

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY,
HYDERABAD**

**Department of Communication
MA JMC Programme**

SEMESTER – I

Course title	Theories of Communication (CORE)
Category	Existing course with revision. Mention the percentage of revision. Changes: Revisions made in Objectives, Programme specific Outcomes, Learning Outcomes and Reading List according to the requirements of the new format.
Course code	MAJMCC401
Semester	I
Number of credits	4
Maximum intake	
Day/Time	
Name of the teacher/s	Prof. T.T. Sreekumar

Course description	i) A brief overview of the course: ii) Objectives in terms of Program specific Outcomes: • To adopt a critical approach in analyzing various theoretical and analytical frameworks within classical and contemporary communication and media theories, focusing selectively on key thinkers, concepts, paradigms, and major research areas. • To examine the significant theoretical and methodological transformations in communication and media studies brought about by the advent of new media technologies. • To map the evolving landscape of academic investigations by exploring relevant frameworks, including functional-structural theories of communication, the political economy of communication, cultural approaches, Marxist and Neo Marxist perspectives, postmodern and poststructuralist theories, cognitive models, and emerging new media theories. To comprehend the field of communication and media studies from three interrelated perspectives: theoretical, methodological, and historical. • To enhance employability and skill development by fostering the ability to critically evaluate and apply communication and media theories, preparing students for roles in academia, media industries, public relations, and other fields that require strong analytical and conceptual skills. iii) Learning outcomes: A. Domain Specific Outcomes • To understand and critique the foundational theories of communication and media, including their historical development and key contributors. • To analyse the impact of new media technologies on communication theories and practices, highlighting the evolution and transformation within the field. • To explore and evaluate diverse theoretical frameworks such as functional-structural theories, political economy of communication, cultural approaches, and postmodern / poststructuralist theories. • To integrate theoretical, methodological, and historical perspectives in the study of communication and media, fostering a holistic understanding of the discipline. a. Value Addition • To engage in continuous discussions on the role of theory in communication research, recognizing the dynamic nature of the field and the importance of understanding how communication and media theories historically emerge and explain related practices. b. Skill-Enhancement • To equip researchers, activists, and practitioners with essential analytical and conceptual tools in the field of communication and media for exploring diverse social contexts. c. Employability Quotient • To develop a comprehensive understanding of the major theories and analytical frameworks in communication and media studies, thereby enhancing the ability to critically analyze and apply these theories in professional contexts.
Course delivery	Lecture/Seminar/Experiential learning to match learning Outcomes a, b, c and d.

Evaluation scheme	The module consists of weekly seminars led by the instructor and class presentations by the students, followed by the submission of short notes based on the presentations. Attendance is mandatory as per university regulations, and students are expected to actively engage in all course-related academic activities. Internal mode of evaluation: 1. Attendance and Class Presentations: 10% Students will deliver three PowerPoint presentations, each lasting 10 to 12 minutes. 2. Submission of Notes: 10% Students will submit a short note of 750 to 1000 words based on each class presentation. 3. Mid-Term Assignment: 20% A short essay of 1500 words on an assigned topic. End Semester Mode of Evaluation 4. Final Essay: 60% A project, report, or essay of 3000 words on a topic chosen by the student in consultation with the instructor.
Reading list	Essential Readings 1. McQuail, Denis. <i>McQuail's Mass Communication Theory</i>. 6th ed. London: SAGE Publications, 2010. 2. Hall, Stuart. "Encoding/Decoding." In <i>Culture, Media, Language: Working Papers in Cultural Studies, 1972-79</i>, edited by Stuart Hall, Dorothy Hobson, Andrew Lowe, and Paul Willis, 128-138. London: Hutchinson, 1980. 3. Fuchs, Christian. <i>Social Media: A Critical Introduction</i>. 2nd ed. London: SAGE Publications, 2017. Additional Readings 1. Carey, James W. <i>Communication as Culture: Essays on Media and Society</i>. Revised ed. New York: Routledge, 2009. 2. Castells, Manuel. <i>The Rise of the Network Society</i>. 2nd ed. Oxford: Wiley-Blackwell, 2010. 3. Morley, David. <i>Television, Audiences and Cultural Studies</i>. London: Routledge, 1992. 4. Thompson, John B. <i>The Media and Modernity: A Social Theory of the Media</i>. Stanford: Stanford University Press, 1995. 5. Jenkins, Henry. <i>Convergence Culture: Where Old and New Media Collide</i>. New York: New York University Press, 2006.

