

**WEST BENGAL STATE UNIVERSITY**  
**Modified CBCS Syllabus for Post-Graduation Course**  
**Department of Journalism & Mass Communication**  
**2-Year (4-Semester) Course**  
BARASAT, 24 PARGANAS (N)  
\*\*\*\*\*



**WITH EFFECT FROM 2019 AND ONWARDS**

## Structure: P. G. CBCS Syllabus: Journalism & Mass Communication, WBSU

SEMESTER	Course	Course Content	Credit	Marks	Total
<b>I</b>	JMC P COR 01T	Mass Communication	4	50	Marks: 300  Credit: 24
	JMC P COR 02T	Specialized Fields Of Communication	4	50	
	JMC P COR 03T	Reporting	4	50	
	JMC P COR 04T	Editing	4	50	
	JMC P COR 05P	<b>Making a Lab- Journal</b>	4	50	
	JMCPAEC01T	Journalistic Writing	4	50	

SEMESTER	Course	Course Content	Credit	Marks	Total
<b>II</b>	JMC P COR 06T	Broadcast Journalism	4	50	Marks: 300  Credit: 24
	JMC P COR 07T	Television Journalism	4	50	
	JMC P COR 08T	Film Journalism, Appreciation and Criticism	4	50	
	JMC P COR 09M	Videography & Seminar Presentation	4	50	
	JMC P COR 10P	Video Documentary Production	4	50	
	JMCPSEC01P	Video Editing	4	50	

SEMESTER	Course	Course Content	Credit	Marks	Total
<b>III</b>	JMC P COR 11T	History of Journalism	4	50	Marks: 300  Credit: 24
	JMC P COR 12T	International Journalism and Communication	4	50	
	JMC P COR 13 T	Public Relations & Advertising	4	50	
	JMC P COR 14 M	Communication Research & Dissertation	4	50	
	JMCPDSE01T	Either Sports Journalism OR Science Journalism	4	50	
	JMC P GEC 01T Interdepartmental	<b>Courses for Other Departments</b> – Environment Journalism	4	50	

SEMESTER	Course	Course Content	Credit	Marks	Total
<b>IV</b>	JMC P COR 15T	Traditional Media & Social Media	4	50	Marks: 300  Credit: 24
	JMC P COR 16T	Media Laws , Ethics & Media Management	4	50	
	JMC P COR 17M	Photo-journalism	4	50	
	JMCP DSE 02 T	Either Women & Media OR Media Culture and Society	4	50	
	JMC P COR 18M	Making a Documentary	8	100	

## **Programme Outcomes**

Programs of study in Journalism & Mass Communication at West Bengal State University offer 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 Outcomes (PSO)**

**The Programme Specific Outcomes** are to prepare the students to:

- ❖ Be a Journalist/News Editor/News Presenter/Producer/Director/Analyst and for many such job roles in media and entertainment industry
- ❖ Pursue doctoral research degree to work in colleges, universities as professors or as scientists in research establishments
- ❖ Act as administrators in public, private and government organizations with further training and education

## **SEMESTER- I**

### **JMC P COR 01T: Mass Communication**

**Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)**

#### **Course Outcome**

**Upon successful completion, students will be able to:**

1. Use an understanding of the effects of mass media on culture and society in order to make responsible personal and professional decisions.

2. Recognize the connection between journalistic/media freedoms and democracy in order to maintain balance between freedom of the press and freedom of the society.
3. Provide community leadership.
4. Critically and thoughtfully respond to both explicit and implicit communication of media.

### **Module- 1**

Communication – Definition, process, elements, function, barriers, nature and process of human communication, verbal and nonverbal communication, inter-personal, small group, public, mass communication, communication and socialization.

### **Module - 2**

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

### **Module - 3**

Nature, process, characteristics, impact of mass communication, media of mass communication and their characteristics, communication behavior, Perception – Cognition – Attitude, Mass Society – Mass Culture, Typology and characteristics of audiences – mediaaudience relationship – Encoding/Decoding.

### **Module - 4**

Media Systems and Theories : Types of Media Systems, Individual Differences Theory, Two step & multi step flow, Agenda Setting - convergent and gate keeping, Normative theories, Functional theory, Mass media : public opinion and democracy, Media culture and its production - Propaganda model - Public Sphere and Jürgen Habermas - Media organizations, Media Content, 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., 6<sup>th</sup> Edition, 2010.
3. Media of Mass Communication – John Vivian, Pearson, 11<sup>th</sup> Edition, 2012.

