



WEST BENGAL STATE UNIVERSITY

**Syllabus of 2-Year (4-Semester) Post-Graduation (M. A.) Programme
in
Journalism & Mass Communication
Under NEP Curriculum Framework**

With effect from 2026

**Structure of Syllabus of 2-Year (4-Semester) Post-Graduation (M. A.) Programme
in Journalism & Mass Communication Under NEP Curriculum Framework**

Semester	Course Code	Course Title	Credit	Marks	Total
I	JMC2PCOR01T	Introduction to Communication & Theories of Mass Communication	4	50	Credit : 22 Marks : 300
	JMC2PCOR02T	History of Journalism in India	4	50	
	JMC2PCOR03T	Reporting	4	50	
	JMC2PCOR04T	Editing	4	50	
	JMC2PCOR05P	Print Journalism: Practical	4	50	
	JMC2PAEC01T	Media Content Writing	2	50	

Semester	Course Code	Course Title	Credit	Marks	Total
II	JMC2PCOR06T	Broadcast Journalism	4	50	Credit : 20 Marks : 250
	JMC2PCOR07T	Film Appreciation & Criticism	4	50	
	JMC2PCOR08T	Traditional & Folk Forms of Communication	4	50	
	JMC2PCOR09T	Media Law & Ethics	4	50	
	JMC2PCOR010P	Videography	4	50	
	JMC2PVAC01T	Mobile Journalism	0	0	

Semester	Course Code	Course Title	Credit	Marks	Total
III	JMC2PCOR11T	Development Communication	4	50	Credit : 22 Marks : 300
	JMC2PCOR12T	International Communication	4	50	
	JMC2PCOR13T	Research Methodology	4	50	
	JMC2PCOR14T	Advertising & Public Relations	4	50	
	JMC2PCOR15T	Audio-Visual Production - Theory	4	50	
	JMC2PSEC01P	Audio-Visual Production - Practical	2	50	

Semester	Course Code	Course Title	Credit	Marks	Total
IV	JMC2PCOR16T	Convergent Journalism	4	50	Credit : 24 Marks : 300
	JMC2PCOR17T	Business Journalism	4	50	
	JMC2PDSE01T	Any One from Cultural Communication or Gender & Communication	4	50	
	JMC2PDSE02T	Any One from Science Journalism or Sports Journalism	4	50	
	JMC2PCOR18P	Documentary Making	4	50	
	JMC2PCOR19P	Dissertation	4	50	

	JMC2PVAC02T	Indian Knowledge System for Communication	0	0
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Programme Outcome (PO) :

2-Year P.G. (M.A.) Programme of Study in Journalism & Mass Communication at West Bengal State University offers a balance of analytic and applied approaches to study in this field and are shaping Students to become the industry's next top leaders in Journalism and Media Studies, Public Relations and Communication Studies through courses and engaged learning experiences that are theoretically-driven, innovative and applied. The Department prepares Students with the necessary skills to communicate visually, orally and through written documentation within the context demanded by the business, journalism, marketing and public relations world. Students are also equipped with a solid ethical foundation and an understanding of diversity, interdependence and cultural perspectives in the global community.

Programme Specific Outcome (PSO) :

The Programme Specific Outcome is to prepare a Student to:

1. be a Journalist/News Editor/News Presenter/Producer/Director/Analyst and for many such jobs in media and entertainment industry.
2. pursue Doctoral Research Degree to work in Colleges, Universities as Teacher or as Social Scientist in Research Institutions.
3. act as Administrator in Government, Public and Private Organizations with further training and education.

Semester-I

Credit : 22, Marks : 300

JMC2PCOR01T Introduction to Communication & Theories of Mass Communication

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. understand the effects of mass media on culture and society in order to make responsible personal and professional decisions.
2. provide community leadership.
3. critically and thoughtfully respond to both explicit and implicit communication of media.

Module-1 :

Communication-Concept, Definition, Elements, Process, Functions, Barriers, Nature and Process of Human Communication, Verbal and Non-Verbal Communication, Intra-Personal, Inter-Personal, Group, Mass, Public Communication, Communication and Socialization.

Module-2 :

Models of Communication-Aristotle, Lasswell, Shannon and Weaver, Schramm, Osgood, Gerbner, Newcomb, Berlo, Westley & MacLean, Dance, Rogers & Shoemakers.

Module-3 :

Characteristics, Nature, Process, Impact of Mass Communication, Media of Mass Communication and Its Characteristics, Communication Behaviour, Perception, Cognition, Attitude, Mass Society, Mass Culture, Typology and Characteristics of Audience, Media Audience Relationship, Encoding/Decoding.

Module-4 :

Media Systems and Theories : Types of Media Systems, Individual Difference Theory, Two Step & Multi Step Flow, Agenda Setting, Convergent and Gatekeeping, Normative Theories, Functional Theory, Mass Media-Public Opinion and Democracy, Media Culture and Its Production, Propaganda Model, Public Sphere and Jürgen Habermas, Media Organizations, Market-driven Media Content, Effects, Political Economy of Communication.

Module-5 :

Media Effects Theories, News Framing, Media Priming, Social-Cognitive Theory of Mass Communication, Uses and Gratifications, Stereotyping, Public Communication Campaigns, Entertainment and Enjoyment as Media Effects.

Reading List :

1. Mass Communication in India, Keval J. Kumar, Fourth Completely Revised and Updated Edition, Jaico Publishing House.
2. McQuail's Mass Communication Theory, Denis McQuail, Sage Publications Ltd., 6th Edition, 2010.
3. Media of Mass Communication, John Vivian, Pearson, 11th Edition, 2012.
4. The Dynamics of Mass Communication : Media in Transition, Joseph R. Dominick, Mc Graw-Hill Education, 12th Edition, 2012.
5. Mass Communication and Media Studies : An Introduction, Paxson Peyton Continuum Publishing Corporation, 2010.
6. Mass Communication Theories : Explaining Origin, Processes and Effects, Melvin L. DeFleur, Pearson, 1st Edition, 2010.
7. Schramm, Wilbur : Mass Media and National Development, Stanford UP, Stanford, 1964.

JMC2PCOR02T History of Journalism in India

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. understand the growth of print media in India in historical perspective.
2. enable to analyze the trends in contemporary journalism.
3. understand national media system and socio-political issues and practices in the context of globalization.
4. develop inter cultural intelligence and global communication competencies.
5. produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity on local, national and international issues.

Module-1 :

Political, Social, Economic and Cultural background of development of Media in India, Emergence of Telecommunication System and Its Impact, Development of Typesetting and Printing Technologies and Their Impact in India, Early efforts to publish newspapers (both English language and Indian language) in different parts of India, Hicky, Rammohun Roy, Derozians, Harish Chandra Mukherjee, Post-1857 developments, Development of Mass circulated Press in India, Repressive Press Laws by the Colonial Rulers.

Module-2 :

Indian Press and the Movement for National Independence, Political, Social and Economic Issues and Indian Press, Conflict with Colonial Rule, Important Personalities of Indian Journalism (both English and Indian language), Major Indian Newspapers, Birth of Journalists' Organizations, Commercialization of Press, Changing Ownership Pattern, Development of Journalism as a Profession in India, Establishment of

Organizations like IJA, INS, AINEC etc.

Module-3 :

Development of News Agency System in India, Origin and Development of News Agencies in India, Nationalist Intervention, Development of Photo Journalism in India.

Module-4 :

Major Trends after Independence, Radio-Television–Satellite TV, Cable TV, Internet, Trends in Print Media (both English and Indian languages)-Modernization and Diversification, Press Commissions, Press Council of India, Monopolization and Corporate Control, Changing context of Media Freedom, Indian Media and Globalization, Foreign Direct Investment in Indian Media Industry, Development of Journalism and Communication Education in India.

Module-5 :

Historical Development of Indian Films, Major Film Production Centres - Bombay, Chennai, Kolkata etc., Major Film Personalities, Development after Independence, Film Censorship, Effect of Globalization; Growth of Regional Film Industries; Popularity of Indian Films in the International Market.

Reading List:

1. A History of Indian Journalism, Mohit Moitra, National Book Agency, 1969.
2. History of Indian Journalism, J. Natarajan, Publications Division, Ministry of Information and Broadcasting, Govt. of India, 1955.
3. The Press in India : A New History, G. N. S. Raghavan, Gyan Publishing House, 1995.
4. Journalism in India : History, Growth, Development, K. C. Sharma, Regal Publication, 2007.
5. Stay Tuned : The Story of Radio in India, Pankaj Athawale, Indus Source Books, 1st Edition, 2017.
6. Broadcasting in India, P. C. Chatterji, Sage Publications Pvt. Ltd., 2nd Edition, 1991.
7. India on Television, Nalin Mehta, Harper Collins.
8. Behind a Billion Screens : What Television tells us about Modern India, Nalin Mehta, Harper Collins, 2015.
9. Remote Control: Indian Television in the New Millennium, Shoma Munshi, Penguin India, 2012.
10. History of Indian Cinema, Renu Saran, Diamond Books, 2012.

JMC2PCOR03T Reporting

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. develop and analyze news reports for various sectors.
2. use various tools and techniques for compilation and presentation of news.
3. critically evaluate news content and journalistic practices for bias and ethics.
4. produce clear, accurate, and engaging stories across media platforms.
5. conduct investigative reporting using evidence-based methods and ethical standards.
6. apply ethical frameworks and social responsibility in journalism.
7. integrate interdisciplinary knowledge to produce contextually informed journalism.
8. demonstrate professional skills, teamwork, and adaptability for media careers.
9. report with awareness of cultural diversity and global perspectives.

Module-1: Concept and Definition of News

News, News Values, Objectivity, Elements of News.

Module-2 : Sources of News

Chief of News Bureau, Chief Reporter, Reporter, News Beat, News Source, Special Correspondent.

Module-3 : Specialization in Reporting

Objective, Interpretative, Investigative, Reporting for Women and Children, Science, Sports, Entertainment etc.

Module-4 : Interview

Different Types, Principles of Interviewing, Guideline, Preparation, Basic Knowledge for taking Interview.

Module-5 : Online Reporting

Online Reporting, Emerging Trend, Features, Significance.

Module-6 : Feature

Definition, Characteristics, Writing Style, Different Types of Feature.

Module-7 : Opinion Piece

What is Opinion piece?, Different Types, Column, Letters to the Editor, Editorial, Review, Column-Types and Styles, Syndication, Editorial Writing-Types and Style, Review-Writing Style.

Module-8 : Yellow Journalism

Yellow Journalism-History, Trend, Impact on Journalism.

Module-9 : Photo Journalism

Photo Journalism-Concept, Definition, Features, Qualities, Duties and Responsibilities of a Photo-Journalist, Different Types of Photograph, News Photo Production.

Module-10 : Web Journalism

Web Journalism, Emerging Trends, Qualities of a Content Writer, Impact on Global Journalism.

Module-11: News Agency Reporting

News Agency-Concept, Definition, Features, Activities, Difference between Agency Reporting and Media Reporting, Different News Agency Service.

