MASS COMMUNICATION AND JOURNALISM**

Paper No.	Year 1 (Semester 1)	Credits
1	History of media in India, media Law and ethics	4
2	Journalistic Tools and Skills	4
3	New Media	4
4	Public Relations and Corporate Communication	4
5	Language Skills (Assamese/English/Hindi) (Optional)	4
Year 1 (Semester 2)		
6	Photo Journalism	3
7	TV Production	3
8	Radio Production	3
9	Advertising	3
10	Practical	4
11	Language Skills (Assamese/English/Hindi) (Optional)	4
Year 2 (Semester 3)		
12	Theoretical Perspectives	4
13	Communication Research	5
14	Development Communication	4
15	Media, Culture and Politics	5
16	Language Skills (Assamese/English/Hindi) (Optional)	4
Year 2 (Semester 4)		
17	News Analysis & Opinion Writing	5
18	Culture and Communication in the North East	5
19	Production Work / Dissertation	8
Total Credit		80

SEMESTER – I

Name of the Paper: History of Media in India, Media Laws and Ethics

Paper Code: MCJ/101

Credits: 4

Total hours of teaching: 1 credit = 1 Hours 1 week for 16 Weeks

Unit 1: Mass Media in colonial India

- The struggle of Indian Press during colonial rule
- The growth of Indian language press, The vernacular press act 1878
- Policing Radio and Telegraph
- Publishing, music and cinema

Unit 2: Media during post independence period

- Film Enquiry committee report 1951, First Press Commission Report 1953
- Cultural production for nation building: Films division, Keskar and Radio policy
- Emergency of 1975, Broadcast autonomy and Verghese Committee report 1977
- S.I.T.E. experiment, Kheda

Unit 3: Media Law

- Substance and interpretation of Art. 19 and restrictions, Sakal Judgement, BCCL case on Airwaves
- Privileges of the Legislature, judiciary and contempt of court, Court judgments interpreting freedom of press
- Working Journalist Act, Official Secrets Act, RTI
- Trial by media, Defamation/Libel in Tort and criminal law, interpreting right to privacy

Unit 4: Media Ethics

4.01. Canons of Ethics: accuracy, impartiality, Objectivity, Fairness, Balance, Truthfulness, Personal Integrity; Press Council code of ethics

4.02. Fair Use and Piracy, Knowledge and copyright

4.03. Ethics in Sting journalism; Media Trial; Internet- plagiarism, obscenity and indecency; Issues in Governance- Self-regulation and Ombudsman;

4.04. Issues of ethics in digital media

Reading List

- Bayly, C.A. (1996) *Empire and Information*; CUP, Cambridge.
- Bhargava, G.S [Ed.] (1991) *Government Media Autonomy and After*; Concept Publishing, New Delhi.
- Thakurta Paranjoy Guha – Media Ethics (Oxford)
- Ananth, V. Krishna, India Since Independence, Pearson, 2012
- Bhaumik, K. (2001) ‘Colonial India and the Making of Empire Cinema: Image, Ideology and Identity’; Journal of Colonialism and Colonial History Vo. 2, No. 2
- Blackburn, S. (2001) ‘The Tale of the Book: Storytelling and Print in Nineteenth-century Tamil’, in Rachel Dwyer & Christopher Pinney (Ed.) *Pleasure and the Nation: The History, Politics and Consumption of Popular Culture in India*; OUP, New Delhi (pp115-138)
- Chakravarty, S. (1996) *National Identity in Indian Popular Cinema, 1947-1987*; OUP, Delhi.
- Someswar Bhowmik (2002) ‘Politics of Film Censorship: Limits of Tolerance’; Economic and Political Weekly Aug. 31
- Someswar Bhowmik (2003) ‘From Coercion to Power Relations: Film Censorship in Post-Colonial India’; Economic and Political Weekly July 26.

=====0=====

Name of the Paper: Journalistic Tools and Skills

Paper Code: MCJ/102

Credits: 4

Total hours of teaching:48

Unit 1: Basics of News

- **Basic Concepts:** Meaning of News, Elements of news, types of news, Objectivity and verification, hard news, soft news, spot news, follow ups, investigative reporting.
- **Structuring news:** Structures of news reports, different styles of news writing, Lead, Types of leads, News Story Organisation- Basic organisation, Variations in News story form- Inverted pyramid, equal fact stories, chronological accounts, Story structure- Hourglass, Diamond, etc. Localising stories
- **Types of News reporting:** Factual reporting, Analytical reporting, Descriptive reporting, In-depth research based reporting
- **Forms of journalism:** Watchdog journalism, Alternative Journalism, Advocacy Journalism, Citizen Journalism

Unit 2: Journalistic writing

- **The inverted pyramid:** Copyfitting, cutting stories, 5Ws, delayed leads, immediate I.D. Leads, second day leads, fresh angle, secondary and background information
- **Covering speeches:** Advance copies of prepared text, interruptions, handling quotations, deviation from prepared text, question and answer sessions, punctuations around and quotations, tape recorders.
- **Interviewing techniques:** The importance of sources, types of questions;close ended and open ended, directive and non directive interviews, probes; follow up interviews, photo sessions, on the record, off the record, press conference.
- **Feature writing and personality profiles:** Importance of a good feature, types of feature stories, metaphors as leads, suspended interest leads, literary devices, irony,

humour; identifying subjects for profile, researching the subject, spending time with the subject.

Unit 3: Editing

- Structure of a news room and personnel- roles and responsibilities
- Editing: Rewriting, Headline writing; Layout and design, understanding language
- Copy editing
- Opinion writing: Editorial-types of Editorials, leads in editorials; articles

Unit 4 : Lab Journal

Lab Journal and reporting events

(Students will be assigned to report on real political, cultural and other events and producing a lab journal)

Reading list

- Frost, Chris, Reporting for Journalists,Routledge
- Kamath, M. V., The Journalists Handbook, Vikas Publishing House, New Delhi,
- Kamath, M. V., Professional Journalism, Vikas Publishing House Pvt. Ltd, New Delhi

=====0=====

Name of the Paper: *New Media*

Paper Code: MCJ/103

Credits: 4

Total hours of teaching: 48

Unit 1: Introducing Information Technology

- History and development of Computers: Machines and operating system, Programming software.
- Internet and its connectivity: Email and Browser LAN, WAN, WI-FI & Blog, Administration of internet and types of internet connectivity
- Communication technologies: Optical fibres;; GSM; CDMA; Satellite; Radio and wireless
- Multimedia: Combining video, audio, images, text; Creativity and learning

