



S.N.D.T. WOMEN'S UNIVERSITY

M.SC. in NUTRITION & HEALTH COMMUNICATION



2013

Department of Communication Media for Children
Faculty of Communication & Media Studies
SNDT Women's University
Karve Road, Pune 411038
sndt.ac.in

MASTER'S PROGRAM IN NUTRITION AND HEALTH COMMUNICATION

The program in Nutrition & Health Communication aims to train young women in the field of media with special focus on reporting and writing in the area of nutrition and health. Growing public demand for health information has created a need for communicators with a thorough understanding of health and nutrition issues. Students in this program will have an advantage over traditional journalists and broadcasters by receiving training in nutrition assessment and evidence-based nutrition practices. The nutrition and health communication program includes a broad range of course topics, such as nutrition, understanding health and disease, and writing, video production and research methodology.

Nutrition & Health Communication is the study and use of communication strategies to inform and influence a variety of stakeholders about existing and emerging health/ nutrition topics. It includes instruction in identifying, understanding and expressing the goals of health care promotion to create effective strategies, messages, campaigns and advocacy programs. It also explores the relationships, roles, situations and social structures of key stakeholders in health care and outcomes. Disease prevention, health advocacy, and communications concerning treatments are all important topics that require strong health communication. Nutrition & Health communicators are professionals skilled at informing, influencing, and motivating diverse audiences to address important health issues.

Graduates of the nutrition & health communication program will find employment opportunities within a variety of areas, including print and online newspapers, magazines, and other publications, as well as private corporations and community and healthcare agencies and broadcast agencies development consultants.

Program Objectives:

To develop expertise in:

- i) The identification and evaluation of the nature of and value of messages in nutrition and health issues
- ii) Production of popular media material in the area of nutrition and health.
- iii) Identification of the information needs of people in area of nutrition and health

Eligibility: Graduate from any discipline from UGC/AICTE recognized institution with 50% or B grade are eligible. Preference will be given to students from nutrition and health sciences.

Course Work: 96 credits (including internship)

M.SC IN NUTRITION & HEALTH COMMUNICATION (2 YEARS)

Semester 1

Code No	Courses	Total Credit	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C
23101	Introduction to Communication Studies	4	3	1	50	50	100	U
23102	Public Health	4	3	1	50	50	100	U
23103	Human Nutrition	4	3	1	50	50	100	U
23104	Audio Production	4	-	4	50	50	100	C
23105	Communicating with Communities	4	2	2	50	50	100	C
23106	Visual Communication	4	2	2	50	50	100	C
	Total	24	13	11	300	300	600	

Semester 2

Code No	Courses	Total Credit	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C
00201	Research Methodology	4	2	2	50	50	100	U
23202	Writing for Media	4	0	4	100	0	100	C
23203	Media Approaches for Nutrition & Health Communication	4	2	2	50	50	100	U
23204	Introduction to New Media	4	2	2	50	50	100	U
23205	Public Nutrition : Issues & Concerns	4	4	0	50	50	100	U
23291 23292	Women & Media OR Media Research & Ethics	4	2	2	50	50	100	C
	Total	24	13	11	300	300	600	

Semester 3

Code No	Courses	Total Credit	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C
00301	Research and Statistical Applications	4	2	2	50	50	100	U
23302	Media Appreciation	4	0	4	50	50	100	U
23303	Recent Advances in NHC	4	0	4	100	0	100	C
23304	Policies & Programs in Nutrition & Health	4	4	0	50	50	100	U
23305	Video Production	4	4	0	100	0	100	C
23391	<i>Contemporary Public Relations</i>	4	2	2	50	50	100	C
		24	12	12	400	200	600	

Semester 4

Code No	Courses	Total Credit	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C
00401	Dissertation	8	0	8	100	100	200	C
00402	Internship	8	0	8	100	100	100	C
23403	<i>Social Marketing & Public Health Campaigns</i>	4	2	2	50	50	100	U
23404	Writing for Print Media	4	0	4	100	0	100	C
	total	24	2	22	350	250	600	

Subjects in Italics are for CBCS

SEMESTER I

23101	Introduction to Communication Studies
23102	Public Health
23103	Human Nutrition
23104	Audio Production
23105	Communicating with Communities
23106	Visual Communication

INTRODUCTION TO COMMUNICATION STUDIES

Course Code: 23101

SEM I: M.Sc (NHC)

About the course

The course is designed to introduce basic concepts in Mass Communication. Also, familiarize students with various models and theories of Media and Society, so as to enable them to understand the role of media in the society.

Module No	Contents
<p>Module 1 Objectives: Student will :- a. Know about the basic concepts in Communication b. Gain understanding of different models used in communication theory.</p>	<p>Principles of Communication 1. Definitions of Communication 2. Functions of Communication 3. Types & Levels of Communication 4. Barriers in Communication. Models in Communication 1. Basic Models in Communication: Lasswell’s formula, Shannon & Weaver mathematical model, Osgood & Schramm’s model, Berlo’s SMCR model. 2. Models of Mass Communication : Defluer, Ball & Rokeach dependency model; Gerbner’s general model of mass communication; Comstocks psychological model of TV effect; Schramm’s model of mass communication, Westley & MacLean’s model of Communication research, Katz & Lazarfeld’s 2 step flow of Communication model, Spiral of Silence</p>
<p>Module 2 Objectives:- Student will gain understanding about basic concepts and terminology used in semiotics.</p>	<p>Semiotics 1. Nature of ‘meaning’ in communication 2. Use of semiotics in understanding messages 3. Models in semiotics- Pierce, Ogden & Richard’s, Saussure & Jacobson. 4. Denotation, connotation and levels of signification in media.</p>
<p>Module 3 Objectives:- Students will gain information on growth of different media and its role in society.</p>	<p>Growth and Development of media 1. Folk Media – role of folk media in society 2. Press - its roles and values in society. 3. Radio - its role and value in society. 4. Cinema - its role and value in society 5. Television - its role and value in society 6. New Media- internet - its role and value in society</p>

<p>Module 4 - Objectives:- Students will understand the issues of convergence, representation, propaganda and ethical issues in media studies.</p>	<p>General Issues in Mass Communication Unit 1: Convergence Unit 2: Representation Urban/rural, minorities, marginalized people, women, children, handicapped etc. Unit 3: Propaganda and Advertising Unit 4 : Ethical Issues in Media</p>
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References/Recommended Readings

- Berger C.R. & Chafee S.H. (eds.) 1987. Handbook of Communication Science. Beverly Hills & London. Sage Publications.
- Fiske J. 1982. Introduction to Communication Studies. London; Methuen.
- Gamble M. & Gamble T.W. 1989. Introducing Mass Communication. (International Edition). McGraw Hill. Singapore
- Littlejohn, Steven. 1996. Theories of Human Communication. (5th edition) California. Wadsworth Publishing Company.
- Mcquail D & Windhall S. 1981. Communication Models for study of Mass Communication. London & New York; Longman
- Mcquail D. 1984. Introduction to Mass Communication Theory (3rd edition) New Delhi, Beverly Hills & London; Sage Publications.
- Mehta D. (1994). Mass Communication and Journalism in India. New Delhi.
- Schrank J. 1986. Understanding Mass Media. Washington; National Textbook Company.

“Readings for course –Introduction to Mass Communication” available with the teacher/ Resource Center)

Websites, which will be given in the class.

PUBLIC HEALTH

Course Code: 23102

SEM I: M.Sc (NHC)

About the course

The course is designed to introduce basic concepts of health and well being. Also, familiarize students with various common health problems and issues.

BLOCK	TOPICS
<p>Module 1 Module No: 1</p> <p>Students will:-</p> <ul style="list-style-type: none"> • Identify the underlying concepts and principles in epidemiology • Identify key sources of data for epidemiologic purposes 	<p>Introduction to basic concepts : Health and Well Being, Diseases and Epidemiology Determinants of health Indicators of Health</p> <p>Concepts of Disease and Screening of disease: Epidemiological Triad Concept of causation of diseases Natural history of diseases ,measuring occurrence of disease Concept of evaluation and prevention Modes of intervention Changing pattern of disease</p> <p>Principles of Epidemiology Definition and disease frequency Aims of epidemiology and epidemiology approach Measurement of mortality and morbidity Epidemiology methods Transmission of disease Host defense and immune response</p>
<p>Module 2</p> <p>Students will:-</p> <ul style="list-style-type: none"> • Study what communicable diseases are? • Study the epidemiologic principles in control and prevention of communicable diseases • Study the notifiable diseases as stipulated in the public health act • Explain the approaches used in responding to epidemics. 	<p>Epidemiology of Communicable Disease Nature of communicable disease- infection, contamination and disinfection. Transmission through direct or indirect contact. * Direct contact - called sexually transmitted disease - HIV, gonorrhoea, syphilis and others like tetanus etc. * Indirect contact - exchange of an infected object, blood or body fluids - Influenza, etc * Air-borne transmission - influenza, smallpox, measles, chicken-pox and tuberculosis. * water-borne - Cholera Food-borne diseases include salmonella or stomach flu.</p> <ul style="list-style-type: none"> • Vector-borne diseases - malaria,

	<p>Dengue.</p> <ul style="list-style-type: none"> • Vertical transmission - HIV, Hepatitis B, Syphilis, rubella, and Herpes simplex virus. • Zoonotic : animal to man – rabies, H1N1, leptospirosis, salmonella, Ringworm, etc
<p>Module 3 Students will:-</p> <ul style="list-style-type: none"> • Acquire basic knowledge relating to the descriptive, analytical and applied epidemiology of chronic, non-communicable diseases. • Acquire basic knowledge relating to risk factors for chronic diseases; • Identify and access sources of data on burden of chronic disease and their risk factors in populations. • 	<p>Epidemiology of Non-Communicable Disease Obesity, Under nutrition, Diabetes, Substance Abuse(tobacco use, alcohol, narcotics, hallucinogens, prescription drugs and other substances), Ischemic Heart disease, Hypertension, Stroke, cancer. Occupational Health issues, accidents and Injuries Mental Health – commonly occurring problems Genetically caused health issues.</p>
<p>Module 4 Students will:-</p> <ul style="list-style-type: none"> • Gain information on various environmental and health hazards. 	<p>Environmental Pollution and Health Hazards Disaster and waste management at various levels: Domestic, institutional, Hospital and Industrial.</p>

HUMAN NUTRITION

Course Code: 23103

SEM I: M.Sc (NHC)

About the course

The course is designed to introduce basic concepts of nutrition, food groups and their relation to human health.