Reading List :

1. Bruce D. Itule and Douglas A. Anderson, News Writing and Reporting for Today's Media, McGraw Hill Publication, 2000.
2. Carole Flemming and Emma Hemmingway, An Introduction to Journalism, Vistaar Publications, 2006.
3. George Rodmann, Mass Media in a Changing World, Mcgraw Hill Publication, 2007.
4. H. Evans, News Headlines, National Council for the Training of Journalists, 1974.
5. Hyde, Grant Milnor, Newspaper Editing : A Manual for Editors, Copyreaders and Students, 2008.
6. Ludwig, Mark, D and Gilmore, Gene, Modern News Editing, 2005.
7. M. V. Kamath, Professional Journalism, 2009.
8. M. L. Stein, Susan Paterno & R. Christopher Burnett, Newswriter's Handbook : An introduction to Journalism, Blackwell Publishing, 2006.
9. Mencher, Melvin, News Reporting and Writing. MCGraw Hill, NY. 2003.
10. Randall David, The Universal Journalist, 5th Edition, 2016.
11. Richard Keeble, The Newspaper's Handbook 5th Edition; Routledge Publication, 2014.
12. Robinson Tom, The Evolution of News Reporting, 2010.
13. Thussu, D. K., War and the Media : Reporting conflict 24x7, Sage Publications, 2003.
14. Thussu, D. K., News As Entertainment, Sage, 2007.

JMC2PCOR04T Editing

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. act as editor, news editor, chief-sub editor, sub-editor of a newspaper or magazine.
2. acquaint with set up of print media organizations and editorial working.
3. equip with printing technology and process of print production.

Module-1: Editing

Definition, Objectives, Principles of Editing.

Module-2 : Different Functionaries of Editorial Department

Editor, News Editor, News Coordinator, Chief Sub-Editor, Sub-Editor-Qualities, Duties and Responsibilities.

Module-3 : Headline

Headlines : Types and Characteristics, Objective, Use of Headline.

Module-4 : Different Components of Editing

Typography, Lead Writing, Proof Reading, Copy Testing, Editing of Agency Copy.

Module-5 : Preparation of Newspaper Page

Page Planning, Principles, Layout; Different Types, Computer Editing and Page Designing.

Module-6 :Photo-Editing

Photo-Editing-Different Styles, Processes, Duties and Responsibilities of Photo Editor, Modern Trends.

Module-7 : Means of Page Layout

Use of Graphics and Illustrations, Use of Info-Graphics-Blurbs, Cartoons.

Module-8 : Editing Trends

Magazine Editing, Recent Trends in Editing and Layout, Web-Editing.

Reading List :

1. Bruce D. Itule and Douglas A. Anderson, News Writing and Reporting for Today's Media, McGraw Hill Publication, 2000.
2. Carole Flemming and Emma Hemmingway, An Introduction to Journalism, Vistaar Publications, 2006.
3. George Rodmann, Mass Media in a Changing World, McGraw Hill Publication, 2007.
4. H. Evans, News Headlines, National Council for the Training of Journalists, 1974.
5. Hyde, Grant Milnor, Newspaper Editing—A Manual for Editors, Copy Readers and Students, 2008.
6. Ludwig, Mark D. and Gilmore, Gene, Modern News Editing, 2005.
7. M. V. Kamath, Professional Journalism, 2009.
8. M. L. Stein, Susan Paterno & R. Christopher Burnett, Newswriter's Handbook : An Introduction to Journalism, Blackwell Publishing, 2006.
9. Mencher, Melvin, News Reporting and Writing, MCGraw Hill, NY, 2003.
10. Randall, David, The Universal Journalist, 5th Edition, 2016.
11. Richard Keeble, The Newspaper's Hand Book 5th Edition, Routledge Publication, 2014.
12. Thussu, D.K. News As Entertainment, Sage, 2007.
13. Geoffery, Roger, Editing for Print, Macdonland & Co., London, 1986.
14. John Hohenberg, The Professional Journalist, A Guide to Modern Reporting Practice, Holt, 1966.
15. Judith Butcher, Copy Editing, Cambridge University Press, 1992.
16. K. M. Shrivastava, News Reporting and Editing, Sterling Publishers Pvt. Ltd., 2011.
17. Ron. F. Smith and Loraine M.O'Connell, Editing Today, Wiley, 2003.

18. Sourin Banerji, News Editing in Theory and Practice, K. P. Bagchi, 1992.
19. T. J. S. George, Editing. IIMC, New Delhi, 1989.

JMC2PCOR05P Print Journalism : Practical
Credit : 4, Marks : 50
(Marks of Project : 40, Marks of Viva-Voce : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. to learn the basics of writing and designing.
2. to write effective headlines.
3. to learn effective strategies in journalistic writing.
4. to enhance designing skills.
5. to learn creative writing skills.
6. to demonstrate ability to develop content for different forms of writing.

Project :

Each Student has to make one 4-Page Tabloid Newspaper in English/Bengali containing Reporting of News and Views. Each Student has to maintain Format and Layout, Content Style and Journalistic Tone in his/her Project.

Viva-Voce :

The Viva-Voce of each Student will be based on his/her Project along with his/her knowledge about Reporting and Editing of Print Media.

JMC2PAEC01T Media Content Writing

Credit : 2, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. to understand the variety of mass media writing including news stories, features and press releases, advertisement copy, script for film, script for documentary.
2. Create new media products, including blogs, podcasts, websites and multi-media.

Module-1 :

Media Writing-Principles, Techniques of Reporting, Writing and Editing, Media Writing as Communication, Principles of Good Writing, Basic Tools of Writing, Characteristics of Media Writings. Drafting and Revising - Grammar, Syntax and Style.

Module 2 :

Types of Writing, Ideas for Writing, Narrative Writing, Introduction to Narrative, Telling Stories, Nonfiction, Engaging the Reader, Descriptive Writing, Explanatory Writing, Persuasive Writing.

Module-3 :

Writing for Print, Intro, Lead, Headline and Caption Writing, Opinion Piece, Feature Writing, Types of Feature, Profile, Article Writing, Press Release, Editorial Writing, Short Story Writing, Writing Book Review and Film Review, Film Writing, Concept, Story, Script, Dialogue, Screenplay Writing, Writing Column, Style Book, Writing for Magazine, Writing for Broadcast, Writing for eyes and ears.

Module-4 :

Writing for Radio Production, Script of Radio Drama, Script or Phone-In Programme, Script for Radio Talk.

Module-5 :

News Writing for Television, Serial Production, Bulletin Production, Script of TV Serial.

Module-6 :

Writing for Web, Characteristics of Web Writing, Technical Writing, Blog, Vlog, Twitter, X Handle Post, Blog Article, Blog News, Creative Writing & Content Writing for Web Portals, Online Journalism.

Reading List :

1. Syd Field, Screenplay : The Foundations of Screenwriting.
2. Ravi M. Khanna, TV Newswriting made easy for Newcomers.
3. Wendy Burt-Thomas, The Everything Creative Writing Book : All you need to know to write novels, plays, short stories, screenplays.
4. Von Zefler, Blogging : A Beginners Guide.
5. Batty Craig and Cain Sandra (2010), Media Writing : A Practical Introduction, Palgrave Macmillan.
6. Stovel, G, (2006), Writing for Mass Media, 6th Edition, Allyn and Bacon.
7. Melvin, Mencher (2006), News Reporting and Writing, 10th Edition, McGraw-Hill.
8. Strunk, William & White, E.B. (1999), The Elements of Style, Longman.
9. Clark, Roy Peter (2006), Writing Tools : 50 Essential Strategies for Every Writer, Little, Brown.
10. Raman, Usha (2009), Writing for the Media, OUP.
11. Quinn, Stephen (2005), Convergent Journalism : The Fundamentals of Multimedia Reporting, Lang Publishing.
12. Foust, James (2005), Online Journalism – Principles and Practices of News for the Web, Holcomb Hathaway Publishers, Scottsdale, AZ.

Semester-II

Credit : 20, Marks : 250

JMC2PCOR06T Broadcast Journalism

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. know about the concepts and basics of journalism.
2. familiarize the operation of broadcast industry.
3. learn about the radio news programme style.
4. learn the style, the activities and logistics involved in the process of broadcast journalism.
5. assess the broadcast news content.
6. familiarize with broadcast programme and evaluation method.
7. Provide the understanding of radio journalism, radio programming and operational management of commercial FM stations.

Module-1: Radio - Its Origin and Development

History of Radio, Development of Broadcasting System in India.

Module-2 : Different Types of Radio Programme

Radio News, Radio Feature, Newsreel, Radio Talk, Rural Programme, Magazine Programme etc.

Module-3 : Concept of Radio Studio

Radio Studio (News and Programme), Specifications, Radio Monitoring System, Audio Equipments.

Module-4 : Organizational Structure

Organizational Structure of Radio Station-Governmental and Private in India.

Module-5 : Radio Interview

Radio Interview, Different Types, Techniques of Radio Interviewing, Do's and Don'ts.

Module-6 : Radio Writing

Writing for Radio Talk, Feature, Report, Newsreel, Docu-Feature, Drama and Special Audience Programme etc.

Module-7 : Different Types of Radio Format

FM Radio, Community Radio, Ham Radio, Analog and Digital Audio Communication System, Satellite Broadcasting.

Module-8 :Audience Research Unit

Audience Research Unit-Activities, Its Utility.

Module-9 :Foreign Radio Channels

Foreign Radio Channels-BBC, Voice of America, Satellite Radio Stations.

Module-10 : Radio Jockey

Radio Jockey – Qualities, Duties and Responsibilities, Modern Trend, As a Profession Future of Radio Jockey in India.

Reading List :

1. Boyd, Andrew, Broadcast Journalism : Techniques of Radio and Television News, 6th Edition, 2012.
2. Carrol Fleming, The Radio Handbook, Routledge, 2002.
3. Hilliard, Robert L., Writing for Television, Radio and New Media, 11th Edition, Wadsworth Publication, 2014.
4. Hudson Gary and Rowlands, Sarah, The Broadcast Journalism Handbook, 2007.
5. P. C. Chatterjee, Broadcasting in India, Sage, New Delhi, 1988.
6. Robert, McLeish, Radio Production, Fifth Edition, Focal Press, 2005.
7. Luthra, H. R., Indian Broadcasting, Publications Division, Govt. of India, 1986.
8. Bhatt, S. C., Broadcast Journalism : Basic Principles, Har Anand Publications, 2007.
9. Baruah, U. L., This is All India Radio, Publications Division, Government of India, New Delhi, 1983.
10. Shrivastava, K. M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi, 2005.
11. Macliesh, Robert, Radio Production Techniques, Macmillan, NY., 2002.
12. Sim Harris & Paul Chantler, Local Radio, Sage, 2005.
13. Ash, William, The Way to Write Radio Drama, BBC, 2009.
14. Masani, Mehra, Broadcasting and People, National Book Trust, New Delhi, 1997.
15. Akash Bharti National Broadcast Trust, Publications Division, New Delhi, 1987.
16. Hellard, Robert, Writing for Television and Radio, Sage, 2000.
17. Kapoor, D. N., Broadcast Journalism, Mohit Pub New Delhi, 2006.

