

MT 4210 MANAGING THE MEDIA - 3 Credits

COURSE DESCRIPTION: This course exposes students to the principles of management & marketing planning & execution of media-oriented activities, events & industry. The student examines the role and functions in the produce of media-oriented events: pre-production organization and research, proposal and grant writing, copyright laws, union regulations, budgeting, and staff, crew and talent coordination.

COURSE ASSESMENT:

Teaching Schedule (Hours/Week)			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
3	1	-	Theory	Practical	Theory	Practical	100
			20	20	60	-	

COURSE SYLLABUS:

1. **Media Industry Environment:** Managerial Art, Science & the “Wallenda Factor,” Managers & Managing, Evolution of Management Theory, The Media Industries: Their Rise and Management Environment, Leaping into the “Chasm” of Management, The Pressured World, The difficult combination
2. **Organizational Context in Media Industry:** Individuality; *Motivational Fit in Media Organizations, Job fit & Job enlargement*, Equity, expectancy and climate factors: *Theoretical Constructs & Their Practical Application, Organizational Culture & Climate, Workplace Reality*
3. **Managers’ Skills & Organizational Effectiveness:** Communication & Power- communication flow, organizational power distribution, internal communication strategies. Leadership - the Concept of Leading, Leadership Traits, Organizational Dynamics & Leadership, Managers Vs Leaders, the succession problem, contemporary media style, maintaining the Life Balance. Situation Specific Nature of Effectiveness, Framework of Competition, Perspectives of Effectiveness, Goal-based management
4. **Marketing & Finance of Media Organization:** Relationship & Transactions, Developing the Marketing Mix, Analyzing Media Cost Factors, Product Positioning, Specific Media Market Research Data. Corporate Financial Reporting, Media Organization Budgeting & Forecasting
5. **Planning & Strategizing for Media Organization:** The Decision Process, Planning Process: Metapanning- The Butschi Model, Audience Theory & the Concept of Demassification: Historical perspective, the Rise of Mass Media, Research on Mass Media, Audience Perspective, Predisposition of Media to the Concept of Mass, Theoretical “Demassification”
6. **Causes & Remedies for Media Organization’s Decline:** Decline in Contemporary Mass Media, The concept of Decline, Causes of Decline, Reactions to Decline, Managing Decline
7. **The Laws for Media Managers:** Libel, Slander, Privacy, Obscenity Harm Caused by the Media, Commercial speech, Copyright & Trademarks, reporters’ Privilege, Regulating Bodies & Acts, Contract Law & Employment Law

Reference Books:

- Adcock, D., Bradfield, R. Halborg, A. & Ross, C. *Marketing Principles & Practice*
- Block P. (Editor), Houseley, W. Nicholls, T. & Southwell, R. *Managing in the Media*
- Evans, F. J. *Managing the Media*
- Jones, G. R. George, J. R. & Charles, W. L. *Contemporary Management*
- Kotler & Armstrong; *Principles of Marketing*
- Rankin, W.P. *The Practice of Newspaper Management*
- Redmond, J. & Trager, R. *Balancing on the Wire: The Art of Managing Media Organizations*

MT 4220 MARKETING COMMUNICATIONS - 3 Credits

COURSE DESCRIPTION: The course explores significance of communication for marketing by evaluating and exploring the various aspects in the society. The students will be knowledgeable in executing marketing communications in all types of organization setting, including in non-commercial, and government

COURSE ASSESSMENT:

Teaching Schedule (Hrs/week)			Examination				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	1	20	20	80	-	100

COURSE SYLLABUS:

1. **Marketing Communications Defined:** Marketing, marketing exchange cycle, key participants in marketing process, the instruments of marketing communications, & IMC
2. **Branding & marketing communication:** Brands, successful brands, brand strategies, brand equity, benefit of branding, tools of marketing communications, promotions in marketing communication, other tools of marketing communication and their usage
3. **Marketing communication & Society:** functions & effects of marketing communication, the economic impacts, the abundance principle, social, ethical & regulatory aspects, social benefits, social responsibility of marketers
4. **How Marketing Communication Work:** hierarchy-of-effects models, attitude formation & change, high elaboration likelihood, cognitive attitude formation, low elaboration likelihood, cognitive attitude formation, high elaboration likelihood, affective attitude formation, low elaboration likelihood, affective attitude formation, high elaboration likelihood, behavioral attitude formation, low elaboration likelihood, behavioral attitude formation causes and consequences of irritation evoked by marketing communications, & brand confusion.
5. **Marketing Communication for Social & Behavioral Change:** Nature & role of social campaign to change public behaviors, social marketing approach to social change, promoting social change through mass communication, & selective communication
6. **Executing Marketing Communications:** in-house and agency outsourcing, Role of Target Audience and objectives, marketing segmentations, requirements for effective segmentation, positioning
7. **Communication for Corporate Crisis & their management:** Defining corporate crisis, role of Communication in crisis, Strategy, Budget Allocation in IMC activities, Stakeholder Communication, Corporate Perspective, Corporate identity and PR, Corporate Image ad.
8. **Evaluating Campaigns:** Types of evaluation methods: strategic research, evaluative research, conducting studies before, during & after the campaigns.

Reference Books

1. Anderasen, A. R. *Marketing Social Change*
2. Batra, R. Mayers, J. & Aaker, D. *Advertising Management*, Prentice-Hall, India
3. Chunawalla, S. A. & Sethia, K.C. *Foundations of Advertising Theory & Practice*, Himalaya Pub.
4. Fine, S.H. *Social Marketing: Promoting the Causes of Public & Nonprofit Agencies*
5. J. Thomas & Jr. Juegler, *Advertising and Marketing*, Prentice Hall- India
6. Jones, J. P. *The Advertising Business*, Sage Publication
7. Kotler P, & Roberto, E.L. *Social Marketing: Strategies for Changing Public Behavior*
8. Kotler, P. *Marketing Management*
9. Rossiter, J. R. & Percy, L. *Advertising Communication and Promotion Management*, Mc-Graw hill

MT 4230 DEVELOPMENT COMMUNICATION - 3 Credits

COURSE DESCRIPTION: The course explores and analyzes the historical perspective of development while describing role of communication on development, discussing the major paradigms on development politics. Students will be exposed operational framework, design and to implement development communication plans.

COURSE ASSESSMENT:

Teaching Schedule (Hours/Week)			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
3	1	-	Theory	Practical	Theory	Practical	100
			20	20	60	-	

COURSE SYLLABUS:

- Defining Development:** Definitions: Development as Economic Growth, Human Development Index, Development as Freedom, Right to Development, Millennium Development Goal, Human Development Report
- Development Journalism:** Origin and Concept, Development Journalism in Practice: Story based on process and the result Orientation, Historical Perspective on Development Communication, Key Issues & Scope of Development, Communication, Misconceptions about Development Communication
- Development Issue and the Communication:** Communication Prior to WWI, Development as Global Concern, Third World Perspective on Development, Need for NICWO, Communication Imperialism, and Dependency Theory, The Value-Added of Development Communication in Programs and Projects
- Foundations of Development Communication:** Overview of Development and Communication, The Modernization Paradigm, Dependency and World System Theories, The Emerging Participatory Paradigm, existing Boundaries of Development Communication: Diffusion and Participation, Common Ground & Key Terminology, The Role of Media and Information and Communication Technologies in Development Communication
- Communication in Development Projects:** Adopting Two-Way Communication, Development Communication for Communication & Noncommunication Programs, Monologic Mode: One-Way Communication, Dialogic Mode: Two-Way Communication
- Development Communication Strategy:** Strategy Design, Foundations of Communication Strategy Design, Core Elements in Designing a Strategy, Communication Strategy Design Toolbox, Communication Applications in Operations
- Development Communication Applications:** Operational Framework of the Development Communication, Communication to Define and Design Development, Communication to Inform and Promote Behavior Changes, Combining Theory with Practice: The Multitrack Approach Pretesting Communication Materials
- Assessing the Development Communication:** Basics of Design of Evaluation, Measuring Results: Beyond the Quantitative versus Qualitative Debate, Assessing the Development Communication Results, Communication Applications in Operations, Communication-Based Assessment, Key Issues in Monitoring and Evaluation

