



School of Media & Communication Studies

DOON UNIVERSITY Dehradun

(Established by Government of Uttarakhand)

Knowledge with skills



DOON UNIVERSITY

Kedarpur, Dehradun-248001

Tel. 0135 -2533107 Fax. 0135 -2533115

E-mail: doon.soc201@yahoo.com

www.doonuniversity.ac.in, www.doonuniversity.org

VISION AND MISSION

VISION AND MISSION

The communication and media sector has grown several folds and is projected to continue growing in the coming decades. On the one hand, the industry has witnessed a virtual explosion in the process of creation and consumption of information and communication output and, on the other, an upsurge in the demand for intellectual and professional skills to face the challenges and the opportunities brought about by the transformative forces of communication revolution. The School of Communication at Doon University is a response to these challenges and it provides a flexible academic programme to study this ever expanding field and train students for several exciting professional career opportunities emerging with the convergence of technologies and communication processes.

Vision

The School of Media & Communication Studies will strive to produce responsible and socially accountable communication practitioners who possess both theoretical and practical knowledge relevant to the field of Media and Communication so as to serve the society and the country at different levels.

Mission

1. To impart knowledge with skills and develop capacities of human resource for media and communication industry & profession.
2. To undertake and accelerate research work in the field of communication and media.
3. To study and analyze the various issues (social, political, economic and cultural) in relation to the contemporary media and communication ecology, events and experiences.



SCHOOL OF MEDIA & COMMUNICATION STUDIES

SCHOOL OF MEDIA & COMMUNICATION STUDIES



The School offers academic programmes in media and communication which includes fields of Journalism, Development Communication, Media Studies, Advertising, Public Relations, Photography, Radio & Television, Graphics & Animation, Multimedia, Media management and research. The programme curriculum is wide ranging and interdisciplinary and carefully balances theoretical and practical information. The curriculum familiarizes students with concepts both in theory and practice and introduces them to various streams of communication discipline. It provides hands-on experience on all relevant skill sets and allows students to specialize in communication and media sector. As part of its professional emphasis, the programme provides an opportunity to students to gain practical work experience through interaction with leading professionals from the media & communication industry and assists students in finding suitable placements and self-employment opportunities.





FACILITIES

FACILITIES

The School has a state of art Electronic Media Production Centre (EMPC) having latest solid state technology being currently used by the media and communication industry. The Centre is equipped with a TV studio for multi-camera productions. Adequate number of cameras for digital still photography and High Definition Video cameras with accessories for outdoor and studio shoots are available. Other production equipments include Abode software and Final Cut Pro non-linear editing suites. Additional facilities include digital audio work stations, sound recording and editing facilities, multimedia lab with relevant software for print production and still photography. The EMPC keeps on updating its production facility periodically to keep pace with changing technology and demands of the profession. The Centre also has a media library housing a large collection of films, video, stock shots etc for the use of students and researchers.

Teaching Programme:

1. 5-years Integrated M.A. in Media & Communication Studies (for those who have passed Class-XII examination; with an option to leave the programme after three years with B.A. Hons. Degree).
2. M.A. in Media & Communication Studies (For graduates in any discipline). Specializations offered: Journalism; Development Communication and Media Studies; Public Relations and Advertising; Electronic Media Production.

Research Programme:

Ph.D. in Media & Communication Studies

COURSE CURRICULUM

COURSE CURRICULUM

5- Years Integrated MA in Media & Communication Studies

(With an option to leave after three years with B.A. Hons. Degree)

Semester I

Total Credits: 17

| S. No. | Course Code | Course Title | Credit | L-T (Nos.) |
|--------|-------------|---------------------------------------|--------|------------|
| 1 | COMM 100 | Language Skills-I (English) | 2 | 2-0 |
| 2 | COMM 101 | People and Culture of India | 2 | 2-0 |
| 3 | COMM 102 | Introduction to Communication | 3 | 3-0 |
| 4 | COMM 103 | Basic Computer Applications for Media | 4 | 3-1 |
| 5 | COMM 104 | Development of Media in India | 2 | 2-0 |
| 6 | COMM 105 | Economic Development and Planning | 4 | 4-0 |

Semester II

Total Credits: 18

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|---|--------|-----|
| 1 | COMM 149 | Language Skills-II (English) | 2 | 2-0 |
| 2 | COMM 150 | Indian Polity | 3 | 3-0 |
| 3 | COMM 151 | Mass Communication: Concept and Process | 3 | 3-0 |
| 4 | COMM 152 | Visual Communication | 2 | 1-1 |
| 5 | COMM 153 | Photography | 2 | 1-1 |
| 6 | COMM 154 | Media Laws and Ethics | 2 | 2-0 |
| 7 | COMM 155 | Environmental Studies | 4 | 4-0 |