JMC2PCOR07T Film Appreciation & Criticism

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. recognize types of films, their impact on society and their roles in our lives and society.

2. Recall the concepts behind storytelling, mise-en-scène and cinematography.
3. identify ways sound contributes to movies.
4. list the roles of directors and critics in the film industry.
5. Identify types of movie genres and various editing styles.
6. Expose them to the latest digital audio-video technologies, social media and new media tools.

Module-1 :

Definition of Film, Fiction and Non-fiction, Characteristics of Film Media, Language of Cinema - Image and Sound Codes, Image Codes - (i) Codes rooted in the image (iconic codes), Codes of iconic nomination, pictorial codes, analogical codes. (ii) Codes rooted in photographically produced image: Angle, Scale, Filters, Focal Length, Diaphragm, (iii) Codes rooted in the sequencing of images – logical relations (i.e. flashback) aesthetic codes, Large Syntagmatique, (iv) Codes rooted in the moving picture : Flashback, flash forward, freeze, animation, dissolve, fade in, out, slow and fast motion, (v) Codes rooted in the movement and in the image, movements of the camera, Zoom, Sound Codes : Diegetic, Non-Diegetic, sync/non sync, components, on-screen/ off-screen, sound counterpoint, relation between sound and image (Eg. Difference between image mood and sound mood/ objective image and subjective sound), functions of music in cinema, silence, Forms : Entertainment, information, persuasion, records/ archival, experimental, Formats – Regular 8mm, Super 8mm, 16mm, 35 mm, 70mm, 3D, Plot in Cinema, Narrative and Plot - Structure, Conventions and Variations, Alternatives to Narrative Fiction - Documentary and Avant-Garde; Conflict as a Plot Element; Character as a Plot Element.

Module-2 :

Mise-en-Scene and Compositional Elements, Visual and Spatial Attributes; Lighting – High Key, Low Key, Rembrandt, Chiaroscuro, Exposure (Realism in Cinema, Mise-en-Scene in German Expressionist Cinema, French Poetic Realism), Cinematography – camera in Time and Space - Proxemics, Focus, Lens, Movement and Angles (Lenses in creation of space, depth of field, focal length), Editing in Cinema - attributes of editing, story-centered editing, tempo, graphics, transitions, creating meaning outside the story, continuity and disrupting the rules, Russian montage versus decoupage classique style editing, Jump-Cut and Match-Cut; Colour - Theory & Practice.

Module-3 :

Film History - (a) Brief history of the Development of Film in Europe, U.S.A. and India, (b) Film Style - Classical, Realist and Formalist. (c) Important Directors, Film Companies and Films - (i) Period of Institutionalization of Cinema and After - D.W. Griffith, (ii) Russian Socialist Realism - S. Eisenstein, (iii) Italian Neo Realism – Vittorio DeSica, Rossellini, Fellini, (iv) Cinema & Modernism - The Lumiere Brothers, George Melies, Charlie Chaplin, Buster Keaton, Orson Welles, F. W. Murnau, Fritz Lang & Jean Cocteau, (v) The French Masters – Jean Renoir, Robert Bresson, New Wave – Jean Luc Godard, Alain Resnais and Francois Truffaut, (vi) Auteurs - Alfred Hitchcock, (vii) Postwar Japanese Cinema - Akira Kurosawa, Ozu, Nagisa Oshima; (viii) Latin American Cinema - Imperfect Cinema, Aesthetics of Hunger, Ideas about First, Second and Third Cinema, Indian Cinema - D. G. Phalke, V. Shantaram, Satyajit Ray, Ritwik Ghatak, Raj Kapoor, Guru Dutt, Adoor Gopalakrishnan, Shyam Benegal, Mrinal Sen, Tapan Sinha, Tarun Majumdar, Rajen Tarafdar, Ajoy Kar, Bimal Roy, Hrishikesh Mukherjee, Basu Bhattacharya, Basu Chatterjee, Gulzar, Girish Karnad, Mani Ratnam. Prabhat, New Theatres, Bombay Talkies etc. Raja Harishchandra, Alam Ara, Sant Tukaram, Kalpana, Do Bigha Zameen, Pather Panchali, Charulata, Bhuvansome, New Indian Cinema.

Module-4 :

Fiction and Non-Fiction, Documentary – Definition, Evolution, Forms, Distinction from Other Creative Modes like Narrative Fiction and Avant-Garde, Analyzing Documentary Texts – Subject and Ideologies, Viewpoints, Forms, Production Methods, Audience-Experience; Four Traditions of Documentary – Newsreel, Propagandist, Naturalist, Realist, Different Stylistic Traditions - Verite, Direct etc., Documentary Precursors to Cinema and Television, War Photography, BBC Radio, Some Successors of Documentary,

Non-Fiction Novels, New Journalism and Reality TV, Documentary in the 21st Century.

Module-5 :

Film Business and Industry, Stages of Film Production from Idea and Script to Post-Production, Economics, Finance and Business of Film, Film Distribution, Import and Export of Films, Regional Films. Film Criticism - (a) Film Criticism : Classical, Structural, Psychoanalytical, Political, Sociological and Social & Feminist, Genre, Auteur, Audience and Reception, (b) Reception Theories – Theories of Louis Althusser, Janet Staiger and Stuart Hall, Intertextuality in Casablanca (1942), Interpretation and reception in The Matrix (1999), Film Society - (a) Influences of Indian Cinema, Culture of Indian Cinema, (b) Report of the Film Enquiry Committee, Report of the Working Group on National Film Policy, (c) Dilemma of Film Censorship – Khosla Committee Report on Censorship, (d) Institutions – Films Division, NFDC (FFC), FTII, NFAI, Film Festivals Authority of India, Censor Board.(e) Film Society Movement,(f) National and State Awards for Films.

Reading List:

1. Introduction to Film Studies, Jill Nelmes (Ed.), Routledge, 5th Edition, 2011.
2. Film Studies : An Introduction, EdSikor, Columbia University Press, 2009.
3. Beginning Film Studies, Andrew Dix, Manchester University Press, 2008.
4. A Dictionary of Film Studies, Annette Kuhn and Guy Westwell, Oxford University Press, 2012.
5. The Cinema of Attractions Reloaded, Wanda Strauven, Amsterdam University Press, 2006.
6. Film History : An Introduction, Kristin Thompson & David Bordwell, 2010.
7. Film Theory : An Introduction, Robert Stam, 1st Edition, Wiley-Blackwell, 2000.
8. Film Theory : An Introduction through the Senses, Thomas Elsaesser and Malte Hagener, Routledge, 1st Edition, 2009.
9. Reinventing Film Studies, Christine Gledhill & Linda Williams (Eds.), Bloomsbury Academic, 2000.
10. How to read a film, James Monaco, Oxford University Press, 2009.
11. History of Indian Cinema, Renu Saran, Diamond Books, 2012.
12. Bollywood Melodies, Ganesh Anantharaman, Penguin India, 2008.
13. The Bollywood Saga, Dinesh Raheja, Roli Books, 2004.
14. From Raj to Swaraj, B. D. Garga, Penguin India, 2007.
15. Indian Cinema : A Very Short Introduction, Oxford University Press, 2016.
16. Bollywood : Popular Indian Cinema, Lalit Mohan Joshi, Dakini Books Ltd., 2nd Edition, 2002.
17. Studying Indian Cinema, Omar Ahmed, Columbia University Press, 2015.
18. Bollywood, Tejaswini Ganti, Routledge, 2004.
19. Bollywood Cinema : Temples of Desire, Vijay Mishra, Psychology Press, 2002.
20. Bombay Cinema : An Archive of the City, Ranjani Mazumder, University of Minnesota Press, 2007.
21. Making Meaning in Indian Cinema, Ravi S. Vasudevan, Oxford University Press, 2001.
22. A History of Narrative Film, David A. Cook, Fourth Edition, W. W. Norton & Company, New York and London.
23. Film : A Critical Introduction, Maria Pramaggiore & Tom Wallis, Laurence King Publishing, U.K.
24. Looking at Movies, Richard Barsam & Dave Monahan, Fourth Edition, W. W. Norton & Company, New York and London.
25. Flashback : A Brief History of Film, Louis Giannetti & Scott Eyman, Prentice Hall, New Jersey.

JMC2PCOR08T Traditional & Folk Forms of Communication

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. aware about the definition of folk, complex relationship to Indian social structure, transformations in

folk media practice and orient them towards effective and hybrid use of folk media.

2. explore different folk media forms of development projects.
3. understand the importance of folk media in addressing significant issues in the Indian context.
4. understand how indigenous, non-technological media such as storytelling, puppetry, folk theatre, dance etc. educate, preserve culture and drive social change, particularly in rural and marginalized communities.

Module-1: Origin and Development of Traditional Media

History of Traditional Media, History of Folk Media, Culture and Development of Ancient Society.

Module-2 : Different Types

Different Types of Folk Media-Folk Song, Folk Dance, Folk Art, Folk Drama, Folk Festival etc.

Module-3 : Folk Song

Folk Song - Baul, Kartabhaja, Bhatiali, Bhawaiya, Kirtan and Other Folk and Traditional Songs.

Module4:FolkDance

Folk Dance - Kathakali, Kuchipuri, Rananritya, War Dance, Chhou, Ballad, Bounritya etc.

Module-5 :Folk Drama

Folk Drama - Alkaap, Gaajan, Gambhira, Tamasha etc.

Module-6 : Folk Art

Folk Art - Patochitra, Wall Painting, Alpana etc.

Module7 : Folk Festival

Folk Festival-Shiber Gaajan, Bihu, Banbibi, Dakshinray, Shikar Utsav.

Reading List :

1. Chatterji, Roma. "The category of folk." *The Oxford India Companion to Sociology and Social Anthropology* 1 (2003).
2. Singer, Melton *Traditions in India : Structure and Change*, American Folk Society, 1957.
3. Kothari, Komal. "On Folk Narratives." *Indian Folk Life* 16 (2004).
4. Inglis, David. "Theorising Media : Power, Form and Subjectivity." (2013).
5. Dissanayake, Wimal. "New wine in old bottles : Can folk media convey modern messages?." *Journal of Communication* 27, no. 2 (1977) : 122-124.
6. Ghosh, Sampa, and Utpal Kumar Banerjee. *Indian puppets*. Abhinav Publications, 2006.
7. Rege, Sharmila. "Conceptualising Popular Culture:'Lavani' and 'Powada' in Maharashtra." *Economic and political weekly* (2002) : 1038-1047.
8. Ghosh, Arjun. *A History of the Jana Natya Manch: Plays for the People*. SAGE Publications India, 2012.
9. McCormack, Thelma. "Folk culture and the mass media." *European Journal of Sociology/Archives Européennes de Sociologie* 10, no. 2 (1969): 220-237.
10. Chatterji, Roma. "Event, image, affect: the tsunami in the folk art of Bengal." In *Suffering, Art, and Aesthetics*, pp. 75-98. Palgrave Macmillan, New York, 2014.
11. Inglis, David. "Theorising Media: Power, Form and Subjectivity." (2013) : 87-89.
12. Hollander, Julia. *Indian folk theatres*. Routledge, 2007. 13. Parmar, Shyam *Traditional Folk Media in India* New Delhi: Geka Books 1975.
14. Kumar, Harish. "Folk media and rural development." *Indian Media Studies Journal* 1, no. 1 (2006): 93-98.
15. Sherinian, Zoe C. *Tamil folk music as Dalit liberation theology*. Indiana University Press, 2014.
16. Snodgrass, Jeffrey. "The future is not ours to see: puppetry and modernity in Rajasthan." *Journal of Anthropology* 69, no. 1 (2004) : 63-88.
17. Mehrotra, Deepti Priya. *Gulab Bai: the queen of Nautanki theatre*. Penguin Books India, 2006. P 88-97, 198-208.
18. Marcus, Scott. "Recycling Indian Film-Songs: Popular Music as a Source of Melodies for North Indian

Folk Musicians." Asian Music 24, no. 1 (1992): 101-110.