Course title	News Reporting (CORE) Skill Oriented
Category	a. Existing course without changes
Course code	MAJMCC502
Semester	I
Number of credits	04
Maximum intake	
Day/Time	
Name of the teacher/s	Dr. Suchitra Patnaik
Course description	i)A brief overview of the course The course aims to provide hands-on training in the field of news reporting. The course imparts basic skills in the areas of story ideation, identification of sources, news collection and finally writing, editing and presentation of news. The course equips students with basics of tenets news journalism using a combination of classroom teaching and field reporting exercises. The students will be assigned classroom activities and local reporting assignments to help understand the nuances of report writing. ii)Objectives of the course in terms of Programme Specific Outcomes ● To acquire broad knowledge and skills in the fields of print journalism - <i>PO 4</i> ● To develop news reporting skills like identifying news sources, researching and interviewing skills-<i>PO4</i> ● To gain hands-on experience in story ideation, planning, writing techniques and editing with the help of reporting exercises-<i>PO 6</i> ● To build a creative portfolio of original news articles and features, leading towards employment opportunities in the news industry-<i>PO11</i> iii)Learning outcomes—Students will be able to..... Domain specific outcomes ● Explain the basic principles of news journalism ● Describe news values and ethics ● Understand the journalistic practices in newsroom Skill-enhancement ● Identify the potential news sources and conduct research and interview of sources ● Write and edit news and feature stories Employability quotient ● Publish quality news articles

Course delivery	Lecture/Seminar/ Field work 1. News reporting field activity: The students will be assigned news stories and they will be required to attend events and submit a news report. 2. News gathering , editing, information verification and report writing activities to be conducted.
Evaluation scheme	Internal Marks – 50% (news reporting exercises and other class assignments) End semester Examination – 50% Written test
Reading list	Filak Vincent F. (2021). Dynamics of News Reporting and Writing Foundational Skills for a Digital Age. Sage Randall, D (2016). The Universal Journalist - Fifth Edition. Pluto Press. Harcup, T (2021) Journalism: Principles and Practice. Sage. O'Neill, D. & Harcup, T. (2020). News Values and News Selection. In T. Hanitzsch & K. Wahl-Jorgensen (Eds.), <i><u>The Handbook of Journalism Studies</u></i>, 2nd edition. New York, NY: Routledge. Kovach, B., & Rosenthal, T. (2014). <i><u>The Elements of Journalism: What Newspeople Should know and the Public Should Expect</u></i>. New York: Three Rivers Press. The Associated Press Guide to News Writing, 4th Edition

Course title	Introduction to Media Studies (ELECTIVE)
Category	a. Existing course without changes
Course code	MAJMCE405
Semester	I
Number of credits	04
Maximum intake	
Day/Time	
Name of the teacher/s	Dr. Srinivas Lankala

Course description	i) A brief overview of the course: The course provides an overview of the interdisciplinary field of Media Studies. It is structured as a survey course as well as a reading seminar that explores different forms of media analysis from the multiple perspectives of Communication and Journalism, Cultural Studies, Critical Theory, Technology Studies, and the broader humanities. It is intended to provide common ground for students from diverse disciplinary backgrounds and enable them to develop a holistic approach towards the study of media structures, texts, effects, industries, and practices on the one hand, and the relationship between media, culture, and society on the other. The course will also introduce several sub-fields in the study of media which students may encounter in more depth in subsequent semesters. ii) Objectives of the course in terms of Programme Specific Outcomes: ● acquire broad knowledge of the historical evolution of communication and media theories (PO1) ● understand the linkages between media and society, and their effects on culture, technology and the public sphere (PO2) ● develop a systematic understanding of the major communication and media theories and their applications in the field of journalism and mass communication (PO3) iii) Learning outcomes—a) domain specific outcomes: ● Explain the theoretical concepts of media, communication, culture and critique ● Describe the historical evolution of different media and evaluate their future trajectories ● Understand multiple disciplinary and theoretical approaches to studying media ● Analyse the role and effect of the media in contemporary social and political contexts.
Course delivery	Lecture/Seminar
Evaluation scheme	Internal (modes of evaluation): ● Presentation of an assigned reading, accompanied by a short response paper: 20% ● Mid-semester examination (best of 2 exams): 20% End-semester (mode of evaluation): ● End-semester written examination: 60%