BLOCK	TOPICS
<p>Module 1</p> <p>This will enable students to: This will enable students to:</p> <ol style="list-style-type: none"> 1. Identify food sources <p>Understand the principles of food science and discuss the relation between Food Science and Nutrition</p>	<p>Nutrition and its relation to health Food acceptance and food behavior</p> <ul style="list-style-type: none"> - Internal and external factors influencing the intake of food
<p>Module 2</p> <ol style="list-style-type: none"> 1. Know nutritional aspects of foods and their functions. 2. Identify food sources 3. Understand the principles of food science and discuss the relation between Food Science and Nutrition 4. Understand the physiological changes during growth, development and ageing and their effect on nutritional needs 	<p>Basic five food groups, dietary guidelines and food pyramid Balanced diet Balanced diet Factors affecting meal planning Overview of nutritional requirements Body Composition –changes through the lifecycle</p> <p>Nutrition during Life cycle</p> <p>Planning meals for different age groups</p> <ul style="list-style-type: none"> - Infancy - Childhood - Adolescence - Youth & middle age - Old age
<p>Module 3</p> <p>This will enable students to:</p> <ul style="list-style-type: none"> • Gain knowledge on various macro nutrients their functions and role in human nutrition. 	<p>Macronutrients</p> <ol style="list-style-type: none"> 1. Carbohydrates 2. Proteins 3. Fats 4. Water <ul style="list-style-type: none"> - Classification, functions, sources, requirements, deficiencies - Digestion, Absorption, Transport <p>Food Science principles</p> <p>-</p>

<p>Module 4</p> <p>This will enable students to:</p> <p>1. Gain knowledge on various micro nutrients their functions and role in human nutrition.</p>	<p>Micronutrients:</p> <p>Classification of Vitamins: A,D,E,K, Thiamin, Riboflavin, Niacin, Ascorbic Acid and Minerals: Calcium, Iron and Iodine</p> <ul style="list-style-type: none"> - Functions, deficiencies sources, requirements - Digestion, Absorption, transport Conservation of nutrients
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REFERENCES

Joshi, Shubhangini (2009), Nutrition and Dietetics, Mcgraw Hill Higher Education

Mudambi, S.R., Rajgopal, M.V.(2012), Fundamentals of Foods and Nutrition New Age International Pvt. Ltd.

Sunetra Roday, Food Science and Nutrition, 2nd Ed. (2012), Oxford University Press.

AUDIO PRODUCTION

Course Code: 23104

SEM I : M.Sc. (NHC)

About the course:

This course is designed to inculcate basic audio production skills in students. The course provides hands on experience with equipment and in producing programs in studio settings.

No	Content
<p>Module 1 Objectives – Student will</p> <ol style="list-style-type: none"> 1. Listen, review and research audio programs and listening habits 	<p>Understanding Audio/Radio</p> <ol style="list-style-type: none"> 1. Listening to audio programs of different kinds and analyzing the same. 2. Reviewing listening habits, radio channels and role of audiotapes and radio in today’s media scenario.
<p>Module 2 Objectives – Student will</p> <ol style="list-style-type: none"> 1. Understand the characteristics of sound. 2. Will be able to identify types of microphones, their use. 3. Be able to edit using sound software. 	<p>Sound & Audio Techniques</p> <ol style="list-style-type: none"> 1. Nature and characteristics of sound. 2. Creating audio space 3. Types of microphones 4. Mixers 5. Online/offline editing
<p>Module 3 Objectives – Student will</p> <ol style="list-style-type: none"> 1. Be able to understand and identify different types of music. 2. Understand role of music in audio video production. 	<p>Music</p> <ol style="list-style-type: none"> 1. Types of music – classical, Popular 2. Types of music – Indian, Western 3. Music in audio production – background score, title music, effects . 4. Creating Audiospace
<p>Module 4 Objectives – Student will</p> <ol style="list-style-type: none"> 1. Be able to script and produce different types of audio programs 	<p>Producing Audio Programs</p> <p>Process of production - Preparation of scripts (research, preparing the audio script with narration and Music and sound effects).</p> <p>Producing a five-minute interview program (issue based).</p> <p>Producing a ten-minute program for children.</p>

References/Recommended Readings

- Atkin, G. 1990. Sound Technics for Video and Television. London & Boston. Focal Press.
- Huber, D.M. 1987. Audio Production Techniques for Video. McMillan.
- Mott, R. 1990. Sound Effects for Radio and Television. Boston & London. Focal Press.

VISUAL COMMUNICATION

Course Code: 23105

SEM I: M.Sc.(NHC)

About the course: The course is designed to enrich student's media sensitivities and understand the importance of visual imagery in various media.

MODULE	Content
Module 1 Objective – Student will 1. Understand the difference between seeing and perception. 2. Learn basics of visual theory.	Introduction to visual communication theory Unit 1: How and why we see Unit 2: The concept of visual literacy Unit 3: Sense and Perception of images
Module 2 Objective – Student will 1. Learn and apply basic principles of design and visual imaging.	Elements and Principles of design Unit 1: Understanding visual art Unit 2: Visual aesthetics Unit 3: Balance and harmony Unit 4: Patterns of arrangement and object placement Unit 5: Contrast
Module 3 Objective – Student will 1. Learn to apply elements of typography and color in visual image.	Typography Unit 1: Science of signs, images and words Unit 2: Readability Unit 2: Packaging and visuals Unit 3: Effective use of color
Module 4 Objective – Student will 1. Use of design principles in moving images like animation, film.	Graphics and Animation Unit 1: Layout and design Unit 2: Design principles in movies and television Unit 3: Computer-generated images Unit 4: Computer animation in film and television Unit 5: Special effects in film and television

References/Recommended Readings

- Aitchinson, Jim : 2001. Cutting Edge Commercials. Prentice Hall. Singapore.
- Berger, Arthur. 1992. Media Analysis Techniques, Beverly Hills, Calif. Sage.
- Butterworth, M. 1980. Architecture. London.
- Carter David (ed). 2000. Creating Logo Families. Harper Collins. N.Y.
- Lester, P. 2000. Visual Communication Images with Messages(2nd Edition). Wadsworth.
- McLuhan, Marshall. 1964. Understanding Media. Signet.
- Pavitt, Jane . 2000. Brand New. V&A Publ. London.
- Pink S. 2001. Doing Visual Ethnography. Sage. California.

- Porter Tom & Greenstreet Bob . 2002. Manual of Graphic techniques: Mediums & Methods.
- Rose, Gillian. 2001. Visual Methodologies. Sage.
- Shaw Jeffery & Weibel Peter. 2003. Future Cinema. Imaginary after Film. The MIT Press. Cambridge.
- Stoltze Design: 2000. Letterhead and Logo Design 6. Rockport Publ. Gloucester, MA.

Websites : As indicated in the class

Reading Material files available in the Resource Center.

COMMUNICATING WITH THE COMMUNITY

Course Code: 23106

Sem I : M.Sc.(NHC)

About the course: The course is designed to familiarize the student with concepts of community, working with community and also organizations working in the field of health and nutrition

Module No	Contents
<p>Module 1</p> <p>Objectives – the student will:</p> <ul style="list-style-type: none"> • Study the community as a concept and the dynamic formation of its structures. • Gain insight regarding the health issues faced in the community and communities understanding of their own issues. 	<p>Understanding the Community</p> <ol style="list-style-type: none"> 1. Definition, characteristics, community dynamics, structure and organization of urban, rural and tribal communities 2. Introduction to community work and working with community, society and organizations. 3. Practical – collecting information on community – nutritional and health practices.
<p>Module 2</p> <p>Objectives – the student will:</p> <ul style="list-style-type: none"> • Study diverse approaches of communication and their usage for community interaction • Understand the process of community action and activity planning • Prepare material for health and nutritional awareness. 	<p>Communicating with the Community</p> <ol style="list-style-type: none"> 1 Communication Methods – Interpersonal and group. 2 Steps in community activity planning 3 Practical – Preparing visual aids – presentations, posters, charts, information booklets etc.
<p>Module 3</p> <p>Objectives – the student will</p> <ul style="list-style-type: none"> • Understand the importance of traditional media forms and its usage in spreading awareness. 	<p>Traditional Media in Community</p> <ol style="list-style-type: none"> 1. Role and use of theatre, folk songs, puppetry in creating awareness in the community. 2. Practical – presentation of street play or puppet show.
<p>Module 4</p> <p>Objectives – the student will:</p> <ul style="list-style-type: none"> • Gain information about the various national and international health organizations • Gain knowledge regarding various health programs and schemes in India 	<p>Public Health Organizations</p> <ol style="list-style-type: none"> 1. International organizations 2. National Organizations 3. Primary Health Care in India 4. Health Programs in India 5. Practical – Presentation on any of the above

References/Recommended Readings

- Gwyn Richard. 2002. Community Health and Illness. Sage.
- Maibach e., Parott, R.L. (eds). 1995. Designing Health Messages – Approaches from Communication Theory and Public Health Practice. Sage
- Mody Bella. Designing Messages for Development Communication – An Audience based Approaches. Sage.
- Molenda H., Smaldino, R. 2009. Instructional Media and Technologies for Learning. Merrill Prentice Hall. New Jersey.
- Padaki Vijay. 1995. Development Intervention and Program Evaluation: Concepts and cases. Sage. New Delhi
- Park, K. 1995. Park’s Textbook of Preventive and Social Medicine (22nd Edition). M/S Banarsidas Bhanot Publ. Jabalpur

SEMESTER II

- 00201 Research Methodology**
- 23202 Writing for Media**
- 23203 Media Approaches for Nutrition & Health
Communication**
- 23204 Introduction to New Media**
- 23205 Public Nutrition : Issues & Concerns**
- 23291 Women Health & Media (elective 1)
OR**
- 23292 Media Research & Ethics (elective 1)**

RESEARCH METHODOLOGY

Course Code: **00201**

Sem II: M.Sc. (NHC)

About the course:

The course is designed to orient students in the knowledge and techniques of Research Methods and Statistics. It will orient students to basic concepts and learn about how to conduct their own research.