4. The Dynamics of Mass Communication: Media in Transition – Joseph R. Dominick, Mc Graw-Hill Education, 12<sup>th</sup> Edition, 2012.
5. Mass Communication and Media Studies: An Introduction, Peyton Paxson, Continuum Publishing Corporation, 2010.
6. Mass Communication Theories: Explaining Origin, Processes and Effects – Melvin L. DeFleur, Pearson, 1<sup>st</sup> Edition, 2010.
7. Melkote, Srinivas : Communication for Development in the Third World – Theory and Practice, Prentice-Hall, New Delhi,1991.
8. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Stanford, 1964.

### **JMC P COR 02T: Specialized Fields of Communication**

**Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)**

**Upon successful completion, students will be able to:**

#### **Course Outcome**

1. Employ critical thinking and intellectual rigor in developing analyses of complex issues in science, including proposing appropriate actions, solutions, or responses
2. Communicate science using a range of appropriate modes and technologies, including oral, visual, and multimedia components
3. Understand the broader societal impacts of effective scientific communication
4. Analyze how rhetorical choices influence the way science is communicated and understood across genres, contexts, and audiences
5. Reflect on the range and effectiveness of varied communicative strategies for conveying scientific information and crafting persuasive and accessible arguments about science
6. Identify and apply theories of health, disease, and wellbeing in the planning, implementation, assessment and evaluation of health interventions.
7. Communicate health information in oral and written forms and through a variety of media and technology to diverse audiences.
8. Will be skilled in analyzing various developmental strategies and will be aware of development concepts
9. Recognize and respond to the communication expectations of various corporate stakeholders.
10. Create and implement a strategic corporate communications plan and to utilize a variety of communication tools and techniques.
11. Apply the learning into a real workplace situation for image building of the organization during normal and crisis situations

**Module1: Development communication**

Development communication- Definition, Significance, Role of Development Communication in Participatory Democratic Process, Its Impact on Indian Society, Role of Media in Development Communication.

**Module2: Health Communication**

Health Communication- its modern Trend, New Scopes, Objectives, Characteristics, Role of Indian Media in Health Communication

**Module3: Folk Communication**

Folk Communication- its cultural root, Use in third world Countries, modern trend, Objectives.

**Module4: Corporate Communication**

Corporate Communication- Definition, Significance, Role of Corporate Communication in Participatory Democratic Process, Its Impact on corporate sectors in India.

**Module5: Visual Communication**

Visual Communication--Definition, Its usage, Characteristics, Its Significance, Its Impact on Indian Society,

**Module6: Rural Communication**

Rural Communication- Use in third world Countries, modern trend, Objectives, Role of Indian Media in Rural Communication, Its Impact on Indian Society.

**Module7: Urban Communication**

Urban Communication- Definition, Its usage, Characteristics, Its Significance, Its Impact on Indian Society, Role of Media in Urban Communication .

**Module8: Science and Technology Communication**

Science and Technology Communication -Definition, Its usage, Characteristics, Its Significance, Its Impact on Indian Society, Role of Media in Science and Technological Communication

**Reading List.**

1. Amartya Sen , Development as freedom, Alfred A Knopf, New York, 2011.
2. D V R Murthy, Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
3. Daniel Lerner & Wilbur Schramm, Communication and Changes in Developing Countries, 1972

4. Mefalopoulos, Paulo; Development Communication Sourcebook, 2008
5. Ila Virginia C. Ongkiko, Introduction to Development Communication, 2003
6. Jan Servaes, Thomas Jacobson and Shirley White (eds), *Participatory Communication for Social Change*, Sage, 1996.
7. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, *The Handbook of Development Communication and Social Change*, Wiley-Blackwell
8. Linje Manyozo, *Media, Communication & Development: Three Approaches*, Sage, 2012
9. Nair and Shirley White (eds), *Perspectives on Development Communication*, Sage, 1993
10. Richard Peet and Elaine Hartwick, *Theories of Development: Contentions, Arguments, Alternatives*, 2nd Ed., Guilford Press, 2009
11. Srinivas Melkote and H. Leslie Steeves, *Communication for Development: Theory and Practice* .
12. Uma Narula, Anand Har, *Development Communication –Theory and Practice*, 2004
13. Johnson. Krik - *Television and Social Change in Rural India*
14. Papa, Michael. Singhal, Arvind. Papa. H. Wendy - *Oranizing for Social Change*
15. Rao, lakshmana - *Communication and Development: A Study of Two Indian Villages*
16. *Health Infrastructure in Rural India: 2004*, Ministry of Health and Family Welfare, Government of India
17. *A Health Communication Strategy for RNTCP: November 2005*; Published by Central TB Division Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India.
18. *National Family Health Survey (NFHS-3)*
19. *Health Sector Reforms: 2003-2007*, Department of Health & Family Welfare, Government of West Bengal
20. *Healthcare in India, Emerging Market Report: 2007*, Pricewaterhouse Coopers
21. Renata Schiavo - *Health Communication: From Theory to Practice*
22. Hyunyi Cho -*Health Communication Message Design:Theory and Practice*
23. Kevin B. Wright, Lisa Sparks, H. Dan O'Hair- *Health Communication in the 21st Century*
24. *Corporate Reputation Decoded : Building, Managing and Strategizing for Corporate Excellence* - Asha Kaul & Avani Desai
25. *Media Construction of Environment and Sustainability in India-* Prithi Nambiar
26. *Applied Crisis Communication and Crisis Management: Cases and Exercises-* W. Timothy Coombs.