Reading list	Essential reading ● Laughey, Dan. 2007. <i>Key Themes in Media Theory</i>. Open University Press. ● Mitchell, W.J.T. and Mark Hansen. 2010. <i>Critical Terms for Media Studies</i>. The University of Chicago Press. ● Taylor, Paul and Jan Harris. 2008. <i>Critical Theories of Mass Media: Then and Now</i>. Open University Press. Additional reading ● Chun, Wendy Hui Kyong and Thomas Keenan (Eds.). 2006. <i>New Media, Old Media : A History and Theory Reader</i>. Routledge. ● Curran, James and David Morley (Eds.). 2006. <i>Media & Cultural Theory</i>. Routledge. ● Durham, Meenakshi Gigi and Douglas M. Kellner (Eds.). 2006. <i>Media and Cultural Studies: KeyWorks</i>. Blackwell. ● Gillespie, Tarleton et al (Eds.). 2014. <i>Media Technologies: Essays on Communication, Materiality, and Society</i>. The MIT Press. ● Hansen, Mark B.N. 2006. 'Media Theory'. <i>Theory Culture Society</i>. 23, p.297. ● Lister, Martin et al. 2009. <i>New Media: A Critical Introduction</i>. Routledge. ● McLuhan, Marshall. 1994. <i>Understanding Media: The Extensions of Man</i>. The MIT Press. ● Silverstone, Roger. 1999. <i>Why Study the Media?</i> Sage Publications.
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Course title	Understanding Communication (ELECTIVE)
Category	C. New Course
Course code	MAJMCE413
Semester	I
Number of credits	04
Maximum intake	
Day/Time	
Name of the teacher/s	Dr. T. Ranjith

Course description	Mastery of interpersonal communication is indispensable for both personal and professional success. This mastery is achieved through comprehensive learning and consistent practice. "Understanding Communication" delves into the foundational principles of interpersonal communication, providing an essential first step towards achieving mastery in this crucial area. Students will gain a comprehensive understanding and appreciation of fundamental concepts, including: ● Theories and models of interpersonal communication ● Functions and processes involved in interpersonal communication ● Various types of communication and the barriers that can impede them ● Nonverbal Communication ● Intercultural communication ● Communication anxiety ● Active listening Having this extensive understanding will enable students to apply these concepts in their everyday interactions, thereby strengthening their communication skills in real-world contexts. Objectives of the course in terms of Programme Specific Outcomes and learning outcomes 1. <i>Objective 1:</i> Explore and critically examine various theories and models of interpersonal communication to understand their foundational principles and applications. ● <i>Outcome:</i> Students will describe, explain, and critically evaluate the theories and models of interpersonal communication. ● <i>Objective 2:</i> Investigate and understand the key functions and processes essential for effective interpersonal communication, with an emphasis on practical application. ● <i>Outcome:</i> Students will comprehend, analyse, and apply the various functions and processes of interpersonal communication. ● <i>Objective 3:</i> Gain comprehensive knowledge of different types of communication and identify the barriers that can impede interpersonal interactions. ● <i>Outcome:</i> Students will identify, evaluate, and demonstrate strategies to overcome barriers in interpersonal communication. ● <i>Objective 4:</i> Analyse the significance, impact, challenges, and subtleties of nonverbal and intercultural communication in diverse settings. ● <i>Outcome:</i> Students will synthesize the knowledge and apply appropriate nonverbal and intercultural communication skills in diverse interpersonal interactions. ● <i>Objective 5:</i> Develop an understanding of communication anxiety, including its sources, and explore effective strategies for managing and reducing this anxiety.
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	● <i>Outcome:</i> Students will identify sources of communication anxiety and apply effective coping strategies in their interactions. ● <i>Objective 6:</i> Explore the concept and importance of active listening, and understand its influence on the quality of interpersonal communication. ● <i>Outcome:</i> Students will demonstrate and integrate active listening techniques in their interpersonal communication.
Course delivery	Lecture/Seminar
Evaluation scheme	Assessment will be conducted in two parts: internal and end-of-term. The internal assessment, worth 50 marks, will include tests, quizzes, presentations, assignments, and student-led seminars. The end-of-term assessment, also worth 50 marks, will consist of one or a combination of the following: ● sit-down written exam ● book review ● application tasks ● viva voce.
Reading list	1. Adler, R., & Rodman, G. <i>Understanding Human Communication</i>. Tata McGraw Hill. 2. Bowe, H., & Martin, K. <i>Communication across Cultures</i>. Cambridge University Press. 3. Collins, S. D. <i>Listening and Responding</i>. Cengage Learning. 4. DeVito, J. A. <i>The Interpersonal Communication Book</i>. Harper & Row. 5. Hall, B. J. <i>Among Cultures: The Challenge of Communication</i>. Thomson. 6. Kincaid, L. D. (Ed.). <i>Communication Theory: Eastern and Western Perspectives</i>. Academic Press. 7. Littlejohn, S. W. <i>Theories of Human Communication</i>. Wadsworth Publishing House. 8. Mattelart, A. <i>The Invention of Communication</i>. University of Minnesota Press. 9. McBride, S. <i>Many Voices, One World</i>. Kogan Page. 10. McMillan, S. <i>How to be a Better Communicator</i>. Kogan Page. 11. Mortensen, C. D. (Ed.). <i>Basic Readings in Communication Theory</i> (2nd ed.). Harper and Row. 12. Philipsen, G. <i>Speaking Culturally: Explorations in Social Communication</i>. SUNY Press. 13. Schramm, W. <i>The Story of Human Communication</i>. Harper & Row.