No	Content
<p>Module 1</p> <p>Objective:</p> <p>The student will be able to differentiate between different types of research and their application in Home Science.</p>	<p>2. The Research Process</p> <ol style="list-style-type: none"> a. Methods of inquiry, Scientific approach to inquiry. b. Steps of Scientific Research <p>3. Types of Research</p> <ol style="list-style-type: none"> a. Basic, applied, action research b. Qualitative and Quantitative research (brief review of differences) c. Historical research, Descriptive research methods (survey, case study, co relational study, content analysis, causal-comparative research, ethnography), experimental research. <p>4. Scope and importance of research in Home Science</p> <p>Assignment: Review research article on each type of research.</p>
<p>Module 2</p> <p>Objective:</p> <ul style="list-style-type: none"> • The student will be able to identify the various elements of research, apply its knowledge in reading research articles and apply them in their own research work. 	<p>Elements of Research</p> <ol style="list-style-type: none"> a. Research Question b. Variables – definition (conceptual and operational), types of variables (discrete and continuous, independent and dependent, control variables, confounding,) c. Objectives – characteristics of objectives. d. Hypothesis – Characteristics of types of hypothesis (null, directional and non directional hypothesis) e. Levels of measurement (nominal, ordinal, interval and ratio) f. Scope and limitations of research <p>Assignment: Review of dissertations to identify the elements.</p>

<p>Module 3</p> <ul style="list-style-type: none"> • The student will be able to formulate different tools for data collection, use them to collect data and code data. • The student will be able to differentiate between various sampling techniques and understand their use in research. 	<ol style="list-style-type: none"> 1. Tools for Data Collection <ol style="list-style-type: none"> a. Primary and secondary methods of data collection b. Types of tools - questionnaires, rating scales, check lists, schedules, attitude scales, inventories, standardized tests, interviews, observation. c. Development and administration of tools, reliability and validity of tools, Planning for data analysis-coding of responses. <ol style="list-style-type: none"> 1. Sample & Sampling <ol style="list-style-type: none"> a. Population and sample (Rationale, characteristics-meaning, concept of population and sample, and utility.) b. Probability (simple random sample, systematic random sample, stratified random sample, cluster sample), and non probability samples (purposive samples, incidental samples, quota samples, snowball samples); c. Types of sampling and generalizability of results d. Sample size - General consideration in determination of sample size e. Sampling error (concept only) <p>Assignment: prepare research proposal.</p>
<p>Module 4</p> <p>Objective:</p> <ul style="list-style-type: none"> • The student will be able to compute and apply the various statistical methods and use them in research. 	<ol style="list-style-type: none"> 1. Introduction to Statistics - Definition, conceptual understanding of statistical measures, popular concepts and misuse of statistics 2. Normal Distribution and its Properties - Normal distribution, Binomial distribution, Probability, applications of Normal curve (concept only), area under normal distribution curve (concept and calculation) 3. Data Management and Analysis <ol style="list-style-type: none"> a. Quantitative analysis, descriptive statistics, inferential statistics: Uses and limitations. b. Measures of central tendency-mean, median, mode, arithmetic mean (concept and calculation of grouped and ungrouped), mid – range, geometric mean, weighted mean (concept only) and its uses. c. Measures of dispersion /variability- range, variance, standard deviation, standard error (concept and calculation), Kurtosis, skewness, (concept only)

References/Recommended Readings

- Bell, J. (1997) : Doing Your Research Project : A Guide For First Time Researchers In Education And Social Science. Viva Books. New Delhi.
- Bell, J. (1997). How To Complete Your Research Project Successfully : A Guide For First Time Researchers. UBSPD, New Delhi.
- Bulmer, M.C. (1984): Sociological Research Methods: An Introduction. Macmillian, Hong Kong.
- Festinger, L. & Katz, D. (Ed.) (1977): Research Methods In The Behavioral Sciences. Amering Publishing. New Delhi.
- Holloway, I. (1977): Basic Concepts Of Qualitative Research. Blackwell Science. London.
- Jain, G (1998). Research Methodology: Methods And Techniques. Mangal Deep. Jaipur.
- Kothari, C.R. (2000). Research Methodology: Methods And Techniques. Vishwa Prakashan. New Delhi.
- Kumar, A. (2002): Research Methodology In Social Sciences. Sarup & Sons. New Delhi.
- Kumar, A. (1997). Social Research Method (The Art Of Scientific Investigation). Anmol Publication, New Delhi.
- Mcburney, D.H. (2001): Research Methodology. Thomson – Wadsworth. Australia.
- Pande, G.C. (1999). Research Methodology In Social Sciences. Anmol Publication. New Delhi

WRITING for MEDIA

Course Code: **23202**

Sem II: M.Sc. (NHC)

About the course:

The course will provide students with an opportunity to explore and create innovative media writings. It would help the students understand the theoretical perspective and the practical inculcation of various writings developed in contemporary media settings. The analysis of the media material would help combine literature to give the heterogeneous class an opportunity to explore their areas of writings.

No	Content
<p>Module 1 Objective: The student will</p> <ul style="list-style-type: none"> • study the history of texts and the theoretical dimension of writing as coding a language. • understand the elements of writing • Explore the difference and similarities of writing as an art and science in various languages 	<p>Developmental Stages</p> <ol style="list-style-type: none"> 1. Historical background of writing 2. Elements of Writing 3. Writing as coding of contents 4. Language for mediated communication <p>Assignments - Writing letters, reports etc.</p>
<p>Module 2 Objective: The student will</p> <ul style="list-style-type: none"> • Study the rules of writing for different media along with their roots of grammatical formation used within languages. • Study the rules of translation from one language to another without changing the sole of the matter 	<p>Principles of Writing</p> <ol style="list-style-type: none"> 1. Principles and methods of effective writing, rules of grammar, sentence construction, 2. Paragraphing, narration 3. Translating from one language to another <p>Assignments - Translating from regional language to English and from English to another language</p>
<p>Module 3 Objective: The student will</p> <ul style="list-style-type: none"> • Be able to write in styles customary for various professional and public purposes, as well as to subvert or modify those styles. 	<p>Writing for Media – Print & Web</p> <ol style="list-style-type: none"> 1. Difference in formal styles for different media 2. Types of writing: Print, Radio, Television, content writing for websites <p>Assignments - Print reporting, Print copy writing, Content writing for web</p>

<p>Module 4</p> <p>Objective: The student will</p> <ul style="list-style-type: none"> • Apply professional ethical ways while writing for different media and develop practical understanding them and creating them. • . 	<p>Writing for Media – Radio & Television</p> <ol style="list-style-type: none"> 1. Writing reports on current events 2. Writing reviews of film, radio etc <p>Assignments:</p> <p>Writing TV and Radio News</p> <p>Fiction writing</p> <p>TV and Radio Commercials</p>
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References/Recommended Readings

- Bronfeld, S. 1981. Writing for Film & Television. Simon & Schuster. New York.
- Chris Frost, 2003, Designing for Newspapers and Magazines, Routledge.
- David Spark, Geoffrey Harris, 2011 , Practical Newspaper Reporting, SAGE Publications Ltd
- Fred Bayles, 2011, Field Guide to Covering Local News: How to Report on Cops, Courts, Schools, Emergenices, and Government, Cq Press
- Jones, A.F. & Pollinger, L. (1996). Writing for children: And getting published. London: Hodder Headline.
- Kenneth Kobre, 2012, Videojournalism - MultiMedia Storytelling , Elsevier Science
- Loup Langton, 2009, Photojournalism and Today's News : Creating Visual Reality, Wiley & Sons
- Ryan Thornburg , 2010, Producing Online News: Digital Skills, Stronger Stories, Cq Press
- Stewart Clark, 2003, Word for Word, OUP Oxford.
- Swain Dwight. 1981. Scripting for Video and audio- visual. Focal Press.
- Swain, D. 1982. Film Scriptwriting: A practical Manual. Focal Press. London.
- Terhi Rantanen, 2009 When News Was New, Wiley-Blackwell
- Tim Holmes & Liz Nice, 2012 Magazine Journalism, Sage
- Wayne R. Whitaker, Janet E. Ramsey, Ronald D. Smith, 2012, Mediawriting: Print, Broadcast, and Public Relations (4th edition), Routledge

MEDIA APPROACHES FOR NUTRITION & HEALTH COMMUNICATION

Course Code: 23203

Sem II: M.Sc. (NHC)

About the course: The will enable students to understand the approaches and strategies to be used in dissemination information about health and nutrition to the public. It will also provide students with opportunities to explore the preparation and presentation of media to the community.