Unit 2: IT for the Print Media

- **Graphic design and layout tools** : In Design, Quark Xpress or Pagemaker; Corel Draw or adobe Illustrator
- **Graphic design and layout tools II**: Adobe Photoshop and Image Ready; Coffee Cup
- **Publishing and presenting tools**: PowerPoint; Printing; Files for printing, web publishing; Standard file formats – html, pdf, jpg, tif, gif, png, avi, mp3, mp4
- **Distributing content**: Facebook; Twitter; YouTube; Engaging bloggers; Press releases

Unit 3: IT and Web

- Web Designing and media softwares, Website testing
- Creating Web homepages: Layout Concepts , Link concept, Creating Tables
- HTML and Java: HTML – Introduction, Working with HTML, Scripting (Java, CSS)
- 3.4. Web Graphics : Color Concept, Working with Images, Typography

Unit 4: Content publishing project

- Strategies for content and briefing: Selecting content to engage with audience; Writing and delivering to content briefs; Branding of Content
- Secondary research: Library research; Online research
- Primary research: Fieldwork; Documentation; Interviews
- Publishing: Blogs; Videos; Photographs; Facebook page; Web landing page; YouTube channel; Linking from Facebook and Twitter accounts

Reading List

- Convergence: Integrating Media Information and Communication by Thomas F Baldwin (Sage)
- Online Journalism: Principles and Practices of News for the Web by James C. Frost.
- Online Journalism: Reporting, Writing and Editing for New Media by Richard Craig.
- Photoshop CS4 by David Pogue
- Producing for the Web by John Whittaker.(Routledge)

Name of the Paper: Public Relations and Corporate Communications

Paper Code: MCJ/104

Credits: 4

Total hours of teaching:48

Unit 1: Public Relations

Definitions and Concepts: Public Relations defined, external and Internal, Vertical and Horizontal

- **Role of Public Relations:** Promotion of products and services, Image Building, social Marketing
- **Public Opinion:** Justifying Public Relations
- **Internal audience and employer branding:** Recruitment; Welfare; Motivation; Synergy between Corporate Communications and HR Management; Employee policies and corporate image ,case studies

Unit 2: Public Relations Specialism

- **Media Relation:** Role of Public relations, advertising and public relations, media relations in practice, media partnership, old media new media and me media, techniques of public relations.
- **Tools and Strategies of Public Relations:** Campaigns, Press Conferences and press releases, Conferences and conducted tours, Staging of special events
- **Role of a Public relation Practitioner:** Who are the public relations practitioner?, role of the communicator, what PR people do: individual practitioner, skills for an ideal practitioner, role of theory in practice, professionalism, research and education
- **Internal Communications and managing community involvement programmes:** Definition of internal communication; skills and strategy, role and purpose of internal communication, organization and ethical consideration; Corporate community involvement programmes, cause related marketing, developing community programmes.

Unit 3: Corporate Communication

- **Circumscribing Corporate Communications:** Theory and practice, strategic management

perspectives, reputation and corporate communication, future of corporate communications

- Theory and practice: Communication strategy, communication organization, vertical, horizontal, structure, crisis management, Best practice, ethics
- Corporate Governance and Corporate Communications: Corporate Governance, regulatory frameworks, CSR and regulatory in India, case studies: ITC and e-Choupal
- Crisis management in the internet mediated era, Public relations and democracy, Language as a corporate asset

Unit 4: Activity/Project

Case study of an organization's public relations . The organization could be a non-profit or a business in the public or private sector. Following aspects need to be studied:

- Selection of organization – in what vertical is their primary business?
- Overview of vertical
- Appraisal of organization's brand – strengths and weaknesses
- Analysis of organization's product/service brands
- Competitive analysis
- Real time analysis of public perception – all Google first page content
- Analysis of stories on the organization published in media
- Analysis of their communications – website
- Analysis of their sustainability policy / supply chain ethics – how credibly stated
- Analysis of their crisis response if any in the past
- Recommendation of a strategic way forward

Reading List

- Barry, A. 2005. PR Power: Inside Secrets from the World of Spin. London: Virgin Books.
- Bhimani, R. 1995. Corporate Peacock: New Plumes of Public Relations. Delhi: Rupa.
- Campbell, A. 2013. 'Unsexy Social: How Social Media is Adding Value to Regulated Industries in Unexpected Ways'. Sapient Nitro whitepaper.
- Bernays, L. Edward, Public Relations, 1985, University of Oklahoma Press, USA
- Henslowe, Philips, Public Relations : A practical guide to the basics, Kogan Press, 2003
- Tench, Ralph, Liz Yeomans, Exploring Public Relations, Pearsons, 2006

=====0=====

Name of the Paper: Basics of English Compositions

Paper Code: MCJ/105 (A)

Credits: 4

Total hours of teaching: 48

Unit 1: Grammar

- Subject – Verb Agreement
- Tenses
- Active and Passive Voice
- Reported Speech
- Preposition
- Conjunction
- Effective Sentence Conjunction

Unit 2: Reading Skills

- The Sub Skills of Reading: Scanning, Skimming, Intensive and Extensive Reading
- Answering Question on comprehensive Passage Involving all the Sub Skills of Readings

Unit3: Writing Skills

- Composing an Effective Paragraph using Cohesive devices (Single Idea)
- Persuasive Writing
- Letter Writing (Specially Business Correspondence Relevant for Media Professionals)
- Applications, Official Memo and Minute Book
- Making an Abstract/Précis (Identifying Key Ideas)

Reading List:

- Horby A.S., 1983. Guide to Patterns and Usage in English, ELBS Oxford University Press.
- Pal Rajendra and Korlahalli J.S., 2002. Essentials of English and Business Communication, S. Chand.
- Robey Cora L., 2002. New Handbook of Basic Writing Skills, Harcourt College Publication, Orlando.
- Sreedharan, V.S., 2000. How to Write Correct English, Goodwill Publications, New Delhi, 2000.