Course title	Environmental Journalism
Category	c. New course
Course code	MAJMC E414
Number of credits	04
Maximum intake	
Name of the teacher	Dr. K. Rajaram
Course description	b. A brief overview of the course Environmental journalism is one of the emerging fields of journalism at the global level. The environmental-specific journalism offers scope to the aspiring journalists to investigate, explore, analyse, and highlight issues related to the environment and other relevant aspects like climate change, pollution, fate of the planet, human livelihoods, migration, extinction of species, over exploitation of the natural resources, sustainability, and other initiatives and policies towards the protection of environment. Environmental journalism offers scope for advocacy on many key issues related to the environment and make a difference through writings and multimedia story telling. Environmental journalism course also offers a good understanding of policy and governance issues in terms of laws and their implementation related to the environment, biodiversity, climate change, sustainability at the local, national, and global level. This course is thoroughly a specialised field of journalism that is also part of the science communication with a focus on environment. Broad modules to be covered include: Climate Change Journalism, Sustainable Development Goals, National and Global level initiatives like COP and other major summits, Policies and Governance, and Environmental Laws and Justice. Ethical issues like Greenwashing, and development vs environment. c. Objectives of the course in terms of Programme specific outcomes ● To get a clear understanding on the broader field of journalism and mass communication with a core focus on environmental journalism- PO4

	● To hone the skill of presenting journalistic stories on areas concerning environment-PO3 ● To gain the critical understanding on aspects related to environmental journalism and be able to develop deeper understanding on varied issues on environment and come out with stories that make a difference to the society-PO5 d. Learning outcomes...Students will be able to...Domain Specific outcomes Students will be able to develop deeper understanding on key aspects of environment. They will be able to analyse emerging developments in the domain of environment and will present stories to highlight the impactful developments in the field. The students will develop a comprehensive understanding and will be able to spot stories in the domain of environment. e. Skill enhancement: The course is thoroughly a skill-based one. It enhances their idea of environment, spotting stories, presenting stories in all formats including print, electronic, and multimedia digital platforms. The course gives them a new ability of writing stories and making impact on issues related to environment from the local to global level. They will develop skills in pitching advocacy, activism and environmental consciousness stories to make a positive difference. f. Employability quotient: As the environmental journalism is an emerging and highly sought after specialization, there is a good possibility of employability. They students will able to explore employment opportunities in science communication in general and environmental journalism in particular. With the governments prioritizing the net-zero policies, proactive initiatives in environmental protection, there is a growing employability scope for those specialised in environmental journalism.
Course delivery	Lecture/Seminar/Presentation/Fieldwork/Case study based teaching
Evaluation scheme	Internal Assessment (40 Marks): Presentations, Assignments, special stories/environmental campaign design/advocacy roadmap design End-Semester Examination (60 Marks): Written

Reading list	Carson, R. (1962) <i>Silent Spring</i>. Houghton Mifflin Pezullo, P.C., and Cox, J.R (2024). <i>Environmental Communication and the Public Sphere</i> (7th edition) Kolbert, E. (2014). <i>The Sixth Extinction: An unnatural history</i>. Henry Holt and Company. <i>Down to Earth</i> fortnightly magazine published by the Centre for Science and Environment.(www.downtoearth.org.in) United Nations Climate Change Conference Reports. United Nations Framework Convention on Climate Change (unfccc.int) Ministry of Environment, Forests, and Climate Change (MoEFCC) publications (https://moef.gov.in) Additional readings include: Latest reports, stories, news items published in newspapers and magazines.