No	Content
<p>Module 1: Students will:</p> <ul style="list-style-type: none"> • Identify different models in the area of media and health nutrition responsible to create change in the contemporary health studies • Study the community normative changes that supports behavior change and behavior maintenance to penetrate the nutrition health message • Understand and study the flow of communication required to impart the role of awareness of health communication 	<ol style="list-style-type: none"> 1. Communication for behavior change <ul style="list-style-type: none"> ▪ Behavior change model ▪ Strategy planning framework for communication interventions ▪ Behavior change analysis ▪ Setting communication objectives - <i>A-B-C-D: Audience, Behavior, Condition, and Degree</i> ▪ Developing and pre-testing messages and materials Mobilizing social support and community participation Strengthening community action and participation Establishing evaluation methods, program communication strategies, and management skills at the local level
<p>Module 2: Students will:</p> <ul style="list-style-type: none"> • Thoroughly study the media models in the area of nutrition and health. • Evaluate the media tools used for educating the masses all across the sectors of society • Study certain media interventions that have been determined to be particularly benefited with association of the masses. • Create media material and analogically understand the penetration of the message formed and understood by the masses. 	<p>Mass media</p> <ul style="list-style-type: none"> ▪ Edutainment model for health communication ▪ Role of mass media in Nutrition Health communication ▪ Comparative analysis of media for different campaigns and messages ▪ Practical - preparing short PSA for radio, television and print. ▪ Analogies as a tool for forming mental constructs

<p>Module 3: Students will</p> <ul style="list-style-type: none"> • Practically be oriented to create useful piece of information adhering to health and nutrition for media display. • Understand how information and communication technologies are changing and accelerating change in the world of health service management and deliver. • Describe and discuss the impact of e-Health solutions as experienced by consumers, clinicians, and the health care system. 	<p>eHealth and information communication technologies</p> <ul style="list-style-type: none"> ▪ writing blogs ▪ Content creation on Health and Nutrition for a website ▪ Use of social media ▪ Use of mobile technology to spread awareness ▪ Practical - review of messages/ websites on internet
<p>Module 4: Student will</p> <ul style="list-style-type: none"> • Critically analyze policies and programs that support health nutrition and promote changes in social conditions to diseases and vulnerability. • Understand the importance of media platform to raise awareness and increase knowledge of health concerns, stimulating the masses to health seek services. • Identify the need of the information people in area of nutrition and health 	<p>Advocacy & Social and community mobilization</p> <ul style="list-style-type: none"> ▪ Advocacy ▪ Social Mobilization ▪ Media Literacy ▪ Development support communication ▪ Steps of Strategy Development for health communication

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- White, S., Nair, K.S., & Ascroft, J. (eds.) 1994. Participatory Communication: Working for change and development. Thousand Oaks/London/New Delhi. Sage Publication
- Websites of UNICEF, WHO, Communication Initiative, etc.

INTRODUCTION TO NEW MEDIA

Course Code : **23204**

Sem II : M.Sc (CMC)

About the course

The course is designed to introduce basic concepts in New Media. Also, familiarize students with various models and theories of New Media, so as to enable them to understand the role of new media in the society.

Module No	Contents
<p>Module 1 - Cr 1 Objectives:</p> <p>Students will:-</p> <ul style="list-style-type: none"> ▪ understand the concept of digital technology with its role in new age communication ▪ Study the creation of digital communication technologies, focusing on the emergence and the concepts in use. ▪ Critically analyze the new media with theoretical bearing along understanding its importance and constraints. 	<p>I. Understanding New Media</p> <p>1) Digital Technologies and Society</p> <ul style="list-style-type: none"> a. Digital technology and Communication b. New media history c. Introduction to concepts:- E-mail, Chatting, New graph, BBS and IP d. Voice Fundamentals of internet: WWW, IP, Web page, search engine, browsers etc <p>2) New media communication as a form of communication</p> <ul style="list-style-type: none"> a. Social Construction of Technology b. Social theories, Critical theories, Group theories and Analytical theories c. New media power and limitations
<p>Module 2 – Cr 1 Objectives:-</p> <p>Students will: -</p> <ul style="list-style-type: none"> ▪ Analyze the relation between users and digital communication technologies/new media content how society uses technologies for social change. <p>Understand various media forms as a medium of research.</p>	<p>II. New Media, Social Networking & Identity</p> <p>1) Social Media and ‘Community Culture’</p> <ul style="list-style-type: none"> a. Audience centric systems b. Community Culture: Facebook, Twitter, Blogs, Orkut, Linkedin, Friend Finder etc c. Online Dairies, Video Conferencing, SMS, MMS, Mobile Communication d. Issues of online identity e. Social Media as tool for Research
<p>Module 3 – Cr 1 Objectives:-</p> <p>Students will: -</p> <ul style="list-style-type: none"> ▪ Understand the social and 	<ul style="list-style-type: none"> 1. New Media and Popular Culture 2. Characteristics of New Media and Industry 3. Concept of Convergence

<p>cultural force that shapes communication structure.</p> <ul style="list-style-type: none"> ▪ Study the use and challenges of new media in digital marketing. ▪ Understand the formation of digital content with its cultural dimensions of participation. 	<ol style="list-style-type: none"> 4. Theories and Practice of New Media Convergence, Feedback system, Narrative and multimedia 5. New Media Industry: Software–Marketing, PR, Advertising, Video Games etc. 6. Creating Collaborative Content <ol style="list-style-type: none"> a. Learning in Participatory Culture b. Ethics of participation
<p>Module 4 - Cr 1 Objectives:- Students will: -</p> <ul style="list-style-type: none"> ▪ Identify and critically assesses the usage of media among the generation next. ▪ Understand the information policy, and the governance of digital content and infrastructure. 	<p>General Issues/ questions in New Media</p> <ol style="list-style-type: none"> 1. Do new media facilitate different type of learning? 2. How computer games help children learn 3. Issues of Copyright and intellectual property

References

- Christina Prell, 2011, Social Network Analysis: History, Theory and Methodology, Sage Publications, London
- Jill Walker Rettberg, 2008, Blogging, Polity Press
- John Hartley, 2012, Digital Futures for Cultural and Media Studies, Wiley-Blackwell.
- Mary Celeste Kearney (ed), 2011, The Gender and Media Reader, Routledge.
- Robert Hassan, 2008, The Information Society, Polity Publications. NJ
- Ryan Thornburg , 2010, Producing Online News: Digital Skills, Stronger Stories, Cq Press
- Vincent Miller, 2011 , **Understanding Digital Culture, SAGE Publications Ltd**

PUBLIC NUTRITION: ISSUES and CONCERNS

Course Code : **23205**

Sem II : M.Sc (NHC)

This course will enable the students to:

1. Develop a holistic knowledge base and understanding of the nature of important nutritional problems and their prevention and control for the disadvantaged and upper socio-economic strata in society
2. Understand the causes /determinants and consequences of nutritional problems in society
3. Be familiar with various approaches to nutrition and health interventions, programmes and policies.

No	CONTENT
Module 1 : Objectives	<p style="text-align: center;">I Concept of public nutrition</p> <ol style="list-style-type: none"> 1. Relationship between health and nutrition 2. Role of public nutritionists in the health care delivery 3. Sectors and Public Policies relevant to nutrition and health. <p style="text-align: center;">II Primary Health Care of the Community</p> <ol style="list-style-type: none"> 1. National Health Care Delivery System 2. Determinants of Health Status 3. Indicators of Health
Module 2 : Objectives	<p style="text-align: center;">Food and Nutrition Security</p> <ol style="list-style-type: none"> 1. Food production <ul style="list-style-type: none"> • Access • Distribution • Availability • Losses • Consumption 2. Food Security 3. Socio-cultural aspects and Dietary Patterns: <ul style="list-style-type: none"> • Their implications for Nutrition and Health 4. Nutritional Status <ol style="list-style-type: none"> 1. Determinants of nutritional status of individual and populations 2. Nutrition and Non-nutritional indicators <ul style="list-style-type: none"> • Socio-cultural • Biologic • Environmental • Economic

<p>Module 3</p>	<p>I Major Nutritional Problems – etiology, prevalence, clinical manifestations, preventive and therapeutic measures for:</p> <ol style="list-style-type: none"> 1. Macro and micro nutrient deficiencies 2. Other nutritional problems like lathyrism, dropsy, aflatoxicosis, alcoholism and fluorosis. 3. Overweight, obesity and chronic degenerative diseases <p>II Approaches and Strategies for improving nutritional status and health:</p> <ol style="list-style-type: none"> 1. Programmatic options- their advantages and demerits. Feasibility Political support Available resources (human, financial, infrastructural) 2. Case studies of selected strategies and programmes: their rationale and context, how to select interventions from a range of possible options: 3. Health-based interventions, Food-based interventions including fortification and genetic improvement of foods, supplementary feeding, Nutrition education for behaviour change.
<p>Module 4</p>	<p>National Food , Nutrition and Health Policies</p> <ol style="list-style-type: none"> 1. Plan of action and programmes Health economics and economics of malnutrition 1. Its impact on productivity and national development 2. Cost-Benefit <ul style="list-style-type: none"> • Cost effectiveness • Cost efficiency

References:

1. Owen, A.Y. and Frankle, R.T. (1986): Nutrition in the Community, The Art of Delivering Services, 2nd Edition Times Mirror/Mosby.
2. Park, K. (2000): Park’s textbook of preventive and social medicine, 18th Edition, M/s. Banarasidas Bhanot, Jabalpur.

3. SCN News, UN ACC/SCN Subcommittee on Nutrition.
4. State of the World's Children, UNICEF.
5. Census Reports.
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7. Beaton, G.H. and Bengoa, J.M. (Eds) (1996): Nutrition in Preventive Medicine, WHO.
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11. Gopalan, C. (Ed) (1987): Combating Undernutrition – Basic Issues and Practical Approaches, Nutrition Foundation of India.
12. Achaya, K.T. (Ed) (1984): Interfaces between agriculture nutrition and food science, The United Nations University.
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14. National Plan of Action on Nutrition (1995): Food & Nutrition Board, Dept. Of WCD, Govt. of India.
15. National Nutrition Policy (1993): Dept. of WCD, Govt. of India.
16. Nutrition Education for the Public (1997): FAO Food and Nutrition Paper, 62, FAO.
17. Allen, L. and Ahluwalia, N. (1997) Improving Iron Status Through Diet: The Application of Knowledge Correcting Dietary Iron Bioavailability in Human Populations. OMNI/USAID, Arlington, VA, USA
18. Nestel, P. (ed) (1995). Proceedings: Interventions for Child Survival. OMNI/USAID Arlington, VA, USA
19. Documents and Reports published by the International Vitamin A Consultative Group
20. Documents and Reports of the International Nutritional Anemia Consultative Group
21. Howson, C.; Kennedy, E. and Horwitz, A. (eds) (1998). Prevention of Micronutrient Deficiencies: Tools for Policymakers and Public Health Workers. Committee on Micronutrient Deficiencies, Board on International Health, Food and Nutrition Board, National Academy Press, Washington D.C. USA.
22. Micronutrient Initiative (1998) Food Fortification: to end Micronutrient Malnutrition. The Micronutrient Initiative, Ottawa, Canada.
23. Murray, C.; Lopez, A. (eds) (1994) Global Comparative Assessments in the Health Sector Disease Burden, Expenditures and Intervention Packages. Collected articles from the Bulletin of the World Health Organization, Geneva, Switzerland.