=====0=====

Name of the Paper: Prayugik Axomiya Bhasa

Paper Code: MCJ/105 (B)

Credits: 4

Total hours of teaching: 48

Unit 1:

- Patra Likhan (Bivinno Abedon Patra, Smarok Patra, Byobokhaik Sithi Patra, Kajyaloyor Xonslisto Bivinno Patra, Anusthanik Nimontroni Patra, Pokhosti Patra, Sombodhona Patra Ityadi.)
- Kajyo Biboroni Likhan
- Xonkhipto Rupor Dharona
- Axomiya Avidhanot Proyug Hua Xonkhipto Rup

Unit 2:

- Anubador Dharona aru Anubador Gyan (Engrajir Pora Axomiya)

Unit 3:

- Poribhasar Dharona aru Prokhakhonik Poribhasaor Xoite Poriso

Unit 4:

- Axomiya Bhasar Ussaron Suddhata
- Axomiya Bhasar Akhor Jutoni aru Lipiyontor Poddhoti
- Axomiya Bhasat Jatua Thas, Khondo Bakyor Proyug
- Axomiya Bhasar Sobdo Gothon
- Axomiya Bhasar Bakyo Gothon
- Joti Sihnor Proyug

Reading List:

- Mahanta Bejbaruah Nirajana., Jugajug Kala, Dibrugarh, Bonolota.
- Mahanta Bejbaruah Nirajana., Anubad: Totva aru Proyug, Dibrugarh, Bonolota.
- Goswami Gulukchandra., Axomiya Akhor Jutoni Xomikhya, Guwahati, Bina Library.
- Administrative Language Application Committee., Prokhakhoniyo Poribhasa (First Edition), Dispur, Assam.
- Pathyoputhi Pronoyon Samiti, Axomiya Akhor Jutoni Lipyantor Poddhoti, Guwahati, Gauhati University.
- Neog Maheswar., Nika Axomiya Bhasa, Guwahati, Dr. Maheswar Neog Prakakhon Trust Parishad.

Name of the Paper: Byoboharik Hindi

Paper Code: MCJ/105 (C)

Credit: 4

Total hours of teaching:48

Unit 1:

- Patra Lekhan – Mahatvo
- Prakar – Sorkari Patra, Ardhosorkari Patra, Byobosayik Patra, Nimontroni Patra, Sombordhona Patra
- Patra Lekhan Bidhi Abom Ruprekha

Unit 2:

- Anubad: Poribhasa, Shetro, Prokar Abom Proyujoniyota
- Safal Anubadok Ke Gun
- Anubad Ke Upokoron: Kosh, Paribhasik Shobdabali, Computer Aadi
- Anubad Ke Gyan (Angraji Se Hindi/Hindi Se Angraji)

Unit 3:

- Dhwoni Bigyan Ka Arthva Abom Upoyuogita
- Phonology Aur Phonetics
- Dhwoni Bigyan Ki Sakhayen: Aswasiki Dhwoni Bigyan, Sansariki Dhwoni Bigyan, Sritiki Dhwoni Bigyan,
- Dhwoni Yantra, Swar Aur Byonjon
- Hindi Dhwoniyu Ka Borgikoron

Unit 4:

- Hindi Ucharan Ki Bishes Asuddhinya Aur Unka Nidan
- Biram Sihno Ke Proyug Aur Niyom
- Bakyo Ki Rupantor
- Samanyo Bakyo: Asudhiya Abom Unke Sonsudhan
- Muhabare Aur Lukokityan

Reading List:

- Bhatia Kailash Chandra., Hindi Bhasa Ka Proyujonmulok Swarup.
- Tiwari Bholanath., Bhasa Bigyan.
- Prasad Basudevanandan., Adhunik Hindi Byakoron Aur Rasana
- Tiwari Bholanath., Anubad Bigyan.
- Bhatia Kailash Chandra., Anubad Kala: Sidhanta Aur Proyug.

=====0=====

SEMESTER - II

Name of the Paper: Photo Journalism (theory and practical)

Paper Code: MCJ/201

Credits: 3

Total hours of teaching:36

Unit 1: Photography

- Visual Grammar: Picture composition, depth of field, elements of a shot: volume, camera angle and movements; basic principles of visual grammar.
- DSLR and its functioning: parts of a still camera, Light controls- aperture, shutter speed, film speed
- Working of a camera: handling
- Basic shots and camera movements

Unit 2: Video Camera

- Types of Camera
- EFP and studio cameras
- Characteristics of Television Cameras, Types of lenses,
- Analog and digital television, difference between video and film

Unit 3: Light

- Types of light and their property: quality of light, intensity, direction, dispersion
- Principles of Lighting and Lighting Techniques, Studio and Field lighting techniques, Studio and Field Lighting equipment

Reading List

- Zettl H., Handbook of Television Production, 2008, Cengage, New Delhi
- Belavadi V, Video Production, 2008, Oxford University Press, New Delhi
- Grant T., Audio For Single Camera Operation, 2003, Focal Press
- Fairweather R., Basic Studio Directing
- Hartwig R.L., Basic TV Technology Digital and Analog, 2005, 4th edition, Focal Press,
- Rowlands A., The Continuity Supervisor, 4th Edition, Focal Press,
- Millerson G., Effective TV Production, 3rd Edition, Focal Press, 2
- Millerson G, Lighting For Video, 3rd Edition, Focal Press, 2000
- Millerson G, Video Camera Techniques, 2nd Edition, Focal Press, 2000
- Chater K., Research For Media Production, 2nd Edition, Focal Press,

=====0=====

Name of the Paper: Television Production

Paper Code: MCJ/202

Credits: 3

Total hours of teaching: 36

Unit 1: Reporting News

- Television news reporting: Covering news, collecting footages, sound bytes, interviews, etc., Piece To Camera, news script writing; Input and output desks- roles and functions; Television news Reporters- Difference between reporters in print and Television, qualities of a television news reporter; Improving story telling ability, Interview for Television, Talent performance in field reporting, Broadcasting laws, Code of ethics and standards.
- Telling the story: The anchor Links- Setting up the story, Forms of anchor links, Story lead; language in TV news
- Building the news script: Writing a voice over, ordering the script, transitions in news script
- Editing TV news and use of graphics

Unit 2: Pre Production for Television & Light and Sound

- **Pre Production** - Ideation, writing a proposal, Scripting, Talent scouting, scheduling, Location survey.
- Types of light and their property: quality of light, intensity, direction, dispersion
- Principles of Lighting and Lighting Techniques, Studio and Field lighting techniques, Studio and Field Lighting equipment
- Audio: Properties of sound, Types of Audio in video programming, Classification of audio in the context in which it is used, Functions of Sound effects, Sound transitions, Microphones: types and patterns
- Studio and Field sound Equipment , Sound Control and Design ,Aesthetics of Sound in the studio and the field

Unit 3: Video Camera & Editing Techniques

Types of Camera

- EFP and studio cameras
- Characteristics of Television Cameras, Types of lenses,
- Analog and digital television, difference between video and film
- **Editing:** procedures and practices, putting together visuals, Voice, music , Sound effects, Graphics.