### **JMC P COR 03 T - Reporting**

**Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)**

#### **Course Outcome**

**Upon successful completion, students will be able to:**

1. Develop and Analyse news reports for various sectors
2. Present news, organize and chair intellectual discussions
3. Use various tools and techniques for compilation and presentation of news

**Module 1: Definition and concepts of news**

News, News values, Objectivity, Elements of News.

**Module 2: Sources of News**

Reporter, Chief reporters, News beats, News Sources, Special Correspondent, Bureau Chief.

**Module 3: Specialization in Reporting**

Reporting for women and children, Science, Sports, and Entertainment etc. Objective, Interpretive and investigative reporting.

**Module 4: Interview**

Principles of Interviewing, Preparation, Guidelines, Different Types, 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 Features

**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, Letters to the Editor

**Module 8: Yellow Journalism**

Yellow Journalism- History, Trend, Impact of it in Journalism

**Module 9: Photo Journalism**

Photo Journalism- its features, Qualities, duties and responsibilities of a Photo-journalist, Different Types of Photo, News Photo Production

**Module 10: Web Journalism**

Web Journalism, Emerging Trends, Qualities of a content Writer, Impact on World Journalism

## **Module11: News Agency Reporting**

News Agency- Its Definition, activities, special features, 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. News writer's Handbook: An introduction to Journalism,Blackwell Publishing, 2006.
9. Mencher, Melvin, News Reporting and Writing.MC Graw 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
15. Syd Field: Screenplay: The Foundations of Screenwriting.

## **JMC P COR 04T - EDITING**

**Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)**

### **Course Outcome**

**Upon successful completion, students will be able to:**

1. Act as editor, director, producer in a media company
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- duties, Responsibilities and qualities

## **Module 3: Headline**

Headlines: types and characteristics, Use of Headline, Objective

## **Module 4: Different Components of Editing**

Typography, Lead writing, Proof Reading, Copy Testing, Editing agency copies

## **Module 5: Preparation of Newspaper Page**

Page planning, Layout; different types and general principles, 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 Lay-out**

Use of graphics and illustrations, Use of info-graphics-blurbs, Use of 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, 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. News writer's Handbook: An introduction to Journalism,Blackwell Publishing, 2006.
9. Mencher, Melvin, News Reporting and Writing.MC Graw 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
15. David Wainwright. Journalism made simple. Heinemann, 1982
16. Geoffery Roger. Editing for print. Macdonland & Co., London, 1986
17. John Hohenberg . The Professional Journalist: a guide to modern reporting practice. Holt, 1966
18. Judith Butcher. Copy – Editing, Cambridge University Press, 1992
19. K.M. Shrivastava. News Reporting and Editing. Sterling publishers Pvt. Ltd. 2011
20. N.N. Sarkar . Art & Print Production. Oxford University Press, 2008
21. Ron.F. Smith and Loraine M. O'Connell. Editing Today Wiley. 2003
22. Sourin Banerji. News Editing in Theory and Practice. K.P. Bagchi, 1992
23. T.J.S.George. Editing. IIMC New Delhi. 1989

### **JMC P COR 05P - Making a Lab-Journal (Practical)**

**Total Marks-50 (Where 35 marks for Project and 15 marks for Viva-Voce.)**

#### **Course Outcome**

**Upon successful completion, students will be able to:**

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

#### **Project**

**Production of one Lab-Journal namely 'Reporters' Radiation in English Containing Report of events and seminars. General Field visit, report three places. Interview skill, Submission of two journalistic, in-depth, written interviews of any two eminent personalities**

### **JMC P AECC 01T (Journalistic Writing)**

**Total Marks-50 (Including Internal Assessment)**

#### **Course Outcome**

**Upon successful completion, students 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, scrip for documentary.
2. create new media products, including blogs, podcasts, Web sites and multi-media

**Module 1** - Principles of media writing, what is media writing? Techniques of Reporting, writing and editing , Media writing as communication, Principles of good writing, basic tools of writing, Characteristics of media writings. Revision of grammar, syntax and style. Drafting and revising.