24. Murray, C. and Lopez, A. (eds)(1996) Global Burden of Disease and Injury Harvard University Press, Cambridge, MA, USA.
25. Ross, J.; Horton, S. (1998) Economic Consequences of Iron Deficiency. The Micronutrient Initiative, Ottawa, Canada.
26. World Health Organization (1998) World Health Report: Life in the 21st century. Report of the Director General. WHO, Geneva, Switzerland
27. Ramakrishnan, U. (eds) (2001). Nutritional Anemias. CRC Press in Modern Nutrition, CRC Press, Boca Raton, FL.

WOMEN, MEDIA and HEALTH

Course Code: **23291**

Sem II: M.Sc. (NHC)

About the course:

The course is designed to provide insights into the field of women and media, bringing together perspectives from gender studies in understanding the role and representation of women in media.

No	Content
<p>Module 1</p> <p>Objective: The student will</p> <ul style="list-style-type: none"> • Demonstrate substantial knowledge of foundational and contemporary theoretical literature in the field of gender studies. • Analyze the construction and deconstruction of identity formation of women in media. 	<p>Perspectives on Gender studies</p> <ol style="list-style-type: none"> a. The social construction of sex and gender b. Deconstructing social identity c. Construction of women and womanhood in media d. Construction of Health and beauty vis a vis women
<p>Module 2</p> <p>Objective: The student will</p> <ul style="list-style-type: none"> • Study the portrayal of women in various forms of media. • Understand and practically analyze the portrayal of gender and reasons. 	<p>Representation of women in media</p> <ol style="list-style-type: none"> a. Gender, representation and media b. Gender stereotyping in various media re health and nutritional needs/ problems of women. (print, TV, films. Advertising) c. Representation of women's Health and concerns <p>Practical : Content analysis of various media to analyse and indentify women's representation/ stereotyping with special focus on women's health.</p>
<p>Module 3</p> <p>Objective: The student will</p> <ul style="list-style-type: none"> • Study the use of media by women • Study and critically understand the women in different forms of media. 	<p>Women's Media and Health issues</p> <p>Understanding women's media consumption</p> <ol style="list-style-type: none"> a. Women and Soap Operas b. Women's magazines c. Girls and Internet <p>Practical: Survey of women's use of media</p>
<p>Module 4</p> <p>Objective: The student will</p> <ul style="list-style-type: none"> • Study the change in media workforce with representation of women in it. • Critically analyze the acceptance and positions women behold in media work place. 	<p>Women in Media</p> <ul style="list-style-type: none"> • Women's representation in media workforce • Issues and problems women face at media work places. <p>Practical: Interview 5 women working in the media on their experiences of working in a media organization.</p>

References/Recommended Readings

- Barker, C.D. (1999) Globalisation and cultural Identities. Philadelphia. Oxford
- Blumenthal, D. (1997). Women and Soap Operas: A cultural feminist perspective. London. Praeger.
- Creedon, P.J. (1993) Women in Mass Communication. Newbury Park. Sage.
- Marris P & Thornham S. (2000) Media Studies – A Reader (2nd edition). New York. New York University Press.
- Mazarella, S.R.(ed) (2005) Giiirls, the internet and negotiation of identity. New York. Peter Lang Publishing.
- MumfordL.T.(1995). Love and Ideology in the Afternoon: Soap operas, Women and TV Genre. Bloomington. Indiana University Press
- Ross,K & Byerly, C.M. (2004) Women and Media : International Perspectives. Oxford. Blackwell Publishing.

“Readings for course –Women and Media” available with the teacher/ Resource Center)
Websites, which will be given in the class.

MEDIA RESEARCH and ETHICS

Course Code: **23292**

Sem II: M.Sc. (NHC)

About the course:

The course is designed to orient students in some of the media related research techniques. It will acquaint students with media related laws and legislations in the country and international ones which impact the media scenario. It will also familiarize students to the various ethical issues of concerns with regard to media.

No	Content
Module 1 Objective: The student will <ul style="list-style-type: none"> • learn about the vast scope of research in print and electronic media 	Areas of Media Research <ol style="list-style-type: none"> 1. Research in Print media- readership, format & layout studies, reading ease studies. 2. Research in Electronic media- ratings & non-ratings research 3. Media Content Research - Content Analysis , Content Development Research
Module 2 Objective: <ul style="list-style-type: none"> • The student will develop a deeper perspective of audience research; • learn audience behavior and effects of the media 	Areas of Media Research <ol style="list-style-type: none"> 4. Audience Research <ol style="list-style-type: none"> a. Critical Perspectives b. Goals of audience research c. Alternative traditions of Research- The Structural tradition of audience measurement. d. The behaviorist tradition – media effects and media users, e. The Cultural tradition and reception analysis. 5. Cultivation research
Module 3 Objective: <ul style="list-style-type: none"> • The student will gain proficiency in the laws related to media in the country 	Media Law <ol style="list-style-type: none"> 1. Constitution of India – freedom of speech and expression and their limits – directive principles of state policy, provisions of declaring emergency and their effect on media – provisions for legislature reporting; parliamentary privileges and media. 2. Media related Laws in India – History of press laws in India. Laws relating to defamation – provisions in the Indian Penal Code – laws dealing with obscenity – official secrets act- Press and Registration of Books Act- Cinematograph Act, 1953, Prasar Bharti Act,

	<p>WTO agreement and intellectual property right legislations, - copyright laws- patent laws- convergence legislations including cyber laws and Cable & Television Act- public interest litigation.</p> <p>3. Legal provisions vis a vis children and Media.</p>
<p>Module 4</p> <p>Objective: The student will</p> <ul style="list-style-type: none"> • learn about the importance and necessity of media ethics • understand the role of the various regulatory bodies 	<p>Ethics</p> <ol style="list-style-type: none"> 1. What are Ethics – why are ethics important- how ethics determine action – Potters Box analysis. 2. Need for a code of ethics for Indian print , electronic media.- codes for print, radio, TV and cyber. 3. Role of Press council, Advertising Council and other regulatory bodies. 4. Issues of ethics and child audience.

References/Recommended Readings

1. Anderson. Communication Research. McGraw Hill. New York. 1987.
2. Berelson, B. Content Analysis in Communication Research. Glencoe, Free Press. 1949
3. Berger, Arthur Asa. Media Analysis Techniques
4. Berger, Arthur Asa. Media and Communication Research Methods : An Introduction to Qualitative and Quantitative Approaches. Thousand Oaks. Sage. 2000.
5. Bronfeld, S. Writing for Film & Television. Simon & Schuster. New York. 1981.
6. Christian, C. ; Rotzoth, ,K & Fackler, M. : Media Ethics – Cases and Moral Reasoning. Longman . New York/London. 1987
7. Dorr, A. & Palmer E. Children and Faces of Television. Academic Press. New York.
8. Majchrazak, A. Method for Policy Research. Sage. 1984.
9. Manna Bansi. Mass Media and Related Laws in India. Books Way. Kolkatta. 2010
10. McBride, S. Many Voices One World. UNESCO. Paris. 1980.
11. McQuail, D & Siunne, K. Media Policy : Convergence, Concentration and Commerce. London. Sage.
12. Millerson, G. Effective TV Production. Focal Press. London. 1976
13. Mody, B. Designing Messages for Development Communication. Sage. New Delhi. 1991.
14. Neelamalar, M. Media Laws and Ethics. PHI Learning pvt. Ltd. New Delhi. 2012
15. Priest, S.H. Doing Media Research: An Introduction. Thousand Oaks. Sage. 1996.
16. Williams et.al. Research Methods and the New Media.
17. Wimmer & Dominick. Mass Media Research: an Introduction.(7th ed). Thomson – Wadsworth.Belmont. 2003

SEMESTER III

00301	RESEARCH AND STATISTICAL APPLICATION
23302	MEDIA APPRECIATION
23303	RECENT ADVANCES IN NUTRITION & HEALTH COMMUNICATION
23304	POLICIES & PROGRAMS IN NUTRITION AND HEALTH
23305	VIDEO PRODUCTION
23391	CONTEMPORARY PUBLIC RELATIONS (ELECTIVE)

RESEARCH and STATISTICAL APPLICATION

Course Code : 00301

Sem III : M.Sc (CMC)

Objectives:

This course will enable students to:

1. Discriminate between parametric and non-parametric tests
2. Learn to apply statistical tests for data analysis for both large and small samples
3. Know how to interpret the results of statistical analysis of data
4. Be able to summarize data and present it using tables and graphs
5. Develop skills for preparation of research proposals
6. Understand the components of a research report

Module No	Topics
1	<p>Introduction to Statistics Definition, conceptual understanding of statistical measures, popular concepts and misuse of statistics</p> <p>Normal Distribution and its Properties a. Normal distribution b. Binomial distribution c. Probability, use of normal probability tables, area under normal distribution curve d. Parametric and non-parametric tests</p> <p>Data Management Planning for data analysis – coding of responses, preparation of code book Coding of data Use of statistical programs - MS Excel - SPSS</p>
2	<p>Data Analysis a. Quantitative analysis, descriptive statistics, inferential statistics : Uses and limitations, Summation sign and its properties b. Proportions, percentages, ratios c. Measures of central tendency-mean, median, mode-arithmetic mean and its uses, mid – range, geometric mean, weighted mean d. Measures of dispersion /variability- range, variance, standard deviation, standard error, coefficient of variation, Kurtosis, skewness Grouped data-frequency distribution, histogram, frequency polygons, percentiles, quartiles, tertiles, ogive</p>