References:

- Barnett, P. & Narula, U. *Development as Communication*.
- Bista, D. B. *Fatalism and Development: Nepal's Struggle on Modernity*.
- Mefalopulos, P. *Development Communication Sourcebook: Broadening the Boundaries of Communication*, Washington DC: The World Bank
- Melkotte, S. *Development Communication*.
- Mozammel, M. & Schechter, G. *Strategic Communication for Community-Driven Development*. Washington DC: The World Bank.
- Narula, U. *Development Journalism*.
- Pandey, D.R. *Nepal's Failed Development*.
- Chalkley, A.B. (1970) *A Manual of the Development Journalism*, New Delhi: Vistaar Publication,

MT 4240 INTERACTIVE COMMUNICATION - 3 Credits

COURSE DESCRIPTION: he course explores concept, design, production strategies, and technical aspects for practical applications of interactive media in educational, commercial, and public environments. Students create flowcharts, treatments, and scripts, and publish their final project as a design document and sample project.

COURSE ASSESMENT:

Teaching Schedule (Hours/Week)			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
3	1	-	Theory	Practical	Theory	Practical	100
			20	20	60	-	

COURSE SYLLABUS:

- Interactive Communication:** Principles of Communications, Channels, Choice of channels, Media types and their use, Concept of Information, Information Structure, Communication of Information, Models of communication, Related Laws and Regulations
- The Interactive Systems & Media:** What is an Interactive System? Software Life Cycle, Layers of an Interactive System, Interactive Systems Design, the Interactive Media: Hypermedia, Groupware, & Networks, Individual, Group, and Organization considerations, Environment & Communications Models
- Group and Networks:** Groupware Principles, Coordination & Communication in Groups, Roles and Processes, Authoring and Publishing, , Collaboration in Education, , Software Inspection, MUCH System, Real time Interaction Technology Groupware Applications & Organization
- Interfacing & Interaction:** Human Computer Interface concepts, Human, Computer, and Environment, Accessing Information, Creating Information, Usability, User Interface design, Usability Issues, Accessibility, Personalization, Localization, Internationalization, Designer's perspective on appliances, hybrid devices, Conferencing & Teleconferencing systems
- Emerging Technologies & Applications:** Emerging applications & personalized computing, Convergence of computers, communications and entertainment products, Multimedia file systems and information models, File Support System for Continuous Media, Data models for multimedia and hypermedia information, Unstructured data Content retrieval
- Packaging of Interactive Communication:** Requirements & industry standards, Data Compression Need, Modes types & compression efficiency, the approach: Audience Centered Vs information centered, Visual Appeal, Utilitarian Design, Interactivity, Multimedia Elements
- Interactive Communication on the Web:** Interactive Multimedia on the Internet, the web applications, Hypermedia - Hypertext, hypermedia that is more than a linear Digital Document, Connection, Client & Server-side Variables, The TCP/IP Variable, Data Rate and Bandwidth, Special Lines and a Transport Layers

References:

- Andliegh, P. Thakrar. *Multimedia Systems Design*, Prentice Hall.
- Gerbner, George and Haigh, Robert W., *Communications in the 21st Ccentury*, Wiley, NY.
- Grudin, Jonathan, "CSCW: The convergence of two disciplines," ACM press, New York
- Hukilli, Ono, Vallath - *Electronic Communication Convergence (Policy, Challenges in Aisa)*
- Koegel-Buford, J.F. *Multimedia Systems*, Addison-Wesley
- Ligon, Helen H, *Successful Management Information Systems*, UMI Research Press, Michigan
- Roy Rada, *Interactive Media*, Springer-Verlag, New York
- Steinmenz, R. & Nahrstedt. K. *Multimedia: Computing, Communications, & Applications*, Pearson Education Asia

MT 4250 INTERNATIONAL COMMUNICATION - 3 Credits

COURSE DESCRIPTION: This course focuses on the history, issues, and future of international communications. The class considers individual media systems, including different understandings of the role of the media, freedom of press and information in different areas of the world, parity between distribution of news and the shaping of the public mind, international stereotyping, and international propaganda.