**Module 2**- Types of writing Ideas for writing, Narrative writing, Introduction to narratives, Telling stories, Nonfiction, Engaging the reader Descriptive writing; Explanatory writing; Persuasive writing

**Module 3**- Writing for print lead, intro, Headlines and caption writing. Opinion piece, Feature writing, types of feature, profiles, Article writing. Press Release, Editorial writing. Short story Writing, writing book reviews and film reviews, Film writing; 1-line Concept, Story, Script, Dialogue, Screenplay writing, writing columns. Stylebook, Writing for magazines - Writing for broadcast: Writing for eyes and ears,

**Module 4**- Radio Production Writing; Radio Drama Script, Script for Phone-in programmes. Script for Radio Talk

**Module -5** News writing for Television, Serial Production; Bulletin Production. TV Serial Scripts.

**Module 6** - Writing for web writing for Web: Characteristics of web writing, technical writing, blogs and twitter posts, 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 News Writing made easy for Newcomers.
3. Wendy Burt-Thomas: The Everything Creative Writing Book: All you All you need to know to writenovels, plays, short stories, screenplays.
4. Von Zeffler: 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

### **JMC P COR 06 T- Broadcast Journalism –RADIO**

**Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)**

#### **Course Outcome**

**Upon successful completion, students will be able to:**

1. 1 know about the concepts and basics of Journalism
2. familiarize the operation of broadcast Industry.
3. learn about the Radio and Television News Programs styles.
4. learn the style, the activities and logistics involved in the process of Broadcast Journalism.
5. To to assess the Broadcast News content.
6. familiarize with Broadcast program and evaluation methods
7. provide them an optimum 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 Feature, Newsreel, Radio talk, Rural Programme, Magazine Programme etc. Radio News

#### **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- its 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 (June 30, 2007)
9. Baruah, U.L., This is All India Radio, Publications Division, Government of India, 1983 ,New Delhi.

10. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd.,2005, New Delhi
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, NewDelhi,1997
15. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
16. Hellard Robert -, Writing for Television and Radio, Sage 2000
17. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television.,
18. Rinehart & Winston, rawat publication, 2010
19. Kapoor D N:;Broadcast Journalism, Mohit Pub New Delhi2006

### **JMC P COR 07 T - Television Journalism**

**Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)**

#### **Course Outcome**

**Upon successful completion, students will be able to:**

1. expose them to the latest digital audio-video technologies, social media and new media tools
2. train them in the art and craft of TV Journalism and equip them with skills and practices so that they are fully ready to take up 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, OB van

#### **Module 4: Doordarshan vs. Private TV channels**

Television- Private and Governmental 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, Telefilm, Television Reporting

### **Module 7: Television Shots**

Different types of TV shots- impact of TV shots, Significance of every TV shots, Use of TV shots

### **Module 8: Organizational Structure**

### **Reading List:**

1. Owens J & Millerson G :Television Production, Focal Press fifteenth edition2012
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 Delhi2010
5. Khan J: Basics of Electronic Media, Shipra Pub New Delhi 2006
6. Kohli .V: The Indian Media Business, Response New Delhi2006
7. Siddiqui H: Television Broadcasting, Anmol New Delhi2011
8. Ramanujam RC:Television and Radio Broadcasting APH Publishing Delhi 2011
9. JohnsonK: 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 KM:Radio and TV Journalism Sterling India 1989
11. Ravi M. Khanna: TV News Writing made easy for Newcomers
12. Allen, Robert C. and Annette Hill (Eds), The Television Studies Reader, Routledge, 2004
13. Millerson, Gerald; Effective Television Production, 3rd Edition, 2016
14. Owens, Jim; Television Production, 2016
15. Report of the Working Group on Television Software for Doordarshan, Vol. 1-2, Publication Division, New,Delhi, 1985
16. Zettl, Herbert; Television Production Handbook, 2014
17. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi. 2007

### **JMC P COR 08 T - Film Journalism, Appreciation and Criticism**

**Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)**

### **Course Outcome**

**Upon successful completion, students 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 8 mm, Super 8 mm, 16 mm, 35 mm, 70 mm, 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 : the 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-centred 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 De Sica, 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, Bhuvanashree, 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 postproduction--  
-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, cultural 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, 5<sup>th</sup> Edition, 2011.
2. Film Studies : An Introduction – Ed Sikor, 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 Reloades – Wanda Strauven, Amsterdam University Press, 2006.
6. Film History : An Introduction – Kristin Thompson & David Bordwell, 2010.
7. Film Theory : An Introduction – Robert Stam, 1<sup>st</sup> Edition, Wiley-Blackwell, 2000.
8. Film Theory : An Introduction through the senses – Thomas Elsaesser and Malte Hagener, Routledge, 1<sup>st</sup> Editon, 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., 2<sup>nd</sup> 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.