	<p>e. Large and Small Sample tests and interpretation</p> <ul style="list-style-type: none"> - Z-test for single proportions and difference between proportions - Large sample test for single mean and difference between means - Small sample tests- 't'-test, paired 't'-test, 'F' Test
3	<p>Chi square test and its interpretation</p> <ul style="list-style-type: none"> a. General features, goodness of fit b. Independence of Attributes <p>Correlation and Regression and its interpretation</p> <ul style="list-style-type: none"> a. Basic concepts b. Linear regression and correlation coefficient <p>Regression and prediction</p> <ul style="list-style-type: none"> c. Rank correlation, Product-moment method <p>Analysis of Variance and its interpretation</p> <ul style="list-style-type: none"> a. One-factor analysis of variance b. Two-factor analysis of variance <p>Design of Experiments</p> <ul style="list-style-type: none"> a. Completely randomized design b. Randomized block design c. Latin square design d. Factorial design
4	<p>Presentation of Data</p> <ul style="list-style-type: none"> a. Tabulation and Organization of data- frequency distributions, cumulative frequency distribution, contingency tables b. Graphical presentation of data- histogram, frequency polygon, ogive, stem and leaf plot, box and whiskers plot, <p>Graphs for nominal and ordinal data- pie diagram, bar graphs of different types, graphs for relation between two variables, line diagram.</p> <p>Use of illustrations</p> <p>Cautions in visual display of data</p> <p>The Research Report</p> <p>Basic components of a research report- prefatory material, introduction and Review of Related Literature, Methodology, Results, Discussion, Conclusion, Summary, Abstract, Bibliography and Appendices</p> <p>Students to design a research study on a topic-</p> <ul style="list-style-type: none"> - specify type of research - sample selection - protocol/operationalization - tools - tests for statistical analysis <p>Preparation of a Research Proposal</p>

References:

Research Methods

1. Bell, J. (1997): *Doing Your Research Project: A Guide for First-time Researchers in Education and Social Science*, Viva Books, New Delhi
2. Bell, J. (1997): *How to Complete Your Research Project Successfully: A Guide for First-time Researchers*, UBSPD, New Delhi.
3. Bulmer, M.C. (1984): *Sociological Research Methods: An Introduction*, Macmillan, Hong Kong.
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5. Holloway, I. (1997): *Basic Concepts of Qualitative Research*, Blackwell Science, London.
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1. Gupta, S. (2001) "Research Methodology and Statistical Techniques", Deep and Deep, New Delhi,
2. Hooda, R.P. (2003) "Statistics for Business and Economics", 3rd ed., Macmillan India Ltd., Delhi,.
3. Dey, B.R. (2005) "Textbook of Managerial Statistics", Macmillan India Ltd., Delhi,
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5. Sarma, K.V.S. (2001) "Statistics made Simple: Do it yourself on PC", Prentice-Hall, New Delhi.
6. Chakravorti I, S.R. & Giri, N. (1997) "Basic Statistics", South Asian Pub., New Delhi,
Das, M.N. (1989) "Statistical Methods and Concepts", New Age, New Delhi,
7. Elhance, D.N. (2000) "Fundamentals of Statistics [containing more than 750 solved and 1250 problems for review exercise]", Kitab Mahal, Allahabad,
8. Goon, A. & Gupta, M. & Dasgupta, B. (2001) "Fundamentals of Statistics", Vol.I & II, The World Press, Calcutta,
9. Gupta, S.P. (1996) "Practical Statistics", 37th ed., S. Chand, New Delhi,.
10. Gupta, S.C. (2000) "Fundamentals of Statistics", Himalaya Pub., Mumbai
11. Gupta, S.P. (2000) "Statistical Methods", Sultan Chand & Sons, New Delhi,
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13. Shenoy, G.V. & Pant, M. (2006) "Statistical Methods in Business and Social Sciences", Macmillan India Ltd., Delhi, Atlantic Pub., New Delhi,
14. Spiegel L, Murray R. (1998) "Schaum's Outline of Theory and Problems of Statistics", 3rd ed., Tata McGraw-Hill Pub., New Delhi,
15. Triola, M F. (1998) "Elementary Statistics", 7th ed., Addison Wesley Longman, America,
17. Richard A. (1992) "Applied Multivariate Statistical Analysis", Prentice-Hall, New Delhi,

MEDIA APPRECIATION

Course Code : 23302

Sem III : M.Sc (CMC)

About the course

The course seeks to provide an exposure to and theoretical understanding of the various media that young people exposed to today. The course will equip students to become aware of the issues and techniques of the different media thereby making them sensitive and critical consumers of media.

Module No	Contents
Module 1 - Cr 1 Objectives: Students will:- <ul style="list-style-type: none">▪ Study different types of media forms and its meaning.▪ Examine, critically analyze and study the media constructions forming a view about its creation.▪ Seek crucial insights about the society and its reflection on the media and vice-versa.	Key Concepts in Media <ol style="list-style-type: none">1. Genre, Narrative, Representation, deconstruction2. Format-form and content-meaning3. The concept of form4. Whole-part relationship5. Engaging in review / analysis / criticism
Module 2 - Cr 1 Objectives: Students will:- <ul style="list-style-type: none">▪ Study the work of the experts and their creation along with the acceptance of the masses.▪ Examine the popularity and origin of every genre of films and its role.▪ Demonstrate a broad knowledge of film history, national, international and modes of production.▪ Demonstrate that they understand the pre-production, production and postproduction filmmaking process.	AV Media and Fiction <ol style="list-style-type: none">1. Films: Short-feature, fiction-nonfiction, live action-animation, reportage, documentation, education, etc.2. AV as spatio-temporal narration3. Sequence and shot in AV (Film/TV)4. Genres: Dramatic, narrative lyrical, aesthetic, ritual, ideological
Module 3 - Cr 1 Objectives: Students will:- <ul style="list-style-type: none">▪ Understand the reality of news making and news generating.	News and Non-fiction <ol style="list-style-type: none">1. Coverage versus construction of News2. News Audiences3. News and Democracy4. Paid news and private treaties

<ul style="list-style-type: none"> ▪ Study the formation of news audiences according the genres created in the news. 	
<p>Module 4 - Cr 1 Objectives: Students will:-</p> <ul style="list-style-type: none"> ▪ Study the changing forms of entertainment packaged on television. ▪ Understand how new media has given rise to the phenomena of general readers to create and write news. ▪ Study the various government bodies and their importance in smooth functioning of media. 	<p>Issues & Challenges for Contemporary Media</p> <ol style="list-style-type: none"> 1. Reality shows-docudramas etc as mixed formats 2. Social Networking and rise of ‘personal’ communication 3. Citizen Journalism 4. Propaganda-advertorials-Censorship-regulation

References/Recommended Readings

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- Vasudev, A. & Lenghlet, P. (1983). Indian cinema superbazaar. New Delhi: Vikas.
- Vincent Miller, 2011 , **Understanding Digital Culture, SAGE Publications Ltd**

- Wyver, J. (1989). The moving image: An international history of film, television & video. Oxford, Basil Blackwell Ltd.

Cinemaya film journal

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Lacey Nick. (2004) Introduction to Film Palgrave Mc. Millan, New York.

**SEMINAR:
RECENT ADVANCES IN NUTRION & HEALTH COMMUNICATION**

Course Code: 23303

Sem III : M.Sc (NHC)

This course allows the students to undertake small researches on issues that are of interest to them concerning media, nutrition and health issues, also discuss current topics and concerns in media.

Objectives: The student will develop-

1. awareness about current issues in media with special reference to media coverage of health and nutrition issues.
2. skills for self study and review and analysis of research literature.
3. skills in presenting information using various presentation media.

No	Content
Block I	Critical evaluation of 2 research articles in the field of Nutrition and Health Communication.
Block II	Review of /content analysis of health related media material available to people in terms of nature of messages related to disease, well being, accuracy of content etc.
Block III	Small research based project on audience reception and perception of health material available and needs of people with regard to health related communication material.
Block IV	Ongoing discussion on current issues and debates on controversial topics related to health and nutrition.

PROGRAMS AND POLICIES FOR NUTRITION AND HEALTH

Course Code : 23304

Sem III : M.Sc (CMC)

Objectives:

The course would enable students to

1. Understand inter sectoral linkages of nutrition with other sectors.
2. Know various policies concerning nutrition and health in the country.
3. Understand the key strategies and programs in the nutrition, health and other sectors.
4. Be familiar with various national and international programs working towards alleviation of malnutrition and enhancing health.

Module No	Contents
Module 1 - Objectives: Student will :-	1. Introduction to various sectors dealing with issues impinging on nutrition and health status of the population and their activities at national and local level- - Department of Agriculture and Cooperation - Ministry of Health and Family Welfare - Department of Women and Child Development - Food and Nutrition Board - Ministry of Drinking Water and Sanitation. - Department of Education and Literacy 2. Food production, access, availability and Food Security
Module 2 Objectives: Student will :-	Key Programs in Health and other sectors: Contribution to Nutrition (Objectives and key Strategies) 1. Health promotion and disease Prevention policies and interventions 2. Women's Development Programs. 3. Gender, Aging and Health Promotion 4. The National Rural Health Mission (NRHM) 5. Reproductive Child Health (RCH) 6. Kishori Shakti Yojana
Module 3 Objectives: Student will :-	India's multisectoral approach to nutrition and an overview of nutrition related policies and programs 1. Current national policies in India focused on improving nutritional and health status – nutrition, food and agriculture, health, population, education and development policies.