Reading list:

- Cappé, Y. 2006. Broadcast Basics: A beginner's guide to Television News reporting and production, Marion Street Press, LLC
- Broughton, I. 1981. The Art of Interviewing for Television, Radio & Film. TAB Books Inc.
- C.P. Singh, C.P. 1999. Before The Headlines: A Handbook of TV Journalism. Macmillan.
- Putting Reality Together: BBC News by Philip Schlesinger.
- White, T. 1996. Broadcast News Writing, Reporting and Producing. Oxford: Focal Press.
- Ivor Yorke. Y. 1995. Television News. Oxford: Focal Press.
- Ward, M. 2002. Journalism Online, Focal Press, Oxford: Focal Press.
- Boyd. A., Peter Stewart, and Ray Alexander. 2008. Broadcast Journalism: Techniques of Radio and Television News, Oxford: Focal Press
- NDTV's Style Sheet.

=====0=====

Name of the Paper: Radio Production

Paper Code: MCJ/203

Credits: 3

Total hours of teaching: 36

Unit 1: The Medium of Radio

- Evolution of radio, Broadcasting in India, Radio's characteristics and role in a democracy
- Government, public & public service radio, Private commercial radio, Campus and community radio
- Radio formats-simple announcement (interviews, reports, running commentaries, discussion) complex Radio features and documentaries, radio drama magazines Elements of production (acoustic, perspective, artificial echo, studio and mikes)
- Writing for the ear: the spoken word: idiom, Storytelling elements: creative use of sound and music, The voice behind the mike-different types of mikes speech, personality (pitch, volume, timbre, tone, pace, vitality and enthusiasm)

Unit 2: Understanding radio in different settings

- Radio Formats in Public Broadcasting: Formats in All India Radio- Old and New formats- simple announcements, interviews, reports, running commentaries, discussion, radio features, radio documentaries, radio drama, magazine, vox pop.
- Radio in Commercial Broadcasting: Basic Concepts- Station promo, Show promo, Bumper, station ID, Kick offs, programme ID, Music promo, sparkles, teaser; Branding: Top branding, middle branding; Planning and executing events, Campaign, sales, advertisements; Preproduction, post production, live; Programme Department in FM station-Production room, Interview room and Live on Air, Radio Jockeying- skills and qualities.
- Radio in Community Broadcasting: Selected readings from the book "Other Voices- The Struggle for Community Radio in India
- Web Radio and internet streaming: Major achievements in web radio, status in India, streaming technology, streaming software- Adobe Flash Live Encoder, GRINS etc.

Unit 3: Sound:

- What is sound?, Frequency and wave length, Journey of sound, Analog and digital signal
- Recording Process: Equipments in studio; outdoor and indoor recording
- Software used for Radio: Sound Forge, Nuendo, cool edit, etc.,
- Sound editing: Converting mono to stereo, Adjusting sound effects, Editing sound files, Special Effects: Effects menu and synthesis; Creating CD/DVD; extracting audio from CD/DVD

Unit 4: Writing and reporting for radio

- Writing for the ear: a) Who are you talking to? b) What do you want to say? c) Words

d)structure and sign posting e) script f) picture and stories

- News reading and presentation: the seven Ps, News reading, Vocal streaming, pronunciation, alteration, corrections, station style, continuity presentation, errors and emergencies, trails and promos

Reading list:

- Kaempfer, R. and John Swanson (2004). The Radio Producer's Handbook. New York: Allworth Press.
- McLeish, Robert, Radio Production, Focal Press (2005)
- Pavarala, Vinod, Kanchan K. Malik, Other Voices- The Struggle for Community Radio in India, Sage (2007)

=====0=====

Name of the Paper: Advertising

Paper Code: MCJ/204

Credits: 3

Total hours of teaching: 36

Unit 1: Basic Concepts of Advertising

- What is advertising?
- Branding and culture. Definition of branding; Brands and communication – positioning, benefits; Brands in culture – youth, music, sport; Milward Brown iconic brands – myth making, reference to myth as defined by Levi-Strauss, Barthes, case – Snapples; Clotaire Rapaille – Culture Code
- Advertising and Brand equity: Nature of Brands, Brand positioning
- Advertising and society

Unit 2: Understanding Audience in advertisement

- Audiences. Internal and external; Interactivity; Crowd-sourcing and co-creation; Shoppers; Consumers; Customers; Advocates and prosumers; Shareholders; Employees; State; Media; Community
- Segmentation. Segmentation methods – psychographic, demographic, geographic, cultural; Market
- Market research- basics: The need for market research in managing communications; Market research methods – qualitative and quantitative; Commissioning research – problem definition, choosing method; Attributes to study – Appeal, comprehension, credibility, imagery, relevance, brand metrics, audience behaviour,
- Market research- Methods and Tools: Research design; Pre and post testing; Concept testing; Milward Brown Link; Brand track; Focus groups, interviews; Market ethnography; Retail ethnography – Enviro sell technique; Media research; Big data and

Analytics; Reading and interpreting market research

Unit 3: Process of Advertisement Creation

- Media planning
- Visualization
- Concept of IMC; Strategy, IMC and touch point planning, media planning, digital planning; The integrated agency; Effective briefing of creative, digital, CRM, PR, media; Copy writing for television, outdoor, print and web; Visualization, graphic design, 3D design, experience design; Messaging – brand, customer

Reading List:

- Green, Jen, Advertising, The Rosen Publication Group Inc (2012)
- Hansen Flemming. Lars Bech Christensen (eds.), Branding and Advertising, Copenhagen Business School Press(2003)
- Abraham, M. and A. Taylor. 2011. 'Brand Housing: Best Practice for Brand Architecture'. *Admap, February 2011*.
- Hartley, J. 2011. *Communication, Cultural and Media Studies: The Key Concepts*. London: Routedledge.
- Holt, D. 2003. 'How to Build an Iconic Brand'. *Market Leader, Summer 2003*.
- Kim, W. C. and R. Mabourgne. 2004. 'Blue Ocean Strategy'. *Harvard Business Review, October 2004*.
- Kotler, Philip, 2000. *Marketing Management*. Upper Saddle River, NJ: Prentice Hall. (Chapters on brand and advertising)

=====0=====

Name of the Paper: Practical

Paper Code: MCJ/205

Credit: 4

Total hours of teaching: 48

Unit 1: Practical: Camera Production

Studio lighting exercise, photo shoot, photography exhibition, two camera shoot with online edit using three point lights- done rotationally by students playing different roles etc

Unit 2: Practical: TV Production

- Preparing a 20 minute television news bulletin
- 15 minute radio news bulletin
- Organizing a TV panel discussion/ TV interviews