### **JMC P COR 09 M - VIDEOGRAPHY & SEMINAR PRESENTATION**

**Total Marks-50 (Where 25 marks for End-Term Exam and 15 marks Presentation 10 marks for Mid-Term Exam.)**

#### **Course Outcome**

**Upon successful completion, students will be able to:**

1. Understand communication, expression, and storytelling in a media, organizational, interpersonal and social context.
2. Develop an aesthetic understanding of media production and technical proficiency in areas such as video and visual production, writing and digital media development.
3. Students will become capable of creatively using various ICT devices and digital platforms.

#### **Module 1: Video-as a Medium**

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

#### **Module 2: Video Equipments**

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

#### **Module 3: Video Editing**

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**

##### **SEMINAR PRESENTATION**

#### **Microsoft Power Point Create Presentations and Slideshows**

**Create Presentations Use Templates, Apply a Slide Master, Slide Layouts, Add Background Images, Insert Headers and Footers, Insert Charts, Modify Chart Type Create Custom Configure Slideshow Options, Rehearse Timing, Modify Slide Order Insert and Format Media. Adjust Media Window Size, Set Start/Stop Times, Link to External Media Apply Transitions and Animations. Apply Transitions between Slides, Apply Animations to Shapes and Text, Set Timing for Transitions and Animations, Use the Animation Pane.**

#### **Reading List:**

1. Documentry 7 Display – Keith Bealtie Wallflower Press.
2. In The Track Of Mahatma; The Making Of A Documentry \_A. K. Chettiar ,Orient Longman 2007
3. Vasuki Belavadi, Video Production, 2nd Edition, OUP, 2013

#### **JMC P COR 10 P - Video Documentary Production**

**Total Marks-50 (Where 40 marks for making a Video Documentary and 10 marks for MidTerm Exam.)**

#### **Course Outcome**

**Upon successful completion, students will be able to:**

1. Learn and understand the grammar of the visual language content creation.
2. Specialize in screen and Television directing screen writing.

**Module- I** Basics of video production, Pre-Production, Documentary storytelling, Researching and basics of writing scripts for documentaries

**Module- II--** Videography and lighting, sound and music, design and video editing

### **JMC P SEC 01 P –Video – Editing (Practical)**

**Total Marks-50** (Including Internal Assessment -- Marks 10)

**Upon successful completion, students 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.

Writing for video script, Making a proposal for Video Documentary Film for NFDC, Short Film Making Minimum for 15 Minutes (compulsory)

Necessary Software –Adobe Premire –Pro , Pinnacle Studio (Latest Version ) Adobe Photoshop ,CS2, Sonny Vegas , Macro –Media , Flash—Player , Flash Prog.

## **SEMESTER- III**

### **JMC P COR 11 T - History of Journalism**

**Total Marks-50** (Including Internal Assessment -- Marks 10)

**Upon successful completion, students will be able to:**

1. apprise of the growth of print media in India in historical perspective
2. enable analyze the trends in contemporary journalism.
3. Deconstruct national media systems and socio-environmental issues and practices in the context of globalisation.
4. Develop intercultural intelligence and global communication competencies.
5. Produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues.

## **Module - 1**

Social, cultural, economic and political background of the development of media; Origin of the press(newspapers)in different parts of the world—developments in Europe and the USA-emergence of telecommunication system and its impact -- Development of typesetting and printing technologies and their impact-special reference to 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**

The Indian press and the movement for national Independence- – social, political and economic issues and the 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 patterndevelopments as a profession--establishment of organizations like IJA, INS, AINEC etc.

## **Module - 3**

Development of news agency system – Havas, Reuters, AP etc. – origin and development of news agencies in India –Reuter’s monopoly—nationalist interventions – development of photo journalism – special reference to 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 with special reference to India.

## **Module - 5**

Historical development of Indian films – major film production centres—Bombay, Chennai, Kolkata etc. - Major film personalities developments 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, 1<sup>st</sup> Edition, 2017.
6. Broadcasting in India – P. C. Chatterji, Sage Publications Pvt. Ltd., 2<sup>nd</sup> 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.

## **JMC P COR 12T- International Journalism and Communication**

Total Marks-50 (Including Internal Assessment -- Marks 10)

### **Module - 1**

International communication-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-Dietrich Fisher & John C. Merrill : 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 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) Publication.
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).