	<ul style="list-style-type: none"> - Agriculture-Nutrition Linkages and Policies in India - National Nutrition Policy - National Food Security Bill - National Food Security Mission (NFSM) - National Plan of Action on Nutrition <p>2. National Nutrition Programs -objectives, target groups, monitoring system, mode of implementation, administrative setup, coverage, compliance, impact, operational hurdles, successes, constraints and recommendations</p> <ul style="list-style-type: none"> - Integrated Child Development Services (ICDS) - Mid Day Meal Program - National Nutritional Anemia Control Program (NNACP) - Nutritional Program for Control of Anemia among Adolescent Girls - National Iodine Deficiency Disorders Control Program (NIDDCP) <p>3. Schemes under Ministry of Women and Child Development for Child Nutrition.</p> <p>4. Livelihood and poverty Alleviation Programs - NREGA</p> <p>5. Public Distribution System (PDS).</p> <p>6. Regulatory bodies – Advertising regulations in food industry</p> <p>7. Role of Ministry of Consumer Affairs, Food & Public Distribution</p>
<p>Module 4 Objectives: Student will:-</p>	<p>National and International Institutions and Organizations</p> <ul style="list-style-type: none"> - National Institute of Nutrition - Indian Council of Medical Research - Public Health Foundation of India - Micronutrient Initiative - Global Alliance for improved Nutrition (GAIN) - World Food Program(WFP) in India - International Food Policy Research Institute (IFPRI): Partnerships and Opportunities to Strengthen and Harmonize Actions for Nutrition in India (POSHAN) - World Health Organization (WHO) - Public Health Foundation of India (PHFI)

	<ul style="list-style-type: none"> - Capacity Strengthening in Nutrition in Asia (CASNA) - International Union of Nutritional Sciences (IUNS) - International Nutrition Foundation (INF) - UNICEF
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- Gopalan C. 1992. Women and Nutrition in India. New Delhi, Nutrition Foundation of India.
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- Park K. 2000. Park's textbook of preventive and social medicine, 18th edition, M/s BanarsidasBhanot, Jabalpur
- Beaton GH and Bengoa JM. 1996 Nutrition in preventive medicine, WHO
- Gopalan C and Kaur S. 1993. Towards better nutrition, Problems and Policies. NFI, Special Publication Series 9, New Delhi
- A Review of Nutrition Policies: Draft Global Nutrition Policy Review: December 2010
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Websites referred

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<http://www.ncbi.nlm.nih.gov/books/NBK11726/>

<http://www.nihfw.org/>

<http://www.mohfw.nic.in/>

<http://wcd.nic.in/icds.htm>

<http://www.diycommitteeguide.org/code/principle/policy-development>

<http://wcd.nic.in/infantmilkpact1.pdf>

<http://pib.nic.in/newsite/erelease.aspx?relid=23966>

<http://wcd.nic.in/charterchild.htm>

<http://icmr.nic.in/ijmr/2008/august/0816.pdf>

<http://mhupa.gov.in/programs/lcs.htm>

http://www.inffoundation.org/pdf/prevent_iron_def.pdf

VIDEO PRODUCTION

Course Code : 23305

Sem III : M.Sc (CMC)

About the course

The course is designed to help students understand the process of video production from concept to telecast.

Module No	Contents
<p>Module 1 - Cr 1 Objectives: Student will :- c. Know about the production process and people involved in it. d. Learn to use the camera and understand basics of creating videospace.</p>	<p>Introduction to Television Production</p> <ol style="list-style-type: none"> 1. Production team – roles and responsibilities 2. Stages in Production 3. TV formats and genres 4. Creating Videospace <p>Practical work - Camera Exercises</p>
<p>Module 2 - Cr 1 Objectives: Student will :- a. Gain understanding of different types of TV genres. b. Learn to write a basic script of 5 min and 15 minutes for children.</p>	<p>Scripting and Research</p> <ol style="list-style-type: none"> 1. Research in video production – content, formative, summative, evaluative. 2. Types of television scripts. 3. Format of TV script. 4. Elements of Scripting - Fact Programs/Fiction programs <p>Practical work : Producing a 5 min concept program for children Writing script for PSA / 15 min program for children.</p>
<p>- Module 3 - Cr 1 Objectives: Student will :- a. Learn about lighting and audio in video production. b. Will produce a PSA c. Will write a script for children’s program</p>	<p>Elements of Video Production - I</p> <ol style="list-style-type: none"> 1. Lighting 2. Audio in video production <p>Practical work : Producing PSA on child related issue. Writing script for 15 min production</p>
<p>Module 4 - Cr 1 Objectives: Student will :- d. Learn about editing and graphics in video production. e. Will produce a program for children</p>	<p>Elements of Video Production - II</p> <ol style="list-style-type: none"> 1. Editing 2. Graphics <p>Practical work : Producing 15 min program for children.</p>

References/Recommended Readings

- Atkin, G. Sound Techniques for video and television. Butterworth. London. 1989
- Bemingham et. al. The Video Studio. Focal Press. London
- Bronfeld, S. Writing for Film & Television. Simon & Schuster. New York. 1981.
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- Caruso and Arthur. Video Lighting & special Effects. Prentice Hall. New Jersey. 1991
- Clarke, B. Graphic Design in ETV. Watson-Guption. New York. 1974.
- Dancyger, K. The Technique of Film & Video Editing. Focal Press. Boston. 1993
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- Kluwer. Video Production Techniques, Vol. 1 & 2. Longman; London. 1990
- Millerson, G. Effective TV Production. Focal Press. London. 1976
- Mody, B. Designing Messages for Development Communication. Sage. New Delhi. 1991.
- Swain Dwight. Scripting for Video and audio- visual. Focal Press. 1981
- Swain, D. Film Scriptwriting: A practical Manual. Focal Press. London. 1982.
- White, G. Video Techniques. Heinemann Newness. Oxford. 1988
- Williams et.al. Research Methods and the New Media.
- Wurtzel, A. Television Production. McGraw Hill. New York. 1983

CONTEMPORARY PUBLIC RELATIONS

Course Code: 23391

Sem III : M.Sc (NHC)

Objectives:

This course will enable students to:

- provide a framework that integrates the various aspects of communication required in public relation.
- help commence the theoretical perspective and the practical inculcation of various skills required in crafting and delivering a PR message.
- gain an insight about the role of technology in forming and changing the concept of public relation.
- gives an opportunity to student to study cases which are referred to be saviors of business.

Module No	Content
<p>Module: 1 Objectives: The enable students to:</p> <ul style="list-style-type: none"> • Study the concept of public relation along with its growth and importance in society • Critically study the interrelation between public communication and public relation • Study the ongoing trends and strategic planning used to target the niche audiences 	<p>Evolution of Public Relation 1: History of PR, concepts and its principles 2: Growth and approaches to Public Relation 3: Public Relation and Communication 4: Extent of contemporary Public Relation</p>
<p>Module: 2 Objectives: The enable students to:</p> <ul style="list-style-type: none"> • Study and demonstrate knowledge of the fundamentals of business relations • Study the rules and regulation laid by government in public relation along study the issues faced by the market in branding an image. • Analyze the role of public relation in communicating the social responsibility adherence of companies 	<p>Business Perspective of Public Relation 1: Health and Medical PR 2: Organizational communication management 3: Media relation management and strategic planning 4: Public Relation and Corporate communication 5: Nature of PR practices: Crisis, personality, institution brand building, advocacy, 360 degree Integrated Marketing Communication</p>
<p>Module: 3 Objectives: The enable students to:</p> <ul style="list-style-type: none"> • Demonstrate use of technology, by critically grasping knowledge of the fundamentals of business disciplines. • Study the process of media relations by interpreting the ideas and usage of various 	<p>Media Relations and practices 1: Reputation, image and impression management 2: Traditional to electronic media usage in PR 3: Changing trends and risks in forming brand 4: Future of public relation and social media</p>

forms of new media by profit and not-for-profit organization	
<p>Module: 4</p> <p>The enable students to:</p> <ul style="list-style-type: none"> • Study the concept of brand management and the requirements of such strategies in business media. • Critically evaluate the issues of business, role of crisis management in such situation with the help of case study. • Practically study the steps and skills required to execute a public relation planning by giving a change to work on a product, including writing, scheduling and finalizing the media. 	<p>Advocacy Communication</p> <ol style="list-style-type: none"> 1: Brand management and strategies 2: Research, planning and execution 3: Case studies: No smoking campaign, Polio Free India, NACO’s campaign for HIV AIDS awareness, NEC Egg promotion campaign etc.

References/ Recommended Readings

- The Public Relations Strategic Toolkit: An Essential Guide to Successful: Alison Theaker and Heather Yaxley
- An Overview of the Public Relations Function: Shannon A. Bowen
- Health and Medical Public Relations: Myc Riggulsford
- The Public Relations Handbook: edited by Alison Theaker
- Social Media and Public Relations: Eight New Practices for the PR Professional: Deirdre K. Breckenridge
- Public Relations in Practice: edited by Anne Gregory
- Effective Public Relations: Scott M. Cutlip
- Damage Control (Revised & Updated): The Essential Lessons of Crisis Management: By Eric Dezenhall, John Pitman Weber

SEMESTER IV

00401	Dissertation
00402	Internship
23403	Social Marketing & Public Health Campaigns
23404	Writing for Print Media

Dissertation

Course Code : 00401

Sem IV : M.Sc (NHC)

Objectives

The student will develop:

1. Skills in planning and executing a research or production on a given issue.
2. Skills in presenting her research work effectively.

The student will:

1. Conduct original research on any issue of interest to her in the field of Children and Media and write a thesis in required format.
OR
Produce research based media material for children or about children for parents/teachers and others and write a report on the production of the same.
2. Student will have to defend her work in an open viva voce.

INTERNSHIP

Course Code : 00402

Sem IV : M.Sc (NHC)

Students will go for internship in any organization which has a media department or is involved in any media activity.

List of institutions for Internship

1. Any Radio Station – All India Radio, FM Channels (Radio Mirchi, Red FM etc). Community Radio
2. Any TV Channel – Star, Zee etc
3. Any video production House.
4. Any Newspaper or Magazine
5. Any NGO which needs media professional.
6. Website developers.
7. PR agencies
8. Health care centers/ Food production companies

SOCIAL MARKETING & PUBLIC HEALTH CAMPAIGNS

Course Code : 23403

Sem IV : M.Sc (NHC)

About the course

The course is designed to introduce basic concepts in Social Marketing and its importance in Public Health Campaigns.

Also, familiarize students with the various campaigns and highlights the importance of fusing social marketing with health of the people and community.