19. Pierre Bourdieu. The Field of Cultural Production. Essays on Art and Literature., Columbia University Press, 1993.

JMC2PCOR09T Media Law & Ethics

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. understand and explain the legal framework governing media in India including constitutional provisions on freedom of speech and expression.
2. interpret key laws related to press, broadcasting, digital media, defamation, contempt of court and intellectual property rights.
3. critically analyze ethical principles such as truth, fairness, objectivity and accountability in journalism.
4. evaluate real-life case studies involving legal and ethical issues.
5. apply appropriate legal and ethical standards in the creation and dissemination of media content across various platforms.
6. assess the role of regulatory bodies in ensuring responsible journalism while addressing contemporary challenges like fake news, privacy concerns and digital rights.

Module-1 :

Media Ethics – Concept, Comparing Media Ethics and Media Laws, Media Freedom , Media’s Social Responsibility and Accountability, Self-Regulation, Trial by Media, Media’s Ethical Problems including Privacy, Sting Operation, Right to reply, Covering Communal Disturbances, Atrocities on Women, Election, Yellow Journalism, Cheque Book Journalism, Paid News, Plagiarism, Ethical Issues related with Ownership of Media, Ombudsman, Press Council of India and Its Guidelines and Codes, Guidelines and/or Codes suggested for Media/Press by other National and International Organizations, Election Commission Guidelines for Media.

Module-2 :

History of Press/Media Laws in India, Press and Registration of Books Act,1867, Registration of Newspapers, Constitution of India, Fundamental Rights, Freedom of Speech and Expression and Their Limits, Provisions of declaring Emergency and their Effects on Media, Provisions for Legislature Reporting, Parliamentary Privileges and Media, Universal Declaration of Human Rights, Relevant UNESCO Initiatives, Contempt of Parliament and Journalistic Defense, Parliament Privileges.

Module-3 :

Defamation and Journalistic Defense, Contempt of Court and Journalistic Defense, Relevant Provisions of Indian Penal Code with reference of Sedition, Crime against Women and Children, Laws dealing with Obscenity, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act,1955, Indecent Representation of Women Act, 1986, WTO Agreement and Intellectual Property Right Legislations including Copyright Act, Trade Marks Act and Patent Act, Right to Information Act 2005, Whistleblower Protection Act (2011).

Module-4 :

Cinematograph Act 1953, Prasar Bharati Act, Regulation of Private TV Channels, Cable TV Regulations Act, Policy Guidelines for Setting up Community Radio Stations in India, Community Radio, Licence Procedure, Community Radio Regulations in India, Broadcasting Code for AIR and Doordarshan, Self-regulation of Private TV Channels, Codes for Radio, Television, Advertising and Public Relations.

Module-5 :

Press Freedom in the Digital Age, New Challenges, Cyber Freedom, Surveillance, Privacy, Laws and Regulations related to Online Media, Information Technology Act 2000, WikiLeaks Challenges before Free Media, Ethical Issues related to Cyber Media, Social Media Trolling, Communication Policy for the Digital

Age.

Reading List :

1. Law of the Press, D. D. Basu, Lexis Nexis, 5th Edition, 2010.
2. Media Law and Ethics, M. Neelamalar, Prentice Hall India Learning Private Limited, 2nd Edition, 2009.
3. Media Law : Its Ethics and Ethos, Devesh Kishore and G. S. Gard, Haranand Publications Pvt. Ltd., 2016.
4. Law, Ethics and the Media, Sebastian Paul, Lexis Nexis, 3rd Edition, 2015.
5. Media Ethics : Truth, Fairness and Objectivity, Paranjoy Guha Thakurta, Oxford University Press, 2nd Edition, 2011.

JMC2PCOR10P Videography

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. plan, design and create digital video projects incorporating graphic and audio elements.
2. transfer and capture digital video and audio from various cameras and external devices.
3. edit and compress video for use in various delivery modes of digital media using standard digital video editing software.
4. evaluate digital video projects, identify items for improvement and implement changes.
5. understand communication, expression and storytelling in a media organizational, interpersonal and social context.
6. develop an aesthetic understanding of media production and technical proficiency in areas such as video and visual production.
7. writing and digital media development.
8. Become capable of creatively using various ICT devices and digital platforms.

Module-1:

Video as a Medium of Group and Mass Communication, Video as a medium of Advertising and Public Relations and propaganda, Still Photography and Videography, History of Videography.

Module-2 :

Video Equipments, Video Camera, Different Types, Video Tape/Cassette, Classification, Light and sound, Pre-Production, Production and Post-Production, Audio equipments, Equipments for Videography.

Module-3 :

Video Editing, Editing Console, Tele-Serial Production.

Module-4 :

Studio for Video Production, Function of Video Studio, Its Specification, Characteristics.

Module-5 :

Different Video production Formats, Video Documentary Making, Tele Magazine Programme, Community Based Video Production, Video production in Local Cable Channel, Digital and Analog Video Production, Video Film, Music Video.

Module-6 :

Use of Video in Modern Communication System, Use of Video in Interactive Websites, Video-Conferencing.

Module-7 :

Video Production Sounds and Special Effects in Video Production, Video Parlour, Video Film.

Module-8 :

Video Piracy, Video Film and Piracy, Actions taken by Govt.

Module-9 :

Basics of Video Production, Pre-Production, Documentary Story telling, Researching and Basics of Writing Scripts for Documentaries.

Module-10 :

Videography and Lighting, Sound and Music, Design and Video Editing; Writing for Video Script, Making a Proposal for Video Documentary Film for NFDC, Short Film Making Minimum for 15 Minutes (Compulsory), Necessary Software – Adobe Premiere Pro, Pinnacle Studio (Latest Version) Adobe Photoshop, Canva Pro, Da Vinci Resolve, CS2, Sonny Vegus, Macro –Media, Flash Player, Flash Prog.

Reading List :

1. Arijon, D. (1991). Grammar of the film language. Silman-James Press.
2. Block, B. A. (2008). The visual story. Focal Press.
3. Brown, B. (1995). Motion picture and video lighting. Focal Press.
4. Dmytryk, E. (1984). On film editing. Focal Press. (Digital Print: 2010).
5. Katz, S. D. (1991). Shot by shot. Michael Weise Production.
6. Mascelli, J. V. (1998). Five C's of cinematography. Silman-James Press.
7. Mercado, G. (2011). The filmmaker's eye. Focal Press/Elsevier.
8. Sump, D. (2014). Fundamentals of digital cinematography. Focal Press.
9. Thompson, R., & Bowen, C. (2009). Grammar of the shot. Focal Press. 1
10. Zakia, R., & Stroebel, L. (1993). The Focal encyclopaedia of photography. Focal Press.

JMC2PVAC01T Mobile Journalism

Credit : 0, Marks : 0

(Marks of End Semester Examination : 0, Marks of Mid Semester Examination/Assignment etc. : 0)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. demonstrate comprehensive knowledge of concept of mobile journalism, its evolution and smartphone culture.
2. analyse MOJO programming, camera techniques and multimedia storytelling approaches.
3. apply reporting, scriptwriting and presentation skills for ethical mobile journalism.
4. understand and evaluate the use of multimedia tools, apps and equipment for content creation.
5. critically reflect on digital content trends, ethical challenges and culturally responsible practices.

Module-1 :

Understanding Mobile Journalism, Mobile Phone - A Convergent Technology, Smartphone Culture and Society, Concept and Evolution of Mobile Journalism, Advantages and Trends in Mobile Journalism, MOJO Equipment of Mobile Journalism (Tripod, Gimbal, Clip Microphones, Wireless Recording), Handling the Apps for Photography, Video Recording, Editing.

Module-2 :

Programming of Mobile Journalism, News Room of Mobile Journalism, Types of News Programme and Packaging, Handling Mobile Camera Shots and Angles, How to shoot Press Conference, Mobile Videography Techniques, From Stability and Framing to Sound and Sequencing.

Module-3 :

Reporting for Mobile Journalism, PTC and Its Type, Qualities of Mobile Journalist, Script Writing and

Presentation Skills, Multi-Media Content Management, Managing Social Media.

Module-4 :

Multimedia Production, Photo Shooting and Editing, Video Recording, Video Editing, Audio Recording and Editing, Live Streaming, Mobile Documentary, Vlog, Reel.

Reading List :

1. Adornato, A. (2017). Mobile and Social Media Journalism : A Practical Guide. CQ Press.
2. Eldridge II, S. and Franklin, B. (2018). The Routledge Handbook of Developments in Digital Journalism Studies. Routledge.
3. Hjorth, L., Burgess, J. and Richardson, I. (2012). Studying mobile media : Cultural technologies, Mobile communication and the iPhone. Routledge.
4. James G. Stovall Web Journalism : Practice and Promise of a New Medium.
5. Ronal Dewolk, Introduction to Online Journalism, Allyn& Bacon, 2001.
6. John Vernon Pavlik ,New Media Technology, Allyn& Bacon.
7. Cecilia Friend, Online Journalism Ethics : Traditions and Transitions, 2007.
8. Richardson, Allissa. "Mobile Journalism : A Model for the Future". Diverse Issues in Higher Education. Cox, Matthews and Associates, Inc.

Semester-III

Credit : 22, Marks : 300

JMC2PCOR11T Development Communication

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. explain concepts of development, social change and the roles of development agencies in global and local contexts.
2. critically assess paradigms and theories of development communication for analyzing social issues.
3. apply development communication approaches to rural, urban and tribal development contexts.
4. analyse media, NGOs, CSR and advocacy roles in planning and executing development campaigns.
5. demonstrate ethical and sustainable perspectives in media practices for development and social change.

Module-1 Understanding Development :

Development and Social Change, Historical Perspectives, Issues and Post-Colonial Conceptions, Growth vs. Development, Development Indicators, Gap between Developed and Developing Societies, International and National Agencies, Role of UN Agencies in Development, Development in the Age of Globalization.

Module-2 Development Communication :

Meaning, Concept, Definition and Origin. C4D, Development Support Communication, Behavioral Change Communication, Human Communication, Participatory Communication and Empowerment, Communication Planning and Rural Development in India, Communication Policy and National Development in India.