## **JMC P COR 13 T- Public Relation & Advertising**

Total Marks-50 (Including Internal Assessment -- Marks 10)

**On successful completion of this course a student will be able to**

1. Unpack trans-national communication and public relations practices

2. Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style.
3. Perform event management and advertising activities
4. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

### **Module 1: Public Relation-concepts**

PR-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 and Advertising

### **Module 2: PR Planning**

PR Planning, Implementation, Research, Evaluation

### **Module 3: Public Relation Officer**

PRO-Qualification and function, Employee relations, Government Relations plus Lobbying, PRO and employee welfare, Publics in PR

### **Module 4: PR Tools**

Media Relations, Press Releases, 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 Communications, 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, do's 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 developing 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 , Richard d Irwin: 1985
16. 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. The Fourth Medium: Cameron S. Foote. Illinois: Dow Jones: Irwin, 1986.

21. Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008

## **ADVERTISING**

### **Module - 1**

Advertising – definitions and concepts – evaluation of advertising – relevance of advertising – types – with special reference to India – advertising as an industry, professional and art form – current trends in India – the 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 & concepts – 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 – the value chain system in marketing : choosing value, deciding value, communicating value – consumer behaviour : environmental influences, 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 : the 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 & NonGovernmental, 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, Sidgwick & Jackson, 1988
9. Waston S. Dunn & Arnold Darbe : Advertising: Its Role in Modern Marketing, 1982, Chicago, Dryden Pr. 5th ed.
10. J.N. Hobsen : Select on 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

**JMC P COR 14M- Communication Research & Dissertation**

**& total Marks-50 (Including Internal Assessment -- Marks 10)**

**On 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 common 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 surveys, online polls. Sampling methods, Media research—evaluation, feedback—feed forward—media habits—public opinion surveys—pre-election studies and exit polls, 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, nonparametric, 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. 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.

## **JMC DSE 01 T- Science Journalism OR Sports Journalism (DSE)**

Total Marks-50 (Including Internal Assessment -- Marks 10)

### **On successful completion of this course a student will be able to**

1. gain improved quality of science coverage and improved health, agricultural practices and environment and stimulus to economic development
2. get more science-literate populations who can take part in and respond to development challenges
3. get more informed decision-making about science and technology issues and options, at both personal and policy levels
4. gain greater access to scientific information for all.
5. Get greater coverage of science in the media

**Module – 1** Introduction to Science journalism: history of science journalism (global context), history of science journalism in India, science journalism present trends, need and significance of science communication, its importance in present day context.

**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.

**Module – 3** Science News: 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 : Science Communication Media and Science Popularization programs, Print media, audio-visual media, folk media , Interactive media Science Popularization - programmes, organizations, individuals , Method of science popularization, Scientific Temperament

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. Misra, Karuna Shankar (2008), Effective Science Teaching, Anubhav Publishing House, Allahabad
6. Swami, Shashi Kant (2008) Media and Communication Management. New Delhi :Cyber Tech Publications.
7. Wilson, Anthony (1999), Handbook of Science Communication, IOP Publishing Limited, UK

### **JMC DSE 01 T Sports Journalism (DSE)**

Total Marks-50 (Including Internal Assessment -- Marks 10)

**On successful completion of this course a student will be able to**

1. produce sport-related articles of publication standard.
2. demonstrate their understanding of the different writing styles (ie. match reports, previews, reviews, profiles and features) as they apply to sports journalism by producing publication standard articles.
3. demonstrate their ability to undertake the practical aspects of covering sporting events.
4. evaluate the impact of societal issues on sports reporting.

**Module - 1** Sports – its growing popularity , 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, SARC games, World Cup Soccer, World Cup Crickets, Wimbledon etc. —India and 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 ball, volley, hooky, 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. Srinivas Rao, Sports Journalism

### **JMC P GEC 01 T GEC1 (Environment Journalism)**

Total Marks-50 (Including Internal Assessment -- Marks 10)

#### **On successful completion of this course a student will be able to**

1. Understand the specialization of Environmental Journalism and its role in an informed citizenry, including both watchdog and storytelling roles.
2. Evaluate pressing environmental issues with objectivity and fairness.
3. Analyze sources and differentiate among them, including ranges of scientific, policy, activist and corporate sources and their press releases; and including the ability to discern manipulation such as greenwashing from scientifically valid solutions.
4. Critique a range of nonfiction environmental communications, from film to photography and from activist to scientific communications.
5. Demonstrate ability to communicate in-depth environmental issues in journalistic form to lay

#### **Module -1**

Define Environment Journalism, Difference of Environmental Journalism with other modes of journalism, Trend of Environmental journalism and coverage in India with case studies environment protection and the role of media---Environmental journalism today—Skills for environmental journalism

#### **Module -2**

Global Environmental Picture and international summits - Major global environmental issues and their coverage with focus on climate change, air pollution and biodiversity Major

environmental summits – Stockholm, Johannesburg and Rio Climate conferences (CoP) – major landmark events, India's role