Semester III

Total Credits: 19

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|---|--------|-----|
| 1 | COMM 200 | Social System and Structure | 2 | 2-0 |
| 2 | COMM 201 | Reporting and Writing for Print Media | 4 | 3-1 |
| 3 | COMM 202 | Communication for Development and Social Change | 3 | 3-0 |
| 4 | COMM 203 | Public Relations | 4 | 4-0 |
| 5 | COMM 204 | Lights, Camera, Sound | 3 | 2-1 |
| 6 | COMM 205 | Digital Media and Information Age | 3 | 3-0 |

L: Lecture/Interactive session of 01 hour each ; T : Tutorial of 03 hours each
Number of Lectures & Tutorials for a course may vary in different academic sessions.

Semester IV**Total Credits: 20**

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|--|--------|-----|
| 1 | COMM 250 | Reporting and Writing for Electronic Media | 4 | 2-2 |
| 2 | COMM 251 | Advertising | 4 | 4-0 |
| 3 | COMM 252 | International Communication | 2 | 2-0 |
| 4 | COMM 253 | Media and Film Appreciation | 2 | 1-1 |
| 5 | COMM 254 | Television Production | 4 | 2-2 |
| 6 | COMM 255 | Radio Production | 4 | 2-2 |

Semester V**Total Credits: 18**

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|---|--------|-----|
| 1 | COMM 300 | Communication Research | 3 | 3-0 |
| 2 | COMM 301 | Contemporary Issues and Mass Media | 3 | 3-0 |
| 3 | COMM 302 | Media Organization: Structure and Functions | 3 | 3-0 |
| 4 | COMM 303 | Theories and Models of Mass Communication | 2 | 2-0 |
| 5 | COMM 304 | Print Design and Production | 3 | 2-1 |
| 6 | COMM 305 | Audio - Visual Production (Workshop) | 4 | 2-2 |

Semester VI**Total Credits: 14**

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|---|-----------|-----|
| 1 | COMM 350 | Communication Production (Print/TV/Radio) | 7 | 7-0 |
| 2 | COMM 351 | Dissertation | 7 | 7-0 |
| 3 | Internship | | No credit | |

Note: Semesters VII to X for 5 Years Integrated MA are similar to Semesters I to IV of MA Media & Communication Studies.

MA in Media & Communication Studies

A. Core Courses (Offered in Semesters I and II)**Total Credits: 32**

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|--|--------|-----|
| 1 | COMM 500 | Principles of Communication | 3 | 3-0 |
| 5 | COMM 520 | Journalism: Skills and Concept | 3 | 3-0 |
| 3 | COMM 508 | Visual Communication | 3 | 2-1 |
| 4 | COMM 517 | Media Policies, Laws, Regulations & Ethics | 3 | 3-0 |
| 5 | COMM 581 | Electronic Media Production (Workshops) | 3 | 1-2 |
| 6 | COMM 518 | Political Economy of India | 2 | 2-0 |

| | | | | |
|----|----------|---|---|-----|
| 7 | COMM 580 | Print design & Production | 3 | 2-1 |
| 8 | COMM 501 | Theories and Models of Mass Communication | 2 | 2-0 |
| 9 | COMM 502 | Mass Media & Society | 3 | 3-0 |
| 10 | COMM 505 | Introduction to Strategic Communication | 4 | 4-0 |
| 11 | COMM 510 | Communication Research | 3 | 3-0 |

B. Specialisation (Offered at Semesters III and IV)

Specialisation: Journalism

Total Credits: 15

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|--|--------|-----|
| 1 | COMM 600 | Broadcast Journalism | 4 | 3-1 |
| 5 | COMM 601 | Workshop on Broadcast News production & Presentation | 2 | 1-1 |
| 3 | COMM 602 | Print Journalism | 4 | 3-1 |
| 4 | COMM 603 | Newspaper Workshops | 2 | 1-1 |
| 5 | COMM 604 | Online Journalism | 3 | 2-1 |

Specialisation: Public Relations & Advertising

Total Credits: 17

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|--|--------|-----|
| 1 | COMM 611 | Public Relation Management | 4 | 4-0 |
| 2 | COMM 612 | Corporate Communication & Strategic Planning for PR | 4 | 4-0 |
| 3 | COMM 613 | Advertising Management | 4 | 4-0 |
| 4 | COMM 614 | Creative Strategies & Media Planning for Advertising | 3 | 2-1 |
| 5 | COMM 615 | Workshop on Communication Production for AD & PR | 2 | 1-1 |