Module-3 Dominant Paradigms and Theories of Development Communication :

Modernization Paradigm, Dependency Paradigm, Alternative Development, Diffusion of Innovation, Magic Multiplier, Localized Approach, Social Learning Theory, ICT for Development, Digital Divide and Development, Sustainability and Development Communication, Sustainable Strategies in Development Communication.

Module-4 Media and Development :

Role and Responsibility of Media in Development, Media and Advocacy, NGOs and Development, Corporate Social Responsibility (CSR), Development Journalism, Solution Journalism, Analyzing and Writing for Development Schemes, Analyzing Communication Plans, Success Stories, Planning and Drafting Development Campaign.

Reading List :

1. Arvind Singhal, Everett M Rogers. India's Communication Revolution : From Bullock Carts to Cyber Marts.
2. J. V. Vilanilam. Development Communication in Practice. India and the Millennium Development Goals. Sage. 2009.
3. J. Servaes (Ed.), Sustainable Development and Green Communication : African and Asian Perspectives. London/New York : Palgrave Macmillan, 2013.
4. Jan Servaes. Communication for Development and Social Change, Sage Publications. 2009.
5. K. E. Eapen, Srinivas R. Melkote, Sandhya Rao. Critical issues in communication : looking inward for answers : essays in honor of K. E. Eapen. Sage, 2001.
6. K. Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. Communication, Modernization and Social Development : Theory Policy and Strategies (2 volumes), B. R. Publishing Corporation, New Delhi. 2002.
7. Kiran Prasad, New Media and Pathways for Social Change : Shifting Development Discourses. BRPC : New Delhi. 2012.
8. Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 Volumes,) BRPC : New Delhi. 2009.
9. Kiran Prasad. Information and Communication Technology : Recasting Development. B. R. Publishing Corporation, New Delhi. 2004.
10. Linje Manyozo. Media, Communication and Development: Three Approaches. Sage. 2012.
11. Melkote Srinivas R., H. Leslie Steeves. Communication for Development in the Third World : Theory and Practice for Empowerment. Sage. 2001.
12. Rajbir Singh. Development Communication. Pinnacle Technology. 2006.
13. Uma Narula, W. Barnett Pearce. Development as communication : a perspective on India. Southern Illinois University Press, 1986.
14. Uma Narula. Development Communication : Theory and Practice. Har Anand. 2004.

JMC2PCOR12T International Communication

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. understand how information, ideas and messages move across national and cultural boundaries.
2. understand how communication is shaped by different languages, cultures, political systems and power relations.
3. explore how meaning is created, negotiated and contested in a globally connected world.
4. explain how communication influences relationships between countries, cultures and communities.
5. insight into how global media, technology and politics shape public discourse.
6. support understanding and cooperation in situations marked by cultural diversity and inequality.
7. understand across sectors where cross-border interaction and global perspectives are essential.

Module-1 :

International Communication – Concept, Definition, History and Development of Communication as an International Phenomenon, Intercultural and Cross-Cultural Communication, International Communication during Pre-Colonial Period, Colonial Structures of Communication, International Communication during

Colonial Age, Growth of International Telegraphic Network, Growth of News Agency System, Grand Alliance of News Agencies.

Module-2 :

Advancement during World War I and World War II, Role of the League of Nations, Origin of International Communication as an Academic Discipline.

Module-3 :

Supranational Communication, Satellite Communication, Its Historical Background, Status, Progress, Effects, Satellite Communication and Shrinking World, Impact of ICT, Role of UN, UNESCO, ITU, WTO etc.

Module-4 :

Debate on New International Information and Communication Order, NIICO and New International Economic Order, MacBride Commission's Report, Efforts by the Non-Aligned Nations , Internet and Online Media, Effects, Convergence of Media, Problems and Options, Contemporary Issues related to Transnational Broadcasting and Its Impact on Culture, Media Policies in an International Context.

Module-5 :

Effects of Globalization on Media Systems and Their Functions, Transnational Media Ownership and Issues of Sovereignty and Security, International Intellectual Property Rights, International Media Institutions and Professional Organizations, Code of Conduct, Protection of Cultural Diversity, Universal Declaration of Cultural Diversity, Present Issues, Position of the Developing Countries, India's Position and Approach to International Communication Issues.

Reading List :

1. Colin Cherry : World Communication : Threat or Promise. London, Wiley Interscience, 1971.
2. Heinz-Ditrich Fisher & John C. Merill : International and Intercultural Communication. Hastings House Publishers, NY, 1970.
3. D. R. Mankekar : Whose Freedom : Whose Order? Delhi Clarion Books,1981.
4. UNESCO Publications : Getting the message across : An inquiry into success and failures of cross cultural communication in the contemporary world.
5. Cess J. Hamelink : The Corporate Village: The role of transnational corporation in International Communication.
6. UNESCO Publications :Many Voices, One World.
7. William B. Gudykunst & Bella Mody(Ed.) : Handbook of International and Intercultural Communication.2nd Edition, 2002.
8. Bella Mody (Ed.) : International and Development Communication, SAGE Publication, 2003.
9. Edward S. Herman & Robert W. McChesney : The Global Media, Maadhyam Books, New Delhi, Indian Edition, 1980.
10. Edward Herman & Noam Chomsky : Manufacturing Consent, Vintage Publication, 1994.

JMC2PCOR13T Research Methodology

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. identify and understand methods for conducting communication research common in strategic communication practice.
2. understand and evaluate academic research using communication research methodologies.
3. analyze data from qualitative and quantitative perspectives.
4. use qualitative and quantitative data to inform communication strategy.

Module-1 :

Definition and Elements of Research, Research Methods and Approaches in Social Sciences, Administrative and Critical Traditions, Mass Media Research and Scientific Methods, Importance of Communication Research- Indian Scenario, Research Process, Formulation of Research Problem, Review of Literature, Hypothesis, Types of Research Designs.

Module-2

Qualitative Research, Case Studies, Ethnography, Ethno Methodology, Symbolic Interactionism, Policy and Archival Research, Participant Observation and Non-Participant Observation, Focus Group, Ground Theory Methods, Action Research, Historical Research, Content Analysis, Communication Policy Analysis, Analyzing Visuals, Still and Moving Images, Use of Software for Qualitative Research.

Module-3 :

Tools of Data Collection, Observation, Interview Schedules, Questionnaire, Field Studies, Telephone Survey, Online Poll, Sampling Methods, Media Research, Evaluation, Feedback, Feed Forward, Media Habits, Public Opinion Surveys, Pre-Election Study and Exit Poll, Attitude Measurement, Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, Levels of Measurement, Reliability and Validity Measurements.

Module-4 :

Introduction to Statistics, Use of Statistics in Media Research, Inferential and Parametric, Non-Parametric, Uni-Variate, Bi-Variate, Multivariate Statistics, Correlations, Linear Regression, Logistics Regression, Factor Analysis, Principal Component Analysis, Anova, Structural Equation Modeling; Use of SPSS.

Module-5 :

Data Analysis and Report Writing, Data Analysis Techniques, Experimental Research, Preparation of Research Reports/Project Reports/Dissertations, Referencing and Citation Style, Ethical Perspectives of Mass Media Research, Effects Research - Strengths and Limitations.

Reading List :

1. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies. Routledge.
2. Wimmerand Domnick, (2011) Mass Media Research : An Introduction,10th Edition. Boston : Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris (1998) Mass Communication Research Methods. New York University Press.
4. Reinard, John C. (2006). Communication Research Statistics, California State University : Sage Publication.
5. Fink, Arlene & Kos, J. B. (2005). How to Conduct Surveys, A Step By Step Guide, 3rd Edition, University of California, Sage Publication.

JMC2PCOR14T Advertising & Public Relations

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. demonstrate foundational understanding of advertising principles and functions.
2. analyze advertising strategies and theories within social and ethical contexts.
3. create and communicate effective advertising ideas and messages.
4. apply analytical skills to evaluate digital advertising trends and audience engagement.

5. exhibit awareness of advertising laws, ethics, and regulatory frameworks.

Module-1 :

Advertising – Definition, Concept, Evaluation, Types with special reference to India, Advertising as an Industry, Professional and Art Form, Current Trends in India, Social and Cultural Extent of Indian Advertising, International Advertising, Multinational Companies, Global Marketing, Trading and Advertising Strategies, Global and Local Approach, Multinational Agencies.

Module-2 :

Brand Building & Brand Positioning, Role of Advertising in Brand Building, Definition & Concept, Components of a Brand, Importance of Brand Power, Brand Strategy & Structure, Case Studies in Brand Positioning, Advertising Creativity, Concept & Definition, Creative Process, Copy Writing, Language & Its Significance in Creativity, Use of Appeals, Interface of Copy Writing & Visual Creativity.

Module-3 :

Marketing Communication, Need for Integrated Communication, Value Chain System in Marketing, Choosing Value, Deciding Value, Communicating Value, Consumer Behaviour, Environmental Influence, Personal Influence, Decision Process, Marketing Strategies, Market Segmentation, Targeting, Positioning, Importance of Marketing Mix, Role of Advertising in Marketing, Role of Advertising in different Product Categories, Consumer, Industrial, Corporate, Service, Financial, Social Marketing etc., Lifestyle Advertising, Budgeting, Advertising Goals and Strategies, Importance of Marketing, Advertising and Sale Promotion Goals and Segmentation and Positioning Strategies, Media Strategies, SP Strategies, Developing Brand Personality, Preparing the Advertising Plan.

Module-4 :

Advertising Research, Importance of Research in Advertising, Pre and Post Testing of Advertisement, Qualitative and Quantitative Research Strategies, Use of AIDA, DAGMAR etc., Other Diagnostic Tests, Limitation of Research Strategies Advertising Planning and Decision Making, Importance of Research Inputs, Market Research and Situation Analysis, Consumer Behaviour, Product and Behaviour Analysis Budgeting, Advertising Goals and Strategies.

Module-5 :

Advertising Creativity, Creative Brief and Strategy, Elements of Good Advertising, Creative Strategy at Work, Copy and Art, Importance of Visual Thinking, Guidelines for Writing, Visibility, Identity, Promise and Simplicity, Campaign Planning, Process of Campaign Planning, Case Studies of Contemporary Campaigns, Governmental & Non-Governmental, Product, Institutional & Public Service etc. Defining a Problem for Working Out a Campaign.

Reading List :

1. S. A. Chunawalla and F. C. Scthia, Foundations of the Theory and Practice of Advertising, Himalaya Publishers, Bombay, 1986.
2. Dyer Gillian, Advertising as Communication, Mathuen, Newyork, 1982.
3. Dunn S. Watson, Advertising, Hold Sandaras International Editing.
4. Keval J. Kumar, Advertising : A Critical Approach, Niraali Prakasam, Pune, 1992.
5. Kleppner Otto, Advertising Procedure, Simon Schuster Inc., Anglewood, 1986.
6. Rathor B. S., Advertising Management, Himalaya Publishers, Bombay, 1986.
7. Willshurst John, The Fundamentals of Advertising, Heinemann, London, 1986.
8. David Ogilvy : Ogilvy of advertising. London Pan Books, London, 1988.
9. Waston S. Dunn & Arnold Darbe : Advertising : Its Role in Modern Marketing, 1982, Chicago, Dryden Pr. 5th ed.
10. J. N. Hobsen : Selecton Advertising Media. 5th ed., London, Business Books, 1968.
11. Jack Haskins : Advertising Research & Testing. International Correspondence School, 1963.
12. Dorothy Cohen : Advertising. NY, Wiley, 1972.