### **Module -3**

Environmental Reporting -- Environmental Reporting- technique & presentation mode ; Designing of Environmental campaign with examples Reporting about Science, Policy and Public Health Environmental reporting – in print, audiovisual and online National and local environmental issues and their media coverage

### **Module -4**

Environment and Society -- Environmental journalism and society, Major environmental movements in India, Role of NGOs) in environmental conservation

### **Reading List:**

1. Robert Cox - Environmental Communication and the Public Sphere, Sage, 2002
2. Jurin, Richard R., Roush, Donny, Danter, K. Jeffrey - Environmental Communication. Second Edition, Sage, 2000
3. Keya Acharya ,Frederick N. J. Noronha - The Green Pen: Environmental Journalism in India and South Asia , Allied Publication , 2003
4. Benny Joseph -Environmental Studies , Rawat publication, 2010
5. R Rajagopalan -Environmental Studies 2nd Edition, orient Blackswan, 2010
6. Riley E. Dunlap And William Michelson (Eds.) Handbook Of Environmental Sociology, Sage 2008

## **SEMESTER- IV**

### **JMC P COR 15 T- Traditional Media & Social Media**

Total Marks-50 (Including Internal Assessment -- Marks 10)

### **Course Outcomes**

**On successful completion of this course a student will be able to**

1. communicate understanding of the relevant ethical and legal issues in written and oral forms.
2. create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
3. get an idea about the role of social media in society.
4. to respond creatively to New Media platforms such as Social media and web media
5. to write report and edit content for print and online media

6. create and maintain a blog using a common blogging platform.
7. compare and contrast the purpose and features of different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites.
8. utilize multiple forms of social media to publish real-time updates and engage with relevant communities.
9. create different social media templates for developmental communication
10. frame new media concepts for creative ideas.
11. effectively apply social media and produce contemporary convergent media platforms.

### **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.

### **Module 4: Folk Dance**

Folk Dance-Kathakali, Kuchipuri, Ranaritya, Wardance, 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.

### **Module 7: Folk Festival**

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

### **Module 8 - History and Evolution of Social Media**

Understanding the fundamental working principles of Social Media, User profiles , User Applications , Social Media for growth and progressive society.

### **Module 9 -- Nature, Characteristics, Applications of Social Media**

Social Media Terminologies , Websites , Blogs , Microblogs , User Generated Social Media Content (YouTube) ,Social Networking Sites for professional Linkages (Facebook, LinkedIn), Over the Top Messaging Systems (WhatsApp), Voice over Internet Protocol (Skype, FaceTime), USSD, Mobile Calls/SMS, Emails, Mobile Apps

**Module 10 - Culture and Social Media**

Economics and Ownership , Privacy , Law and Ethics , Central Issues in Social Media Identity and reputation , Visuality , Case studies and review of published articles.

**Module 11 - Measuring, Monitoring and Analysing Social Media trends and Impact Application Domains , Case studies and review of published articles.**

**Module 12 - Social Media, Crowd Sourcing and The News, Social Media Organizations - Social Media Activism Case studies and review of published articles.**

**Reading List:**

1. Kung, L., Picard, R. and Towse: R. The internet and mass media. 1st ed. London: Sage.2008 2.Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K :New media -A critical introduction.  
2. Routledge2009
3. Fenton,N: New media, Old news: Journalism and democracy in the digital age, London: Sage2010
4. Dewdney, A., & Ride, P: The new media handbook. (1st ed.). New York, NY: Routledge.2006 5.Thakur K: Internet Journalism, Department of Journalism, Pune, University, Pune.
7. Gangopadhyay S edt: Digital Media- Emerging Issues, Suhrid Kolkata 2014
8. Ganesh TK: Digital Media –Building the Global Audience GNOSIS New Delhi 2006
9. Rawat DKS: Digital Media and Communication Technology Swastik New Delhi2007 10. Nayar P:An introduction to new media and cyber cultures Wiley BlackwellUK 2010
11. Handbook of New Media, Liverow.
12. The ABC's Of Internet, Crumlish, 1998, BPB Publications, New Delhi.
13. A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher.
14. Writing for New Media: The Essential Guide to Writing for Interactive Media, CDRom, and the Web by Andrew Bonim.
15. ABC of the Internet by Crumilish
16. Information Technology by Danis P. Curtin.
17. Illustrated World of Internet by Anil Madan.
18. How the Internet Works by Preston Gralla.
19. Old Media New Media by Wilson Dizard, Jr.
20. 20.Aitchison, J. (2003). New Media Language. London: Routledge
21. Christian Fuchs and Marisol Sandoval (Eds.,) (2006). Critique, Social Media and the Information Society. London: Routledge