Unit 3: Practical: Radio Production

- Practical work for students producing radio programmes

Unit 4: Project: Advertisement

Detailed study of brand chosen to produce communications strategy or creative communication products

Strategy:

- Selection of brand
- Definition of category and competition
- Competitive communication analysis
- Analysis of brand's communication on TV, print, outdoor, retail, social media
- Study of customer touch points, such as retail, where possible
- Mapping of brand on model
- Recommendation of a strategic way forward
- Concept card for communication strategy and testing on class members
- Creative brief

Name of the Paper: Functional English

Paper Code: MCJ/206 (A)

Credits: 4

Total hours of teaching: 48

Unit 1: Oral Communication

- Greeting
- Introducing
- Inviting Someone
- Making Requests
- Offering Help
- Seeking Permission
- Asking for Advice
- Expressing Gratitude
- Asking about Remembering
- Persuading
- Complimenting / congratulating
- Expressing sympathy
- Complaining
- Apologising
- Making Suggestions
- Warning someone
- Ending a Conversation

Unit 2: Effective Communication

- Sound System of English – Vowel and Consonants
- Word Accent; Accent and Rhythm in Connected Speech
- Intonation

Unit 3: Word Power

- Vocabulary with special emphasis on Vocabulary used in Journalistic Writings
- Phrasal Verbs and Idioms

Unit 4: Media Writing

- Writing a Report (Using facts/data/details)
- Summarizing a report/article/editorial
- Letters to the editor
- Writing a review (Book, cultural event)

Reading List:

- Balasubramaniam T.A., 2009. Textbook of English Phonetics for Indian Students, Madras, Macmilan.
- MaCarthy Michael and O'Dell Felicity, English Vocabulary in Use – Advances, Cambridge University Press.
- Taylor Grant, English Conversation Practice, New Delhi, Tata McGraw – Hill Publishing Company Ltd.

=====0=====

Name of the Paper: *Functional Assamese*

Paper Code: MCJ/206 (B)

Credit 4 (Teaching Hours 48)

(Theory 50%, Practical 50%)

Unit 1: COMMUNICATION SKILL:

- Communication Circle; Formal & Informal
- Communication, *Fundamentals of Good Writings, Fundamentals of Vocal Delivery; Voice & Speech Clarity; Pitch, Pause, Volume & Tempo of Voice*

Unit 2: SOME TECHNICAL COMMUNICATIONS:

- *Interview,*
- *Meeting,*
- *Seminar,*
- *Group Discussion*
- *Research Paper;*
- *Public Relation & Importance of Effective Speech in Public Relation.*

Unit 3: COPY WRITING:

- *Radio*
- *TV*
- *Advertisement,*
- *News*

Unit 4: PRACTICAL

- Basic knowledge of DTP in Assamese,
- Proof reading (Practical) two groups)

Reading List:

- Bigyan : Ankuran Dutta & Anamika Ray
- Bishai : Sanbadikota : Nagen Saikia, Kaustubh Prakashan, Dbr.
- Copy Editing : Judith Butcher
- Editors on Editing : H.Y. Sharad Prasad & Others
- Ganasanjog aru Sanbadikota : Utpal Jyoti Choudhury and Jaijit Deka, Aank-Baak, Ghy.
- Janasamparka : Ankuran Dutta & Anamika Ray
- Jogajug Kala : Nirajana Mahanta Bezbor, Banalata, Dbr.
- Sanbadikata : Partha Chattopadhyay
- Sangbadikata : Ed. By Manoj Kumar Goswami & Prasanta Kumar Mahanta.
- Technical Communication; Principle & Practice : Minakshee & Sangita Sarmah
- Write in style : Riched Palmer
- Tatwa aru Prayogere Ganasanjog : Partha Chattopadhyaya
- Sangbad, Sangbadpatra aru Sangbadikata : Radhikamohan Bhagawati
- Lekhak : Devajit Sarmah (Ed.)

- Likha aru Parhar Katha : Binay Moahn Saikia (Ed)
- Bigyan Lekhakar Hatputhi : Dinesh Ch. Goswami
- Print Aru Electronic Midiat Sangbadikata : Raj Kumar Hazarika

=====0=====

Name of the Paper: Sansar Madhyam Lekhan

Paper Code: MCJ/206 (C)

Credit 4

Total Teaching Hours: 48

Unit 1:

- Madhyamoupyugi Lekhan Ka Sawrup Aur Uske Prokar
- Hindi Lekhan Ka Sanshipta Itihas
- Radio Natak Ki Probidhi, Rong Natak, Pathya Natak Abom Radio Natak Ka Antar Radio Natak Ki Ved, Radio Dharabahik, Radio Rupantar, Radio Rupok

Unit 2:

- T.V. Natak ki Technique
- Tele Drama, Tele Film
- T.V. Dharabahik Mein Samya – Besamya

Unit 3:

- Sansar Madhyamo Ke bibidh Rup
- Sahitik bidhao Ki Dishya – Sabya Rupantar Kala
- Electronic Media Prasari Samasaro Ke Sankalan – Sampadan Aur Prastutikaran Ki Prabidhi

Unit 4:

- Sansar Madhyamo Dwara Prasari bigyapano Ki Bhasa
- Bigyapan Filmo Ke Prabidhi
- Sansar Madhyamo Ki Bhasa
- Hindi Ke Samaksh Adhunik Jan-Sansar Aur Suchna Pradhogiki Ki Sunotiyan

Reading Lists:

- Dr. Harimohan, Radio – Doordarshan Patrakarita
- Gupta Brijmohan, Jan Sansar Bibidh Ayaam
- Chopra Lakshmendro, Jan Sansar Ka Samaj Sastro.

SEMESTER III

Name of the Paper: *Theoretical Perspectives of Communications*

Paper Code: MCJ/301

Credits: 4

Total hours of teaching: 48

Unit 1: Basics of Communication

- Mass Communication concepts, definitions, two schools- process and semiotics, models (linear models vs. dialogical and discursive), cultivation theory, Empiricism, Organism, Division of Labour, Functionalism, Scientism.
- Effects Studies :Process and models of media effects, Socio cultural effects, News public opinion and Political Communication, knowledge-gap hypothesis; Historical eras- Powerful effects, limited effects and cumulative traditions; cognitive consistency theories.
- Theories : Concepts and models for Mass Communication. Theories of persuasion, Agenda Setting, Normative theory of media and society, New Media, Theoretical foundation: early philosophers Milton, Locke, Mill, Burke, Nehru
- Cybernetic & Information Society.