COURSE ASSESSMENT:

Teaching Schedule (Hours/Week)			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
3	1	-	Theory	Practical	Theory	Practical	100
			20	20	60	-	

COURSE SYLLABUS:

- 1. Introduction & scope of International Communication:** The Context of Global Communication, Distinction between Intercultural and International Communication; Cultural Communication as Communicative Conduct; International communication stimulated by War, trade, imperialism and industrial expansion; The Boomerang Pattern as an effective way of International communication.
- 2. International Communication Beyond Mass Media:** Transnational advocacy networks; UN agencies and various public and private international organizations in the field of international communication
- 3. Media Systems Around the World:** English Speaking Media, Western Media, Communist Media, Authoritarian Media, Development Media , Revolutionary Media
- 4. Global Culture & Communication:** Culture, Foundation of Eastern Cultures, Intercultural Aspects of Conflict and Negotiation, Culture and Communication Coping with Culture, Analyzing intercultural Miscommunication, Communicating Across Cultures, The Mass Media: Conflict and National Images,
- 5. Challenges of International Communication:** Prejudice in Intercultural Communication, Intercultural Communication: Preparadigmatic Work, Appearance of the Paradigm, Normal Science and Anomaly and Exhaustion; Social rules and communication; Encountering Other Cultures, The Western Cultures & Communication; Over and under expressiveness of Communication, Managing Diversity in Communication
- 6. Global News and Cultural Values:** The Role of Cultural Values in Determining News; Cross-Cultural Influences on News; Cultural Globalization: The Role of Media,
- 7. Persuasive Communication:** Language, Verbal and Nonverbal Communication Across Cultures, Linguistic Relativism and Universalism; Differences in Language use across cultures, The non-Western culture and communication; Communicating without Language: Culture and nonverbal language. Self Expression and Maintaining Relationship, Theory of Multicultural Public Relations
- 8. Technologies in International Communication:** New Technologies and Multicultural communication, Media and Depersonalization; Identities in Cyberspace; Cultural Diversity in International Public Relations: Bridging Diversity and Uniformity.

References:

- Banks P., Stephen. *Multicultural Public Relations*. Delhi: Surjeet Publications, 2005.
- Beatty, John and Junichi Takahashi. *Intercultural Communication*. New Delhi: Biztantra.
- Bell, Elizabeth. *Theories of Performance*. Los Angeles: Sage.
- Gudykunst, William B. & Bella Mody. *Handbook of International and Cultural Communication*. Thousand Oaks: Sage Publication.
- Hachten, William A. & Scotton James F. *The World News Prism Global Media in an Era of Terrorism*. Delhi: Surjeet.
- Lechner, F. J. & Boli J. *The Globalization Reader*. Massachusetts: Blackwell Publishers.
- Louw, E.P. *The Media and Cultural Production*. London: Sage.
- Stevenson, R. L. *Global Communication in the Twenty-First Century*, New York: Longman.
- Sussman, G. & Lent, J. A. (eds). *Transnational Communications: Wiring the Third World*. California: Sage.
- Thussu, D. K. *International Communication: Continuity and Change*. London: Arnold.
- Tony, S. (Ed). *Global News Perspectives on the Information Age*. New Delhi: Surjeet.
- Weaver, G. R. (ed.) *Culture, Communication and Conflict: Readings in Intercultural Relations*, Massachusetts: Needham Heights.