Specialisation: Development Communication & Media Studies

Total Credits: 17

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|--------------------------------------|--------|-----|
| 1 | COMM 621 | Communication & Development | 4 | 3-1 |
| 5 | COMM 622 | Global Communication | 3 | 2-1 |
| 3 | COMM 623 | Media Technologies & Public Policies | 3 | 2-1 |
| 4 | COMM 624 | Politics and Communication | 3 | 2-1 |
| 5 | COMM 625 | Communication and Social Theory | 2 | 1-1 |
| 6 | COMM 626 | Selected Topic | 2 | 1-1 |

MA Media & Communication Studies students are required to do a 4-week internship in a media organization.

Specialisation: Electronic Media Production

Total Credits: 15

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|---|--------|-----|
| 1 | COMM 631 | Principles of Sound, Cinematography & Lighting Techniques | 3 | 1-2 |
| 5 | COMM 632 | Video Editing & Special Effects | 3 | 1-2 |
| 3 | COMM 633 | Graphics and Animation | 2 | 1-1 |
| 4 | COMM 634 | Direction and Production | 4 | 2-2 |
| 5 | COMM 635 | Producing for Radio | 3 | 1-2 |

C. General and Other Courses

Total Credits: 9

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|--|--------|-----|
| 1 | COMM 515 | Written and Oral Communication | 2 | 2-0 |
| 5 | COMM 516 | Statistical tool for computing in research | 2 | 1-1 |
| 3 | COMM 519 | Science Communication | 2 | 2-0 |
| 4 | COMM 521 | Mainstream Cinema & Society | 3 | 2-1 |

D. Research Project (Dissertation/Production)

Total Credits: 10

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|---|--------|-----|
| 1 | COMM 609 | Research Project(Journalism) | 10 | 8-2 |
| 5 | COMM 619 | Research Project(Public Relations & Advertising) | 10 | 8-2 |
| 3 | COMM 629 | Research Project(Development Communication & Media Studies) | 10 | 8-2 |
| 4 | COMM 639 | Research Project (Electronic Media Production) | 10 | 8-2 |

Note: The Minimum Credits requirement for MA Media & Communication Studies is 64 (including research project of 10 credits and minimum 07 credits in General courses)

Ph.D in Media & Communication Studies

Course Work (Two semesters)

Total Credits: 14

| S. No. | Course Code | Course Title | Credit | L-T |
|--------|-------------|---|--------|-----|
| 1 | COMM 651 | Research Methodology | 4 | 3-1 |
| 2 | COMM 652 | Communication Theory and Concepts | 4 | 3-1 |
| 3 | COMM 653 | Selected Study in Relevant Area | 4 | 3-1 |
| 4 | COMM 654 | Research Paper Reviews (Writing & Presentation) | 2 | 0-2 |

FACULTY PROFILE

FACULTY PROFILE



Dr. Rajesh Kumar, Associate Professor

M.A. (Patna Univ.), M.J. (H.S. Gaur Univ., Sagar), Ph.D. (B.R.A.B.U., Muz.)

Area of Specialization: Media Studies & Electronic Media Production

Area of Interest: Political economy of communication, Media economics, Communication for development & social change, Mass media and society.

Awards & Honours:

1. DG Doordarshan “Appreciation on record” for Development Communication project, Commonwealth Broadcasting Association Award for productions for a Health Communication campaign.

Best Five publications in last five years:

1. **Kumar R (2016)**. Social Media and Civil Society Actions in India in Axel Bruns et al (ed) *Routledge Companion to Social Media and Politics*, pp. 259-267, Routledge, Taylor & Francis Group.
2. **Kumar R & Thapa D, 2015**, Social media as a catalyst for civil society movements in India: A study in Dehradun city, *New Media and Society*, Vol. 17, pp 1299-1316 (Sage publications, London, UK. ISSN: 1461-4468, Impact Factor : 3.11)
3. **Kumar R, 2013**, Rural Informatics: Use of Information and Communication Technology for Rural Poor—From Digital divide to Digital Opportunities in Rural India, *Media Asia*, Vol. 39, pp 183-190 (AMIC, Singapore. ISSN: 0129-6612)
4. **Kumar R, 2013**, Society, media, communication and development linkages: An analysis of Anglo-Saxon Theories in the context of developing countries, *Journal of Media and Communication Studies*, Vol. 5, pp 25-34 (Academic Journals, USA. ISSN: 2141-2545)
5. **Kumar R, 2012**. Gen ‘Y’ and New Media: Analyzing the need for parental mediation in their use, *Media Watch*, 3 (Centre for media studies. ISSN: 0976-0911. Impact Factor: 3.27)

Ongoing/Completed research projects during five years:

1. UGC sponsored major research project on Community media (ongoing).
2. ICSSR sponsored major research project on ICT uses by the young in India and parental mediation (completed).