Unit 2: Communication as Culture

- Understanding the meaning of culture and Communication.
- A cultural approach to communication.
- Cultural practices and power
- Understanding popular culture and Mass culture, Frankfurt school, Birmingham School.

Unit 3: Understanding Audience

- Theories: The hypodermic needle theory, Two step flow theory, Uses and gratification, Reception theory, Obstinate audience theory, Hypermedia Seduction theory.
- Representation of women, minorities.
- Culture and ideology
- Hegemony, Political economy. Propaganda Model

Unit 4: Generation of meaning

- Meaning as a system of relations
- Semiotics: Signs and meanings, codes, Signification, denotation, connotation, myth, symbols, metaphors
- The Politics of meaning
- Theories of Communication: C.S. Pierce, F.de Saussure, Roland Barthes

Reading List:

- Fiske, J. 1990. Introduction to Communication Studies. London and New York: Routledge (2nd edition).
- McLuhan, M. 1980. Understanding Media. London: Mentor.
- McQuail, D. 2000, (4th ed.). McQuail's Mass Communication Theory. New Delhi: Sage.
- McQuail, D. ed., 2002. McQuail's Reader in Mass Communication Theory. London: Sage.

=====0=====

Name of the Paper: Mass Communication Research

Paper Code: MCJ/302

Credits: 5

Total hours of teaching: 60

Unit 1: Understanding research

- What is research?, natural sciences, social sciences and the scientific method
- Concepts: realism, empiricism, positivism and post positivism, idealism and constructionist, Marxist approaches
- Locating and comparing different approaches
- Qualitative and quantitative methodology and its relation to various approaches

Unit 2: Quantitative technique:

- Overview: Basics, units or cases, variables, frequencies, standard deviation, sampling: probability and non probability, hypothesis
- Data collection: Questionnaire, Survey –questionnaire design, validation, and panel design, Cross-sectional studies & single experiments, longitudinal studies & repeated measures, Content analysis, Experimental design, statistical analysis
- Coding and Data analysis (SPSS training: Basic navigation x 2, Evaluating Means, Correlation and Association between categorical variables, Linear Regression x 2, Logistic Regression, and ANOVA/ ANCOV)
- Types of research: exploratory/summative

Unit 3: Qualitative techniques:

- Ethnographic research: participant/observer continuum, entering, watching, listening, memoing, recording
- Participant observation, Focus group, Case study
- Audience analysis: Media Ethnography, Audience ethnography, Media Consumption
- Analyzing texts and visuals: Analysing Texts, Viewing image, Interpreting images

Unit 4: Writing dissertation

Discussions and taking stock of ideas for the dissertation ; inputs on writing skills with reference to research dissertations, sourcing of ideas and referencing; introduction and discussion of theoretical framework.

Reading List:

- Berger, A. 2000, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage: London.

- Berger, Arthur A, 2005, Media Analysis Techniques, Sage : New Delhi, Ch 1.
- Boje, David M. 2001, Narrative Methods for organizational and Communication Research, Sage: New Delhi.
- Bryman, Alan. 1994. Analyzing Qualitative Data, Routledge: London and New York.
- Bryman, Alan. 2004, (2nd ed.), Social Research Methods, Oxford: London. Selected Chapters.

=====0=====

Name of the Paper: Development Communications

Paper Code: MCJ/303

Credits: 4

Total hours of teaching:48

Unit 1: Understanding Development Communication

- Concepts of Development communication, Development Communication as a field of Mass communication
- **The Dominant Paradigm:** Rostow's Demographic transition theory, Empathy Multiplier effects, Diffusion of Innovation, Mass Media and Modernisation, Media and National Development
- **Dependency Theories:** Critique of the Dominant Paradigm, Development and under Development(A.G. Frank) ,Centre-Periphery debate and Third world Perspectives
- **Critique of the dominant paradigm;** development and under development, centre-periphery debate and Third World Perspectives, empowerment paradigm, Communitarian theory: Liberation Theology and Conscientization.

Unit 2: Agencies of Development

- Role of NGO's
- State as an Actor, Market as a determinant, Role of civil Society organizations. UN bodies, UNESCO's approach to communication and Development
- Poverty alleviation, ICT for rural development
- Human Rights and Marginal groups, Women's Movement and Empowerment, Social Development and Human rights

Unit 3: Development Messages

- Knowledge& Knowledge sharing, Bottom up and Dialogic, Communication Development as Participation
- Methods in Mass Media: Designing Radio Messages, Designing Audiovisual messages, Folk media
- Producing E -Learning Networks, Producing Local contents for ICT, Monitoring and Evaluations
- Tools and techniques of participatory research, Participatory Action Research (PAR), IEC Vs BCC approaches towards Health communication

Unit 4: Selected Readings

- Sonagachi Project: A Case Study Set in India by Satarupa Dasgupta
- Facilitating Community Radio in India: Profiles of NGOs and their Community Radio Initiatives
- UNICEF's communication for development
- Practical work of Campaign design and organizing an event. (group work)

Reading List:

- Melkote, Srivinas R, 1991, *Communication for Development in the Third World: Theory and Practice*, Sage: New Delhi.
- Mody, Bella. (ed.), 2003, *International and Development Communication: A 21st – Century Perspective*, Sage: New Delhi, Selected chapters from Part II.
- Nair and Shirley White (eds.) *Perspectives on Development Communication*, Sage, New Delhi, 1993.
- Vinod Pavarala and Kanchan K. Malik, *Other Voices: The Struggle for Community Radio in India*, Sage, 2007
- Thomas L. McPhail, ed. *Development Communication :Reframing the Role of the Media*, Blackwell Publishing Ltd, 2009.
- Rogers E. M., Singhal A., (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*, Sage Publications New Delhi.
- Rogers E.M. (1962). *Diffusion of Innovations*. Glencoe: Free Press.