13. Bailing, Raymond : Layout. Reinhold Publishing Corporation, New York, 1956.
14. Caples, John : Testes Advertising Methods, Harper & Bros., New York, 1997.
15. Darbe, Arnold & Dunn, Waston S. : Advertising : Its Role in Modern Marketing. McGraw Hill, New York, 1964.
16. White Roderick : Advertising, McGraw Hall Book Company International Ltd., 2000.
17. Valladares Juae A. : The Craft of Copywriting. Response Books, 2000.
18. Brierley Sean :The Advertising Handbook, Routedges, 2002.
19. John Philip Jones: The Ultimate Secrets of Advertising. Sage Publication Inc., 2002.

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. understand the key concepts, evolution and role of Public Relations and Corporate Communication.
2. examine the structure, functions and strategies of PR Agencies and Corporate Communication Units.
3. develop practical skills in planning and executing PR Campaigns and Corporate Communication Strategies.
4. explore ethical practices, CSR and sustainable development in organizational communication.
5. apply crisis communication and reputation management strategies effectively in professional contexts.

Module-1: Concept of Public Relations

PR – Concept, Definition, Objectives, PR & Publicity, Propaganda and Public Opinion, History of PR, Growth as a Communication Function, PR as a Management Function, PR Principles, PR Counseling, PR & Advertising.

Module-2 : PR Planning

PR - Planning, Implementation, Research, Evaluation.

Module-3 : Public Relations Officer

PRO – Qualification and Function, Employee Relations, Government Relations plus Lobbying, PRO and Employee Welfare, Public in PR.

Module-4 : PR Tools

Media Relations, Press Release, Press Conference, Press Rejoinder, Press Communiqué, Ombudsman.

Module-5 : PR in Public and Private Sectors

PR in India, Public and Private Sectors - Characteristics, Differences, Objectives.

Module-6 : PR Organizations

PR Agencies, PRSI, IPRA.

Module-7 : PR Activities

Making of House Journal, Video House Journal, Corporate Films, Marketing Communication, Editorial Services, Speech Writing, Development of Writing Papers and Backgrounders, Organizing Exhibition, Fair, Press Tour, Other PR Tools.

Module-8 : Special Kind of PR

Corporate P.R, Financial PR, PR and Management, PR for Hospitals, Charitable Institutions, NGO, Political Parties, Crisis Management.

Module-9 : PR Ethics

PR Ethics – India and Abroad, Dos and Don'ts, Guidelines.

Module-10 : Recent Trends of PR

PR and New Technology, Emerging Trends in PR.

Module-11 : Event Management

Event Management, Duties and Responsibilities of Event Manager.

Module-12: PR Research

P.R .Research, Goal Setting, PR Audit etc.

Reading List:

1. Bernays, Edward, Public Relations, 2013.
2. Bivnis Thomas, Public Relations Writing : The Essentials of Style and Format, 8th Edition, 2013.
3. Black, Sam, Practice of Public Relations, 4th Edition, 2013.
4. Broom Glen M : Cutlip and Center's Effective Public Relations, International Edition, 2013.
5. Duhe, Sandra C., New Media and Public Relations, 2007.
6. Jefkins, Frank, Public Relations Techniques, 1994.
7. Jethwaney Jaishri, Corporate Communication : Principles and Practice, 2010.
8. Kaul J. M., Public Relations in India, 1976.
9. Lloyd, John and Toogood, Laura, Journalism and PR, News Media and Public Relations in the Digital Age, 2014.
10. Mehta, D. S., Handbook of Public Relations in India, 2002.
11. Michael Bland, Alison Theaker & David Wragg, Effective Media Relations : How to get results, 2005.
12. Oliver, Sandra, Public Relations Strategy, 2009.
13. Phillips, D. and Young, P., Online Public Relations : A Practical Guide to develop an Online Strategy in the World of Social Media, 2009.
14. Theaker, Alison, The Public Relations Handbook, 2016.
15. Moore & Kalupa, Public Relations : Principles, Cases & Problems, 1985.
16. Richard Irwin, Crisis Management : Leading in the New Strategy Landscape, Second Edition, Rawat Publications, 2013.
17. Danny Moss, Barbara DeSanto, Public Relations : A Managerial Perspective, Rawat Publications, 2011.
18. Effective Public Relations, Scott M. Cutlip, Allen H. Center, Glen M. Broom, Delhi : Pearson Education, 2006.
19. Corporate Communications, Joseph Fernandez, New Delhi: Response Books, 2004.
20. Excellence in Public Relations and Communication Management, Edited by James E. Grunig, Routledge, 2008.

JMC2PCOR15T Audio-Visual Production – Theory

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. expose to the latest digital audio-video technologies, social media and new media tools.
2. understand the art and craft of TV Journalism with skills and practices so that they are fully ready to take the journalistic and production jobs in TV News Channels.

Module-1:Television- Its Origin and Development

History of Television, Development of Television in India, Television and Indian Society.

Module-2 : Different Types of Television Programme

Different Types of TV Programme-TV Documentary, TV News, Tele Serial, Tele Film, TV Feature, Magazine Programme, TV Show etc.

Module-3 : Concept of Television Studio

Television Studio (News and Entertainment), Specifications, OB Van, Editing Console, Online Editing, Video Equipments, Different Types of TV Camera.

Module-4 : Doordarshan vs. Private TV Channels

Television – Government and Private Control.

Module-5 :TV Interview

TV Interview, Different Types, Techniques of TV Interviewing, Do's and Don'ts, Vox Populi, Imaginary Line.

Module-6 :Television Writing

Writing for Television - TV News, TV Documentary, TV Feature, Tele film, Television Reporting.

Module-7 : Television Shots

Television Shots - Different Types, Impact, Significance, Use.

Module-8 : Organizational Structure

Organizational Structure of Television.

Reading List:

1. Owens J. & Millerson G. : Television Production, Focal Press, Fifteenth Edition, 2012.
2. French and Richard (Eds.) : Contemporary Television, Eastern Perspective Sage, 1996.
3. Acharya, R. N. : Television in India, Manas Publication, Delhi.
4. Desai M. K. : Television in India, Authors Press, New Delhi, 2010.
5. Khan J. : Basics of Electronic Media, Shipra Pub., New Delhi, 2006.
6. Kohli. V. : The Indian Media Business, Response, New Delhi, 2006.
7. Siddiqui H. : Television Broadcasting, Anmol, New Delhi, 2011.
8. Ramanujam R. C. : Television and Radio Broadcasting, APH Publishing, Delhi, 2011.
9. Johnson K. : Television and Social Change in Rural India, Sage, Delhi, 2000.
10. Ninan S. : Through the Magic Window –Television and change in India, Penguin, Delhi 1995.
11. Shrivastava K. M. : Radio and TV Journalism, Sterling India, 1989.
12. Ravi M. Khanna : TV News Writing made easy for Newcomers.
13. Allen, Robert C. and Annette Hill (Eds.), The Television Studies Reader, Routledge, 2004.
14. Millerson, Gerald : Effective Television Production,3rd Edition, 2016.
15. Owens, Jim : Television Production, 2016.
16. Report of the Working Group on Television Software for Doordarshan,Vol.1-2, Publication Division, New Delhi, 1985.
17. Zettl, Herbert: Television Production Handbook, 2014.
18. Stuart W. Hyde : Television and Radio Announcing, Kanishka Publishers, Delhi, 2007.

JMC2PSEC01P Audio-Visual Production – Practical

Credit : 2, Marks : 50

**(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)
Marks of End Semester Examination : 40 Audio-Visual Project : 25 Marks & Viva-Voce : 15 Marks**

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. conceptualize script and storyboard television formats with creativity and technical proficiency.
2. handle camera, lighting, floor plans and shooting processes with professional ethics.
3. collaborate in production teams to plan schedules, manage budgets and execute programmes.
4. apply critical skills in post-production to edit and finalize engaging television content.
5. produce a complete television programme reflecting cultural awareness and social responsibility.

The Student will be assigned practical work related to the relevant contents of the core course. The Practical work carried out by the Students must be maintained in a record file which will be required during the assessment.

List of Practical Assignments :

1. Making of Audio-Visual Programme in Micro-Groups.
2. Analysis, Discussion and Review of News Bulletins etc.
3. TV Interview Exercise (Live & Recorded)
4. News Reading and Anchoring Exercise.
5. Spot Reporting : PTC and WT
6. Commercials of Social Campaign
7. News Package (3 Mints.)

Reading List :

1. Allen, Robert C. and Annette Hill (Eds.), The Television Studies Reader, Routledge, 2004.
2. Boyd, Andrew, Broadcast Journalism : Techniques of Radio and Television News, 6th Edition, 2012.
3. Hilliard, Robert L., Writing for Television, Radio and New Media, 11th Edition, Wadsworth Publication, 2014.
4. Hudson Gary and Rowlands, Sarah; The Broadcast Journalism Handbook, 2007.
5. Millerson, Gerald; Effective Television Production, 3rd Edition, 2016.
6. Owens, Jim; Television Production, 2016.
7. Vasuki Belavadi, Video Production, 2nd Edition, OUP, 2013. 8. Zettl, Herbert; Television Production Handbook, 2014.

Semester-IV

Credit : 24, Marks : 300

JMC2PCOR16T Convergent Journalism

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. acquire the required skills to work in a rapidly changing convergent media environment.
2. do journalism using convergent media platforms such as mobile phones and social media platforms.

Module-1 : Perspectives on Convergence

Convergence - Concept and Definition, Convergence Culture, Need for Convergence, Media Convergence - Technology, Ownership and Content, Perspectives on Media Convergence.

Module-2 : Convergent Practice

Convergence in Journalism - Writing across different Platforms, Networked Journalism, Characteristics of Convergent Journalism - Interactivity, Inter-textuality, Non-linearity, Multi-Mediability, Professional Convergence, Polyvalence in Journalistic Profession.

Module-3 : Journalism Basics

Qualities of a Good Journalist, Objectivity in Journalism, Ethical Journalism, Journalism and Social responsibility, Writing, Reporting and Interviewing Skills, Concept of News and News Writing Guidelines, News Values, News Writing Structure -Inverted Pyramid and Narrative Structure, Three Act Structure, Characteristics of Print, Broadcast and Convergent Journalism, differences between the Three, Citizen Journalism - Concept, Its Practices, Changed concept of Gate keeping.

Module-4 :Practicing Journalism in the Age of Convergence

Writing for the Web-Story Idea, Dealing with the Sources, Verifying the Sources, Writing - News, Features, Opinion Pieces, Blogs, Writing Guidelines, Video for the Web, Podcasting, Web Content Management, Converged News Room Practices, Gate Keeping, Role of the Editor, Changing role of Journalist, Understanding the Audience in the Convergent Medium, Importance of Audience Feedback, Audience as Prosumers.