Module No.	Contents
<p>Module 1 - Objectives: Student will :-</p> <ul style="list-style-type: none"> • Learn the key components of social marketing; • The inter-relationship of social marketing and public health; • Importance of Entertainment-Education in social marketing 	<p>Social Marketing Unit 1: Basic understanding of social marketing and its key components Unit 2: Concepts and tools; how they can be integrated into a comprehensive public health campaigns Unit 3: Inter-relationship between health communication and social marketing. Unit 4: Entertainment-Education and Social Marketing- understanding psychological and sociological theories underlying the approaches of EE Assignment: Case-Study presentation on a Social Marketing Campaign -</p>
<p>Module 2 – Cr 1 Objectives:- Student will:</p> <ul style="list-style-type: none"> • Learn about the why, when and how of social marketing campaigning • Role played by social marketing in public health campaigns • Learn about how marketing enables public health to carry out its core services 	<p>Public Health Campaigns Using Social Marketing Unit 1: Steps involved in a social marketing campaign Unit 2: Understanding the Public Health Marketing Environment; Unit 3: Health Communication Strategies: Planning, Outreach (through Media Literacy, Media Advocacy, Advertising, EE) Budget, Resources Assignment: Seminar presentation and board display of famous campaigns</p>
<p>Module 3 – Cr 1 Objectives:- The Student will:</p> <ul style="list-style-type: none"> • Learn about different campaigns in the country and abroad; • Get a hands-on experience to plan and implement a campaign on a sensitive issue 	<p>Unit 1: Case Studies from India Unit 2: Case studies from the world Unit 3: Strategies to design campaigns Unit 4: Effective Public Education Campaigns Assignment: Organise a campaign in the community on a need based theme,</p>

<p>Module 4- Cr 1</p> <p>Objectives:- Student will:</p> <ul style="list-style-type: none"> • Acquire knowledge about the ethical principles • Absorb a scientific approach towards social marketing campaigning 	<p>Unit 1: Ethical principles that guide social marketing programs</p> <p>Unit 2: Issues and challenges</p> <p>Unit 3: A scientific approach towards social marketing campaign</p> <p>Assignment: Book Review: The Tipping Point, The Nudge,</p>
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References

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- Lee, N. & Kotler, P. (2012) 4th ed., Social Marketing: Influencing Behaviors for Good. Thousand Oaks, CA; Sage
- Singhal, A., & Rogers, E.M. (1999). Entertainment-Education. Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Gutierrez K, Newcombe, R. Lessons Learned Globally: Tobacco Control Digital Media Campaigns.
- Saint Paul, Minnesota, United States: Global Dialogue for Effective Stop-Smoking Campaigns; 2012.
- World Health Organization, Tobacco Fact Sheet N°339, July 2011, accessed October 2011 at <http://www.who.int/mediacentre/factsheets/fs339/en/2>
- World Health Organization, Framework Convention on Tobacco Control, accessed October 2011 at <http://www.who.int/fctc/en/3>
- Lee, Nancy., Kotler, Philip.(2011).Social Marketing: Influencing Behaviors for Good, 4th ed., Sage
- Andreasen, Alan R. Marketing Social Change. San Francisco: Jossey-Bass Publishers, 1995.
- Herron, Douglas B. *Marketing Nonprofit Programs and Services*. San Francisco: Jossey - Bass Publishers, 1997.
- *Kotler, Philip, and Alan R. Andreasen. Strategic Marketing for Nonprofit Organizations, third edition. Englewood Cliffs, NJ: Prentice-Hall, 1987*
- *Rogers, Everett M. Diffusion of Innovations. New York: The Free Press, 1995.*
- *Weinreich, Nedra Kline. Hands-On Social Marketing: A Step-by-Step Guide. Thousand Oaks, CA: Sage Publications, 1999.*
- *Randolph, W., and Viswanath, K. (2004). Lessons Learned from Public Health Mass Media Campaigns: Marketing Health in a Crowded Media World, Annual Review of Public Health 25, pp. 419---437.*

Online Resources

"A Short Course in Social Marketing." [Novartis Foundation for Sustainable Development](#).

[VALS](#). Explanation of the VALS (values and lifestyles) system of identifying market segments.

"[Social Marketing for Organizations](#), " from the Ontario Ministry of Agriculture, Food and Rural Affairs.

"[Building Social Marketing into Your Program](#), " by Nedra Kline Weinreich. Advice from a consultant.

[Crosby Marketing Communications](#), a commercial firm, has examples of its social marketing work linked to its website, including [Smoking Stinks!](#), an anti-smoking campaign in the Ann Arundel County (MD) schools, and [Catholic Campaign for Human Development](#), an anti-poverty campaign for the National Council of Catholic Bishops.

[Australian Department of Climate Change and Energy Efficiency](#). Information on social marketing communications and a bibliography on the subject from [Health Canada](#).

[Join Together](#) is a collaboration of the Boston University School of Public Health and The Partnership at Drugfree.org, dedicated to advancing effective drug and alcohol policy, prevention and treatment.

"Making Health Communications Work: A Planner's Guide," 1992. From the US Dept. of Health and Human Services and the National Institutes of Health.

[The Research Exchange](#), an online journal of the National Center for the Dissemination of Disability Research. An overview of social marketing, particularly good on dealing with competition to change.

[Population Services International](#), a non-profit social marketing organization (the world's largest) based in Washington, DC. Examples of campaigns, other information.

[The Social Marketing Institute](#).

WRITING FOR PRINT MEDIA

Course Code : 23404

Sem IV : M.Sc (NHC)

Module No.	Contents
<p>Module 1 - Objectives: Student will:-</p> <ul style="list-style-type: none"> • Explore the ways in which news is crafted and put-forth among the masses. • Study the attributes of quality journalism and the legal, moral and ethical issues which confront the free press. • Critically study the elements of an event too be turned into a news story. Understand the role of News in public and personal domain and evaluate the future of this form of media. 	<p>What is News Identifying news – What makes news? Agenda Setting, Gatekeeping, Priming Hard and Soft News Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight) Reporting for Newspapers, News Agencies and Magazines. Reporters: Qualities and Responsibilities Ethics in Journalism Beats – Crime, Entertainment, Legal, etc... Sources of News gathering, News Value and elements of news, Role and Importance of Sources , Different types of Sources Examining and testing News Value Changing Concept of News: Factors and Issues Future of News: Public to Personal</p>
<p>Module 2 – Cr 1 Objectives: - Student will:</p> <ul style="list-style-type: none"> • Integrate critical thinking, reading, and writing independently to locate research, analyze, evaluate, and use various kinds sources required in News writing. • Adapt writing to audience, context, and purpose by independently using rhetorical principles and journalistic concepts in varied, complex ways. Apply journalistic conventions to study the different styles of news writing. 	<p>News Writing Skills Language of News - Principles and Practices Attributes of News: Clarity, Precision. Conciseness. Pitfalls in use of language: Jargons, Clichés, Metaphor etc. Mind your Language and Expressions: Bias, Prejudices etc. Pejorative, Connotative vs. Denotative words and meanings. Inverted Pyramid style of news writing, Headline writing: Types & Functions and 5Ws and 1H of news writing Rewriting from other languages. Interviewing skills Feature Writing – issue based writing, interpreting and writing research based articles for general audiences.</p>
<p>Module 3 – Cr 1 Objectives: - The Student will:</p> <ul style="list-style-type: none"> • Rigorously study the practices in planning and preparation of advertising messages. 	<p>Advertising and PR copy writing Transforming Concepts (Idea) in to copy Basics of Advertising copy writing & Visualization Models of Creativity: Roger von model, Graham Wallas model, James Young Model.</p>

<ul style="list-style-type: none"> • Study the principles of creative strategy including: product/service research, target audience analysis, and selection of persuasive appeals and creative approaches. • Critically evaluate the niche of PR Publicity, Propaganda and advertising 	<p>Difference between PR Publicity, Propaganda and advertising</p> <p>Writing for PR: Press release, Press note, Handout, Feature, Articles, Speech writing, special speech, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Ghost writing</p>
<p>Module 4- Cr 1</p> <p>Objectives:- Student will:</p> <ul style="list-style-type: none"> • Critically evaluate the role of Graphics and design in the world of journalism. • Overview the concept of Design & Graphics and explore different styles within. • Explore various media materials in context to their principles of their Layouts and Designs. • Study various techniques required in print work publishing and getting hands-on experience with various software's. 	<p>DESIGN & GRAPHICS FOR JOURNALISM</p> <p>Design & Graphics</p> <p>Basics of Design and Graphics</p> <p>Elements and principles of design</p> <p>Typography : Physical form, aesthetics and classifications</p> <p>Colour scheme and production</p> <p>Layout & Design</p> <p>TPC – Total Page Concept</p> <p>Components of layout and layout planning</p> <p>Advertisement layout, Broadsheet and Tabloid layout</p> <p>Magazine, Book & Web banner layout</p> <p>Poster Design, Logo Design, Brochure Design</p> <p>Visuals & Printing</p> <p>Visuals : Physical forms, functions & editing</p> <p>Basic of Desk Top Publishing</p> <p>DTP & Designing Softwares</p> <p>Printing process, methods & paper finishing</p>

- Chris Frost, 2003, Designing for Newspapers and Magazines, Routledge. New York.
- David Spark, Geoffrey Harris, 2011 , Practical Newspaper Reporting, SAGE Publications Ltd, Thousand Oaks, California.
- Fred Bayles, 2011, Field Guide to Covering Local News: How to Report on Cops, Courts, Schools, Emergencies, and Government, CQ Press College, U.S.A.
- Loup Langton, 2009, Photojournalism and Today's News : Creating Visual Reality, Wiley & Sons. Oxford, UK.
- Ryan Thornburg , 2010, Producing Online News: Digital Skills, Stronger Stories, CQ Press College, U.S.A.
- Stewart Clark, 2003, Word for Word, OUP Oxford.
- Terhi Rantanen, 2009 When News Was New, Wiley-Blackwell, Oxford UK.
- Tim Holmes & Liz Nice, 2012 Magazine Journalism, Sage, Thousand Oaks, California.
- Wayne R. Whitaker, Janet E. Ramsey, Ronald D. Smith, 2012, Mediawriting: Print, Broadcast, and Public Relations (4th edition), Routledge, New York.