=====0=====

Name of the Paper: Media, Culture and Politics

Paper Code: MCJ/304

Credits: 5

Total hours of teaching: 60

Unit 1: Understanding Culture and Politics

- Culture and Masses from Raymond William's Keywords (Routledge Revivals): A Vocabulary of Culture and Society
- 'How Does Culture Matter' by Amartya Sen
- Media Power: Media's Potential for identity formation and political mobilization (case studies)
- Democratizing Media and Politics: New Media platforms and emerging trends(case studies)
- The Public Sphere,

Unit 3: The politics of Representation

- Mass media and minorities
- Stereotyping , Feminism and colonial discourse
- Spectacle of the other by Stuart Hall
- History of the Subaltern Classes

Unit 4: Understanding Caste in India

- An Outline of the Caste Structure in India; the three tier social structure, The Caste-Class overlap
- The Dynamics of Backwardness; the Scheduled Castes and the Other Backward Castes, The Idea of Justice: Social, Economic and Political
- Caste and the Constitution: Articles 14 to 17 and 340 of the Constitution, Caste based Reservation in jobs and elected offices
- The Mandal Commission and the Media; Some case studies

Reading List

- McChesney, R. W., & Schiller, D. (2003). The Political Economy of International Communications: Foundations for the Emerging Global Debate about Media Ownership and Regulation. Technology, Business and Society Programme Paper No. 11. United Nations Research Institute for Social Development
- Kellner, Douglas, Media Culture: Culture Studies, identity and politics between modern and post modern, Routledge(2000)
- Durham ,Meenakshi Gigi., Douglas Kellner (Eds) , Media and Cultural Studies (KeyWorks in Cultural Studies) (2001)
- Chomsky, Noam. Edward Herman, Manufacturing Consent: The Political Economy of the Mass Media, Vintage(1994)
- Hall, Stuart, Representation: Cultural Representations and Signifying Practices, Sage (1997)
- William, Raymond, Keywords (Routledge Revivals): A Vocabulary of Culture and Society, Fourth Estate(2014)
- Rao, Vijayendra. Michael Walton (Ed.) Culture and Public Action, Stanford University Press (2004)

=====0=====

Name of the Paper: Specialized Media Reporting

Paper Code: MCJ/305 (A)

Credits: 4

Total hours of teaching: 48

Unit 1: Basics of News Reporting

- Parliament and parliamentary proceedings
- Judiciary and judicial proceedings
- Rural Reporting
- Science and environment
- Films
- Sports

Unit 2: Conflict reporting

- Human Rights Issues: Insurgency, Ethnic issues, Gender issues
- Natural disasters, Man Made disasters , Accidents
- International Humanitarian laws : Geneva Conventions, ICRC, Refugees
- Ethical Issues around conflict reporting and ways of reporting

Unit 3: Business Reporting

- Business and Finance , Finance Bills and Budget, Indian Financial Institutions
- SEBI,SENSEX,NIFTY
- Labour Legislations, Prominent Indian Trade Unions and Movements, Strikes and Lockouts
- Reporting Business: Ways and styles

Unit 4: Readings for specialized reporting

- Everybody loves a good draught by P. Sainath
- AFSPA: Licence to kill by A.G Noorani
- Killing Fields by Sushanta Talukdar
- Noisy Signals by Sashi Kumar
- India's National Character by Swapan Dasgupta

Reading List

- Ed. Daya Kishan Thussu, Des Freedman, War and the Media: Reporting Conflict 24/7
- P. Sainath, Everybody loves a good Draught

- Frontline Magazine(online issues)
- Lorenz – Reporting & Writing (Pearson Education)
- Stovall – Writing for the Mass Media (Pearson Education)

=====0=====

Name of the Paper: Specialized Media Reporting In Hindi

Paper Code: MCJ/305 (B)

Credits: 4

Total hours of teaching: 48

Unit 1: Basics of News Reporting

- Parliament and parliamentary proceedings
- Judiciary and judicial proceedings
- Rural Reporting
- Science and environment
- Films
- Sports

Unit 2: Conflict reporting

- Human Rights Issues: Insurgency, Ethnic issues, Gender issues
- Natural disasters, Man Made disasters , Accidents
- International Humanitarian laws : Geneva Conventions, ICRC, Refugees
- Ethical Issues around conflict reporting and ways of reporting

Unit 3: Selected Readings

- Bhagwati Saran Upadhyaya: Bharatiya Sanskriti; Norendra Mohan: Bharaiya Sanskriti
- Rakesh Singh: Rajanitik Patrakarita; Shekhabat Bhero Singh: Aam Aadmi Aur Loktantra
- Padampati Sharma: Khel Patrakarita
- Chandrakant Sardata: Jansansar: Kal, Aaj Aur Kal
- Kumud Sharma: Jansampark Probondhon

Reading List:

- Upadhyaya Bhagwati Saran., Bharatiya Sanskriti, New Delhi, Rajpal & Sons
- Mohan Norendra., Bharaiya Sanskriti, New Delhi, Prabhat Prakashan
- Singh Rakesh., Rajanitik Patrakarita
- Singh Shekhabat Bhero., Aam Aadmi Aur Loktantra
- Sharma Padampati., Khel Patrakarita
- Sardata Chandrakant., Jansansar: Kal, Aaj Aur Kal
- Sharma Kumud., Jansampark Probondhon

=====0=====

Name of the Paper: Selected Assamese Prose

Paper Code: MCJ/305 (C)

Credits: 4

Total hours of teaching: 48

Unit 1:

- **Jyotiprasadar ‘Joimoti’** : Lakshminath Bezborua
- **‘Ashirbadar Rang’**: Eti Parjalochana : Hiren Gohain
- **Adhunikatar Bartabahi Janadiyek Asomiya Chitrakar** : Nilamoni Phukan

Unit 2:

- **Asomar Sanbadikatar Bartaman Aru Bhawishyat** : Homen Borgohain
- **Rashtriya Kakatsamuh Kiman Rastriya** : Nagen Saikia
- **Buddhire jeewika Arje ji - Buddhijeewee** : Debakanta Handique

Unit 3:

- **Chechamat Eta Din** : Homen Borgohain
- **‘Satya ki?’**, **‘Kar Bhul’** & **‘Simantar Madakata’ (From ‘1962’)** : Mrinal Talukdar
- **Baksar Habit Baat Heruwai** : Saumyadeep Dutta

Unit 4:

- **Bhal Khabar** (Personal Essay) : Saurav Kumar Chaliha
- **Aji Eku Kaam Nai** (Short Story) : Apurba Sarmah

Reading List :

- Bezborua Rachanawali : Asom Prakashan Parishad
- Bhal Khabar: Saurav Kumar Chaliha
- Jyotiprasad Rachanawali : Asom Prakashan Parishad
- Atmanusandhan : Homen Borgohain
- Hiren Gohain Rachanawali-1 : Katha Publication
- Nilamoni Phukan Rachanawali : Katha Publication
- 1962 : Mrinal Talukdar
- Puwai Duwar Khuli Dekha Prithivikhan : Devakanta Handique
- Bishai Sanbadikata : Nagen Saikia
- Aranyar Cha Pohar : Saumyadeep Dutta