Reading List :

1. Bull, A. (2015). Multimedia Journalism : A Practical Guide. London : Routledge.
2. Felder, L. (2011). Writing for the Web : Creating Compelling Web Content using Words, Pictures and Sound. New Delhi : Pearson Education India.
3. Filak, Vincent F. (2014). Convergent Journalism : An Introduction : Writing and Producing Across Media. London : CRC Press.
4. Heinrich, A. (2014). Network Journalism : Journalism Practice in Interactive Spheres. London : Routledge.
5. Jenkins, H. (2006). Convergence Culture : Where Old and New Media Collide. New York : New York University Press.
6. Kolodzy, J. (2012). Practicing Convergence Journalism : An Introduction to Cross Media Story Telling. New Delhi : Routledge.
7. Lugmayr, A., et.al. (2016). Media Convergence Handbook, Vol.1. Journalism, Broadcasting and Social Media Aspects of Convergence.
8. BerlinQuinn, S. (2005) Convergent Journalism : The Fundamentals of Multimedia Reporting. London : Peter Lang.
9. Siapera, E. & Veglis, A. (2012). The Handbook of Global Online Journalism. Oxford : Willey-Blackwell.
10. Wilkinson, Jeffrey S et.al. (2012). Principles of Convergent Journalism. London : OUP.

JMC2PCOR17T Business Journalism

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. demonstrate knowledge of the principles and scope of business journalism and its ethical considerations.
2. understand analytical skills to interpret financial statements, market trends and government policies for reporting.
3. communicate business news effectively using print, digital and multimedia platforms.
4. integrate interdisciplinary perspectives, including economics and management in business reporting.
5. critically evaluate global and Indian business environments to produce accurate, socially responsible journalism.

Module-1 : Fundamentals of Business Journalism

Definition, Scope and Principles of Business Journalism, Qualifications and Roles of a Business Reporter, Sources of Business Reporting, Ethical Issues in Business Journalism, Economic Literacy for Journalists, Understanding GDP, Inflation, Fiscal Deficit and Monetary Policy, Sources of Business News - Government, Corporations, Regulatory Agencies, Stock Exchanges and Think Tanks, Business Journalism

and Democracy, Media's Role in Economic Governance and Accountability, Overview of Major Indian Business Newspapers, Magazines and Digital Platforms (e.g. Economic Times, Business Standard, Mint, Bloomberg, Reuters, etc.)

Module-2 : Tools and Techniques for Business Reporting

Overview of Indian and Global Economic Systems, Reporting Tools, Annual Reports, Trade Journals, House Journals, Digital Tools, Social Media, Video Conferencing, Web Portals.

Module-3 : Corporate, Financial and Policy Reporting

Corporate Structures, Governance, Mergers and Acquisitions, Journalistic Perspectives, Covering Annual Reports, Balance Sheets and Stock Market Trends, Sectoral Reporting, Energy, Technology, Banking, Agriculture, Manufacturing and Services, Reporting on Government Budgets, Economic Surveys and Policy Reforms, Understanding SEBI, RBI, NITI Aayog and Other Regulatory Bodies, Investigative Business Journalism, Exposés, Scams and Ethics.

Module-4 : Global Business, Trade, and Development

Globalisation and Media, World Bank, IMF, WTO and Trade Agreements, Comparative Business Journalism, Western and Asian Models, Reporting Global Markets, Currencies and Commodities, Political Economy of Development, Inequality, Sustainability and Corporate Responsibility, Emerging Trends, Startups, Digital Economy, Fintech and Green Business, Business Journalism and Development Communication, Case Studies from India and South Asia.

Reading List :

1. Anjaneet Sethi & Bhawana Adhikari (2010). Business Communication, McGraw Hill Education, United States.
2. Asha, K. (2009). Business Communication, PHI Learning Private Limited, New Delhi.
3. R. C. Bhatia (2008). Business Communication, Ane Books Pvt. Ltd., New Delhi.
4. P. D. Chaturvedi (2013). Business Communication : Skills, Concepts and Applications, Pearson Education, United States.
5. Harvard Business Essentials (2012). Harvard Business Essentials - Guide to Business Communication, Harvard Business Review Press, U.S.A.

JMC2PDSE01T Cultural Communication

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. identify, define and analyze the similarities and differences of Indian Culture with other cultures.
2. acquire lifelong abilities to learn to appreciate cultural and ethnic diversities as a global citizen.
3. communicate and collaborate effectively with other people.
4. articulate and describe art, culture and lifestyle.
5. make artistic work in a variety of visual media with creative expression.
6. critically analyze the interrelationship between media, culture and society through major sociological and theoretical perspectives.
7. examine media's role in shaping cultural identities, ideologies and social representations.
8. integrate interdisciplinary insights to understand media's influence on social change and cultural development.

Module-1 : Communication and Culture

Culture –Meaning, Concept, Definition, Characteristics, Levels, Importance, Difference between Culture and Tradition, Culture and Modernity, Inadequate Assumption of Culture in Post Globalization Era, Elements of Indian Culture, Importance of Culture in Communication Studies, Effects of Mass Media on Individual,

Society and Culture- Basic Issues, Mass Media and Mass Culture.

Module-2 : Different Arts - Origin, Development and Contemporary Status

Painting, Dance, Music, Theatre, Film, Literature, Sculpture.

Module-3 : Media and Transmission of Culture

Media - Types, Objectives, Cultural Reporting, Requirements and Expectations from a Cultural Reporter, Newspaper and Culture, Radio and Culture, Television and Culture, Film and Culture, New Media and Culture, Key Concepts and Theories - Media, Culture, High/Low Culture, Popular Culture and Mass Culture. Discourse and Popular culture, Dialogical Approach to Popular Culture, Cultural Populism.

Module-4 : Contemporary Culture

Contemporary Culture - Meaning & Aspects, Cultural Practice, Cultural Capital, Enjoyment and Pleasure, Popular Culture.

Module-5 : Lifestyle Communication

Concept, Need and Importance of Lifestyle Communication, Indian Lifestyle - Food, Clothing and Shelter, Lifestyle Reporting, Trends in Living - Fashion, Food, Health, Travel, Tourism, Celebrity, City Life, Page 3, Social Trends, Leisure Reporting, Fine Arts and Performing Arts, Film, Television and Culture, Lifestyle News, Evolution and Growth, Problems, Solutions, Mobile Addiction.

Reading List :

1. Appadurai, Arjun. 1996. Modernity at large : Cultural Dimensions of Globalization, Vol.1, University of Minnesota. Hall, Stuart. 1980.
2. "Encoding/Decoding" in Culture, Media, Language : Working Papers in Cultural Studies, 1972-79. London; [Birmingham, West Midlands] : Hutchinson; Centre for Contemporary Cultural Studies, University of Birmingham. Entry on 'Culture', 'Media' and 'Communication'.
3. Lull, James. 2000. Media, Communication, Culture : A Global Approach, Columbia University Press.
4. Mehta, Nalin. 2008. India on Television : How Satellite News Channels have changed the Way We think and act. New Delhi : Harper Collins Publishers India, a joint venture with The India Today Group.
5. Williams, Raymond.1985. Keywords : A Vocabulary of Culture and Society. New York : Oxford University Press.
6. Grossberg, Lawrence et al. (1998). Media-Making : Mass Media in a Popular Culture. Sage Publications.
7. The Cultural Analysis of Texts, Mikko Lehtonen, Sage Publication, 2000.

JMC2PDSE01T Gender and Communication

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. define and explain the practices of the field of Women and Media Studies.
2. discuss the importance of context for understanding and interpreting women's and men's experiences.
3. recognize societal institutions and power structures that occur within patriarchal society and analyze the ways in which these institutions and structures impact the realities of women's and men's lives differently.
4. develop ways to address societal and power inequalities to improve women's status.

Module-1 :

Women's Empowerment, Social and Economic, Brief Historical Perspective, Women and Globalization.

Module-2 :

Depiction in Mass Media - Print, Audio-Visual, Online, Impact on Society.

Module-3 :

Women in Advertisements - Print, Audio-Visual, Online, Impact on Society.

Module-4 :

Women in Media, Portrayal of Gender, Power of Images, Status of Women Working in Media Industry.

Module-5 :

Profile of Media Organisations, Occupational Segregation, Gender Debate - Hierarchy, Equity, Labour, Visibility, Techno-culture, Sexual Harassment and Organisational Grievance Redressal.

Module-6 :

Patriarchy, Gender and Sexuality, Representations of Women, Representations of Masculinities, Representations of LGBTQ+.

Reading List :

1. Prasad K. : Women and Media, The Women Press, 2005.
2. Prasad K. : Communication and Empowerment of Women, The Women Press, 2004.
3. Munshi S. : Images of Modern Women in Asia, Curzon Press, 2001.
4. Bathla S. : Women Democracy and Media, Sage, 1998.
5. Creedon P. J. : Women in Mass Communication, Sage, 1994.
6. Byerly, C. M., & Ross, K. (2008). Women and media: A critical introduction. Blackwell Publishing: John Wiley & Sons.
7. Phillips, M., Mostofian, F., Jetly, R., Puthukudy, N., Madden, K., & Bhandari, M. (2015). Media coverage of violence against women in India: a systematic study of a high profile rape case. BMC women's health, 15(1), 1-10.
8. Bhandari, I. K. (2018). Commodification of Women body in Indian media. International journal of research and analytical reviews (IJRAR), 5(3).
9. Dasgupta, S., Sinha, D., & Chakravarti, S. (2011). Media, gender, and popular culture in India: Tracking change and continuity. New Delhi: SAGE Publications.
10. Grosu-Rădulescu, L. M. (2016). Objectification of women and violence in what the body remembers. Rupkatha journal on interdisciplinary studies in humanities, 8(1), 86-96.
11. Gupta, B. (2021). An Analysis of the socio-legal framework around objectification of women in India. Journal of humanities and social sciences studies, 3(1), 07-23.
12. Griffin, M., Viswanath, K., & Schwartz, D. (1994). Gender advertising in the US and India: Exporting cultural stereotypes. Media, culture & society, 16(3), 487-507.

JMC2PDSE02T Science Journalism

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. demonstrate understanding of key concepts, history and scope of science journalism.
2. apply analytical skills to interpret and evaluate scientific and environmental issues.

3. produce clear, ethical and engaging science content for diverse media platforms.
4. integrate interdisciplinary perspectives to contextualise science in social relevance.
5. exhibit professional ethics and responsibility in communicating science and sustainability.

Module-1 :

Introduction to Science Journalism, Definition, History of Science Journalism in Global Context, History of Science Journalism in India, Science Journalism present trends, Need and Significance of Science Communication, Its Importance in Present Day Context, Scientific Temperament & Skill of Science Writing, Role of Media in Public Awareness of Science, Growth of Science Journalism, Obstacles in the Field of Science Journalism and Public Attitude about Science and Ethics in Science Reporting, Scope and Reach of Science Journalism.