Ms. Rashi Mishra, Assistant Professor

M.Sc. (Mass Communication in Science & Technology), UGC NET

Areas of Specialization: Print Media and Film Appreciation, Science/Environmental Communication

Area of Interest: Print Media and Film Appreciation, Science/Environmental Communication

Research Publication:

1. **Mishra, R., 2011**, Role of Mass Media in Disaster Mitigation, *Indian Journal of Applied Research* (World Wide Journals, Ahmedabad, India)

Research project: ICSSR sponsored major research project.

Mr. Nitin Kumar, Assistant Professor

M.A. (Mass Comm, Dr. H.S.G. Vishwavidyalaya, Sagar), UGC- NET (JRF)

Areas of Specialization: Television and Video Production, Radio Broadcasting and Photography

Area of Interest: Television Broadcasting and New Media

Research Publication:

1. **Kumar, N., 2014**, New media: A new trend setter for Indian news industry, *Pragyaan: Journal of Mass Communication* (IMS Unison University, Dehradun, India)



Ms. Juhee Prasad, Assistant Professor

M.A. (A.J.K MCRC, Jamia Milia Islamia), UGC- NET

Areas of Specialization: Photography, Video Production, Radio Broadcasting

Area of Interest: Cinema Studies

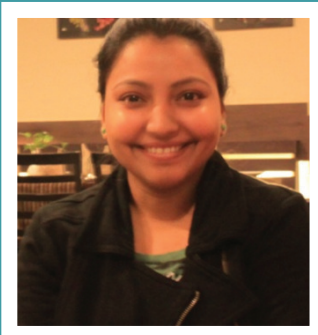
Ms. Aabshar Abbasi, Assistant Professor

M.A. (Mass Comm, H.N.B. Garhwal Univ), M.A. (Public Admin., Uttarakhand Univ), UGC-NET

Areas of Specialization: Journalism (Print & Electronic Media), Media Ethics

Area of Interest: Media & Society, Media Ethics





Ms. Karuna Sharma, Assistant Professor

M.A. (Mass Comm., Apeejay Institute of Mass Communication), M. Phil (Mass Comm., Bundelkhand University, Jhansi), Pursuing PhD (BHU, Varanasi), UGC-NET (JRF).

Areas of Specialization: Development Communication and Film Studies

Area of Interest: Film Studies, Children's Cinema, Development Communication

Research Publication:

1. **Sharma K, 2013**, Public Agendas at the mercy of New Media: An analysis of the Jan Lokpal Implementation Movement, *BHU Journal of Communication Studies*, Vol. 1, pp 12-19 (ISSN: 2231-5578)

VISITING/CONTRACTUAL FACULTY

Dr. Harsh Dobhal, Visiting Professor

M.A. (JNU), M.Phil. (JNU), Ph.D. (JNU).

Area of Specialization: International Journalism, Print Media, Press Freedom and Communication Rights, Civil Society and Media.

Area of Interest: Sociology of Mass Media, Development Communication, International Affairs and Global Communication, Intercultural Communication

Mr. Mukesh Chandra Devrari, Assistant Professor (on contract)

M.A. (Doon University, Dehradun), UGC NET(JRF).

GUEST FACULTY/VISITING EXPERTS

1. Ms. Jaskiran Chopra, Special Correspondent, The Pioneer
2. Ms. Ishani Ghoshal (Teacher for Language Skills- English).
3. Sh Shankar Arnimesh, Focus News.
4. Ms Shalini Joshi, BBC Hindi Service.
5. Sh Shiv Joshi, Network 10 (previously with DW TV, Germany).
6. Sh Manas Muduli, India News.
7. Sh Rajesh Badal, Executive Director, Rajya Sabha TV.
8. Sh Anil Bharati, All India Radio.
9. Sh Santosh Chaube, TV Today.
10. Shri Sheshmani Shukla, Amar Ujala.
11. Shri Vipin Baniyal, Sadhana News.
12. Sh Sushil Bahuguna, NDTV.

And many more experts invited from media and communication industry and profession.



Contact:

School of Media & Communication Studies,

201, Faculty Office,

Doon University

Dehradun – 248001

Uttarakhand, India

Email: sothead10@gmail.com,

doon.soc201@yahoo.com

Phone: + 91 135 2533107