SEMESTER IV

Name of the Paper: News Analysis and Opinion Writing

Paper Code: MCJ/401

Credits: 5

Total hours of teaching: 60

Unit 1: Concepts underlying an opinion

- Concept of Opinion Writing- Innovations in edit-page, Analysis-political, generating debate
- Concept of Edit Page-Significance, contents of Edit page, contents of Edit page, contents in an edit page, studying the edit page
- Editor as an opinion leader
- Processing news as opinions

Unit 2: Critical issues in Journalism

- Celebrity and Journalism
- The gender debate in Journalism
- The emerging forms and practices of Online journalism, Social Media and social movements
- Journalism and public opinion

Unit 3: Opinion Writing

- Artistic writing: Skills for writing, usage of words, Error Correction: Text corrections, rectification in style, managing the text, brief expression, rectification of mistake
- Critical writing: Accurate wordings, expression, easy lining, accurate method, evaluation, use of quotation
- The art of reviewing Books/films/Music/ Art
- Reportage and writing of special and sensitive issues: riots, minorities, communalism, state violence, terrorism, gender, development, environment, nuclear issues

Unit 4: News analysis

- News as discourse
- The development of discourse analysis
- Discourse structure and news reports
- Processing news as discourse
- Students writing for the op-ed page on current affairs and issues of importance

Additional readings:

- Under Judgement-The media must take the lead in upholding standards of court reporting by Saurav Datta published in the caravan magazine
- A court adrift By NICK ROBINSON published in the frontline magazine
- Misunderstood relationship by Sidharth Chauhan published in the frontline

Reading list

- Teur A. Van Dijk, Case Studies of international and National News in the Press, Routledge, 1988
- Ruggero J. Aldiser, Opinion Writing, Authorhouse, 2009
- A. Dash, Opinion Writing, Discovery publishing House, 2009
- Stuart Allan , Journalism: critical issues, Open university press, 2005
- Dutta, Saurav, Under Judgement-The media must take the lead in upholding standards of court reporting , Caravan, December, 2014
- Robinson, Nick, A Court adrift, Frontline, May, 2013
- Chauhan, Sidharth, Misunderstood relationship, Frontline, May 2013

=====0=====

Name of the Paper: Communication and Culture in the North East

Paper Code: MCJ/402

Credits: 5

Total hours of teaching: 60

Unit 1: Understanding Northeast

- What is ethnicity?
- Northeast India and its Socio-cultural Milieu
- Nationalising space (Reading) by Sajib Barua
- Cultural politics of Language Sub nationalism, and Pan Indianism by Sanjib Barua (reading)
- Manufacture Identity by M.S. Prabhakara

Unit 2: Issues from the Northeast

- Northeast outside the Newspaper pages by Monalisa Chankija (reading)
- Televisual Representation of the North east India
- Speaking, writing and coming of print culture in Northeast India
- Out of sight, out of mind? the non reporting of small wars and insurgencies by Prasun Sonwalkar

Unit 3: Understanding Conflict in the Northeast

- Immigration and Identity
- Locating the Antiforeigner Movement in the context of Assamese Nationalism by Makiko Kimura (Reading)
- Trumping Violence with Development
- Governing India's northeast

Unit 4: People Media and the Northeast India

- Media and environmental journalism in Northeast India
- The Korean Wave, Fashion and music, protesting in Delhi: new places, new identities
- An Inner World: Chars, Islands and Diwanis by Sanjoy hazarika

Reading List

- Mahanta, Nani Gopal, *Confronting the State*, Sage, 2013 (Re-Visiting Immigration and identity)
- Zama, Margaret Ch., *Emerging literatures from northeast India- The dynamics of culture, society and identity*, Sage, 2013, (Speaking, writing and coming of print culture in Northeast India)
- Ibid, (Northeast outside the Newspaper pages)
- Kimura, Makiko, *The Nellie Massacre of 1983- Agency of Rioters*, Sage, 2013, (Locating the Antiforeigner Movement in the context of Assamese Nationalism)
- (Ed.) Sukalpa Bhattacharjee and C Joshua Thomas, *Society, Representation and Textuality-The Critical Interface*, Sage, 2013, (Society and literature in Northeast india: Articulating Marginality)
- Dutta, Birendranath, *Cultural contours of Northeast India*, OUP, 2012, (Northeast India and its Socio-cultural Milieu)
- Hasan, Daisy, *Out of the box: Tele visual Representation of North east*, Sarai Reader, 2014
- Baruah, Sanjib, *India Against Itself*, University of Pennsylvania Press, 1999, (Cultural politics of Language Subnationalism, and Pan Indianism)
- Baruah, Sanjib, *Durable Disorder*, OUP, 2005 (Nationalising Space)
- Eriksen, Thomas Hylland, *Ethnicity and Nationalism: Anthropological Perspectives*, Pluto Press, 2002 (What is Ethnicity?)
- Hazarika Sanjay, *Passage: Border Crossings, Imagined Homelands, India's East and Bangladesh*, Penguin Books, 2000, (An Inner World: Chars, Islanders and Diwanis)
- Das, Samir Kumar, *Governing India's Northeast: Essays on Insurgency, Development and the Culture of Peace*, Springer, 2013, (Governing India's northeast)

- Ed. Acharya, keya, Noronha, Frederick, Sage, 2010 (Media and environment in northeast India)
- Ed. Zelizer, Barbie, Allan, Stuart, Reporting War: Journalism in Wartime, Routledge, 2004, (Out of sight, out of mind? the non reporting of small wars and insurgencies)
- Duncan McDuié-Ra, Northeast Migrants in Delhi: Race, Refuge and Retail, IAS Publication/ Amsterdam University Press, Amsterdam 2012 (Korean Culture)

=====0=====

Name of the Paper: Production or Dissertation

Paper Code: MCJ/403

Credits: 8

Total hours of teaching: time will be allotted as required

The student will be provided with the choice of selecting either production work or dissertation.

Both production and dissertation will be of 100 marks

- **Grading pattern for Production**
 - 40% on Internal Evaluation
 - 60% on viva by External Evaluation

- **Grading pattern for Dissertation**
 - 40% on Internal Evaluation
 - 60% on viva by External Evaluation

Media Production:

Session 1: Introduction to the process

Session 2: Presentation of a concept note for a film/video/ documentary

Session 3: Discussion and short listing of themes and formation of groups around these themes.

Session 4: Research by groups

Session 5: Preliminary presentation of concept note with visuals and feedback from peers will be taken

Session 6: Final presentation

Dissertation:

Session 1: Introducing dissertation

Session 2: Inputs on writing research proposal, literature review, plagiarism, citation etc.

Session 3: Individual presentation

Session 4: second round of presentation with consultation with supervisor etc

=====0=====