Module-2 :

Science Writing, Writing Science news, Qualities of a Science News Reporter, Sources of Scientific Information, Writing Science Features and Articles, Suitable Examples of Science Features and Articles. Visible Scientists and Their Inventions/Discoveries, Reporting of Seminars and Conferences, Reporting Science Fairs and Science Exhibitions, Reporting Science Lecture and Scientific Workshops, Reporting Scientific Tour.

Module-3 :

Science News, Report and Reportage, Features and Articles, Sources of Scientific Information - Primary, Secondary and Tertiary, Strengths and Weaknesses of Various Formats.

Module-4 :

Media and Science Communication, Print Media, Audio-Visual Media, Folk Media, Interactive Media, Science Popularization - Programmes, Organizations, Individuals, Methods, Scientific Temperament.

Reading List :

1. Bucchi, Massimiano, Brian Trench (2008), Handbook of Public Communication of Science and Technology, Routledge, USA.
2. Bauer, Martin W., Massimiano Bucchi (2007), Journalism, Science and Society, Routledge, New York.
3. Gosling, David L. (2007), Science and the Indian Tradition, Routledge, New York.
4. Kulshreshtha, S. P. (2011), Teaching of Science, R. Lass Book Depot, Meerut.
5. Swami, ShashiKant (2008) Media and Communication Management, New Delhi : Cyber Tech Publications.
6. Wilson, Anthony (1999), Handbook of Science Communication, IOP Publishing Limited, UK.
7. Stuart, A. (2002). Media, Risk and Science. UK : Open University Press.
8. Stuart, A. "Science Journalism in a Digital Age," October 2011
9. Vilanilam, J. V. (1993). Science Communication and Development. New Delhi : Sage
10. Elise, H. (2003) Ideas into Words : Mastering the Craft of Science Writing, USA : Johns Hopkins University Press.

JMC2PDSE02T Sports Journalism

Credit : 4, Marks : 50

(Marks of End Semester Examination : 40, Marks of Mid Semester Examination/Assignment etc. : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. understand of the need to know about sports journalism.

2. develop knowledge of the essential tools required to enter the field of sports journalism, applicable across all areas of the sports media.

Module-1 :

Sports – Its Growing Popularity, Sports Policies of the Government in India, Role of the State Governments, Sports in Educational Curriculum, Sports Authority of India, Objectives and Contribution, Organizational Structure of Indian Sports, Corporatization of Sports, Sponsorship, Ethical Issues, Indian Experience.

Module-2 :

Major International Sports Events - Olympics, Asiad, Commonwealth Games, SAARC Games, World Cup Soccer, World Cup Crickets, Wimbledon etc., International Sports Events, Major Sports Events in India, Outstanding Sports Personalities in India and Abroad, Rural and Tribal Sports - History, Social and Political Impact.

Module-3 :

Origin, History, Rules and Regulations of Different Games and Sports – Football, Cricket, Tennis, Table Tennis, Badminton, Volley Ball, Hockey, Archery etc. – Officials of Different Games and Their Standards.

Module-4 :

Development of Sports Journalism with Special Reference to India – Print Media, Radio, TV, Digital Media etc., Sports Photography in Magazines. Sports Magazines and Their Importance, Fields and Degree of Specialization required, Role and Importance in Popularizing Sports, Sports Department in Popular Dailies, Sports Editor, Reporter, Sub Editor, Sports Page, Special Pages, Sports Column.

Module-5 :

Sports Coverage by Radio, Sports Reporting for Radio, Techniques Radio's Contribution to Popularization of Sports, Management of Sports and Its Modern Formats, Sports Coverage by TV, Preparing Television Programmes on Sports, Sports TV Channels and Their Impact, Sports Presenter and Their Specific Requirements.

Reading List :

1. Chiranjib – World Cup Football.
2. David Pickering, The Cassell Soccer Companion, History, facts and anecdotes, London, 1997.
3. E.W. Swanton, The World of Cricket.
4. G Mehera, Asian Games, New Delhi, 1989.
5. Hill, Christopher, R. : Olympic Politics, Athens to Atlanta (1896 – 1996), Manchester and New York.
6. John Sugden and Alan Tomlinson, FIFA and the Contest for World Football, London, 1998.
7. John Woodcock, The Times, One Hundred Greatest Cricketers, London, 1998.
8. Jonathan Rice, Start of Play (The Curious Origins of our Favorite Sports, London, 1998.
9. Mathur, The Encyclopaedia of Indian Cricket.
10. Morehead, Albert H.E. and Mott Smith, Geoffrey, Hoyle's Rules of the Games, London, 1946.
11. Rueben Fine (ed), The World's Greatest chess Games. London, 1951.
12. Steen, R. Sports Journalism. Taylor & Francis, 2014.
13. Thakur, K. C. Sports Journalism. Cyber Tech Publications, 2010.
14. Craig, S. Sports Writing : A Beginner's Guide. Discover Writing Press, 2002.
15. Wooldridge, I. Searching for Heroes : Fifty Years of Sporting Encounters, 2008.
16. Barnes, S. The Meaning of Sport. Short Books, 2007.
17. Phil Andrews. Sports Journalism : A Practical Introduction. Sage, 2013.
18. Shank, M. D. Sports Marketing : A Strategic Perspective. Pearson Prentice Hall, 2009.
19. Parks, J. B., Zanger, B. K., et. al. Contemporary Sport Management. Human Kinetics, 1998.

JMC2PCOR18 Documentary Making

Credit : 4, Marks : 50

(Marks of Documentary Project : 40, Marks of Viva-Voce : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. apply research, scripting, budgeting, shooting and editing skills to produce a documentary.
2. solve practical challenges in documentary production using critical and ethical approaches.
3. communicate stories effectively through visual, audio and narrative elements.
4. develop research-based scripts reflecting socio-cultural and socio-economic contexts.
5. collaborate responsibly in production teams with adaptability and cultural sensitivity.

The Student will be assigned practical work related to the relevant contents of the above paper. The Practical Work carried out by the Students is needed to be maintained in a record file which will be required during the assessment.

List of Practical Assignments Group of Students need to produce a Documentary which should include activities such as :

1. Research
2. Scripting
3. Budgeting
4. Shooting
5. Editing

Duration : 8 – 10 Minutes.

Reading List :

1. Bill Nichols, Introduction to Documentary, Indiana University Press, 2001.
2. Mike Wolvertin, Reality on reels; How to make documentaries for Radio,TV, Film, Surjeeth, New Delhi, 2005
3. Bill Nichols. Introduction to Documentary. 2nd Edition. Atlantic Publishers and Distributors. 2010
4. Sheila Curran Bernard. Documentary Storytelling : Making Stronger and More Dramatic Nonfiction Films. Focal Press. 2007.
5. Alan Rosenthal. Writing, Directing and Producing Documentary Films and Videos. 3rd Edition. CBS Publishers & Distributors Pvt. Ltd. 2002.
6. Michael Rabiger. Directing the Documentary. Focal Press. 2014.

JMC2PCOR19P Dissertation

Credit : 4, Marks : 50

(Marks of Dissertation : 40, Marks of Viva-Voce : 10)

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. conduct a comprehensive literature review to identify research gaps and questions.
2. design and execute a research plan using appropriate qualitative and/or quantitative methods.
3. analyze and interpret data to derive meaningful insights and conclusions.
4. prepare a structured dissertation adhering to academic and ethical standards.
5. present research findings effectively through written, oral and visual communication.
6. integrate interdisciplinary perspectives to address complex media and communication issues.

Each Student is required to prepare a Dissertation Paper (10,000 words) in any area of Journalism and Mass Communication, duly approved by the Head of the Department and under the supervision of a Teacher of the Department as partial fulfillment of his/her M.A. Examination. The Dissertation Paper has to be submitted (One printed or typed copy in hard bound form and a soft copy) as per the schedule duly notified by the Competent Authority of the University, failing which his/her candidature is liable to be cancelled.

Dissertation Preparation :

Supervised by an Internal Faculty Member.

Students are expected to conduct independent research while consulting the Supervisor regularly.

Structure of Dissertation :

1. Title Page
2. Declaration & Certificate
3. Acknowledgments
4. Abstract (200–300 words)
5. Table of Contents
6. Introduction and Rationale
7. Literature Review
8. Research Questions/Objectives
9. Research Methodology
10. Data Analysis and Findings
11. Discussion and Interpretation
12. Conclusion, Inference and Recommendations
13. References / Bibliography
14. Appendices (if any)

Submission should comply with Academic Writing Standards and Plagiarism Norms (0%).

Reading List :

1. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies. Routledge.
2. Wimmer and Domnick, (2011) Mass Media Research : An Introduction, 10th Edition. Boston : Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris (1998) Mass Communication Research Methods. New York University Press.
4. Reinard, John C. (2006). Communication Research Statistics, California State University : Sage Publication.
5. Fink, Arlene & Kos, J. B. (2005). How to Conduct Surveys, A Step By Step Guide, 3rd Edition, University of California, Sage Publication.

JMC2PVAC02T Indian Knowledge System for Communication

Credit : 0, Marks : 0

Course Outcome (CO) :

After successful completion of this Course a Student will be able to :

1. introduce Students to the Foundations of the Indian Knowledge System (IKS).
2. explore the relevance of traditional Indian Knowledge in Modern Media Practices.
3. Develop culturally rooted communication skills.
4. Promote ethical, responsible and inclusive journalism.

Module-1 : Introduction to Indian Knowledge System (IKS)

IKS - Concept, Evolution, Scope, Sources of IKS - Vedas, Upanishads, Puranas, Epics, Knowledge Traditions in India - Oral and Written, Relevance of IKS in Contemporary Education and Communication.

Module-2 : Traditional Communication System in India

Storytelling, Puppetry, Theatre and Songs, Role of Community Communication in ancient and medieval India, Temple Inscriptions, Manuscripts and oral Traditions, Communication in Epics and Classical Texts

(Narrative Techniques); Indigenous Knowledge Dissemination Practices.

Module-3 : Ethics and Philosophy in Indian Communication

Concepts of Dharma, Satya and Ahimsa in Communication, Ethical Journalism through Indian Philosophical Perspectives, Media Responsibility and Social Harmony, Truth, Objectivity and Moral Responsibility, Comparative Understanding with Modern Media Ethics.

Module-4 : IKS and Modern Journalism & Media

Integration of IKS in Contemporary Media Practices, Representation of Indian Culture in Media, Indigenous Perspectives in News and Storytelling, Development Communication and Grassroots Media, Case Studies of Culturally rooted Journalism.

Module-5 : Practical Application and Skill Development

Writing Culturally Contextual News and Feature Stories, Creating content based on Indian Traditions and Values, Critical Analysis of Media Content from IKS Perspective.

Reading List :

1. Kapil Kapoor, *Indian Knowledge Systems*.
 2. Bimal Krishna Matilal, *Ethics and Epics*.
 3. Anil Kumar Gupta, Works on Grassroots Innovation.
 4. Ministry of Education | Knowledge System Resources.
 5. Indian Knowledge Systems Division, Materials and Publications.
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