22. Dovey, J. (2009). *New Media: A Critical Introduction*. London: Routledge
23. Glen Creeber and Royston Martin (Eds.) (2009). *Digital Cultures: Understanding New Media*. UK: Open University Press
24. Hansen, Mark B. N. (2004). *New Philosophy for New Media*, Massachusetts: MIT Press.
25. Harries, Dan (Ed.,) (2002). *The New Media Book*. UK: Palgrave MacMillan
26. Lievrouw, Leah A. & Livingstone, S. (2006). *Handbook of New Media*. London: Sage
27. Martin Lister, Jon D., Seth Giddings, Iain Grant, Kieran K. (2009). *New Media: A Critical Introduction*. London: Routledge
28. Papachirisi, Z. (Ed.,) (2011). *A Networked Self: Identity, Community and Culture in social Networking Sites*. London: Routledge
29. 1. Tom Standage. *Writing on the Wall: Social Media - The First 2,000 Years*. Bloomsbury Publishing. 2014
30. 2. Ganis, Kohirkar. *Social Media Analytics*, Pearson India. 2016
31. 3. Robert Scoble and Shellsreal. *Age of Context: Mobile, Sensors, Data and the Future of Privacy*. Createspace Independent Publishing. 2013

### **JMC P COR 17 T- Media Laws, Ethics & Media Management**

Total Marks-50 (Including Internal Assessment -- Marks 10)

1. Communicate across teams verbally, visually and by writing
2. Students will understand and be able to apply relevant case law involving journalism, the First Amendment, and other mass media issues
3. Deconstruct national media systems and socio-environmental issues and practices in the context of globalization.
4. Develop intercultural intelligence and global communication competencies

#### **Module - 1**

Media ethics – concept – comparing media ethics and media laws- media ethics, 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, elections -- 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- Whistle blower Protection Act (2011).

### **Module - 4**

Cinematograph Act 1953 --PrasarBharati 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;Wiki Leaks – challenges before free media, Ethical issues related to cyber media; Social Media Trolling; Communication Policy for the Digital Age.

### **Module – 6**

Management – principles – scope –Overview of media landscape in India—Print, Radio, Television, Digital media- New media and its impact-- media economy with special reference to Indian market--media as an industry and profession; Introduction to Media Economics.

### **Module - 7**

Indian media consumer - Principles of media management and their significance –Foreign equity in Indian media (including print media) – New challenges, Sources of Revenue for Print, Electronic and Digital Media. Strategy to boost advertisements – competition with other media management of advertisement department – advertisement manager – responsibilities – apex bodies : DAVP, INS and ABC.

### **Module - 8**

Print Media Management—Ownership patterns, structure of newspaper organization & functions of various departments & personnel. Emerging marketing strategies, Customer Relationship Management (CRM) in print, FDI in Media; Strategy to boost circulation – circulation department – functions – circulation manager – need of all round ability – coordination with other departments.

### **Module - 9**

Broadcast Management – TV & Radio: Ownership Pattern--FM: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations, Audience research, Programming strategies, Programme promotion, Marketing programmes. FM radio in India, The market and the audiences, an analysis, issues of broadcast management, Management of community radio –principles and scope.

### **Module - 10**

Employee/employer and customer relations services; Marketing strategies – brand promotion (space/time, circulation)–reach– promotion – Event management — market survey techniques - human research development for media, Strategies for monetization; Venture Capital in Media.

### **Reading List :**

1. Law of the Press – D. D. Basu, Lexis Nexis, 5<sup>th</sup> Edition, 2010.
2. Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2<sup>nd</sup> 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, 3<sup>rd</sup> Edition, 2015.
5. Media Ethics : Truth, Fairness and Objectivity – Paranjoy Guha Thakurta, Oxford University Press, 2<sup>nd</sup> Edition, 2011.
6. Newspaper Management in India – Gulab Kothari, Rajasthan Patrika Pvt. Ltd.
7. Media Management – S. Kundra, Anamol Prakashan, 2016.
8. News Media Management – P. K. Rabindranath, Authors Press, 1<sup>st</sup> Edition, 2010

## **JMC P COR 17 M- Photojournalism**

Total Marks-50 (Including Internal Assessment -- Marks 10)

**On successful completion of this course a student will be able to**

1. Learn what is a good photograph
2. Learn how photographs are used to communicate in different media including: newspapers, magazines, books and online websites
3. Learn how to distinguish between the demands of journalistic photography and those of fine art photography
4. Learn how to distinguish between the demands of journalistic photography and those of fine art photography
5. Learn how journalistic ethics apply to photojournalism, especially in a world of digital photography
6. Learn how to write captions Not forgetting that the image is the important element here,
7. How to reinvent the profession of photojournalist in a world where the print media is shutting newspapers and magazines at an ever-increasing rate

### **Module - 1**

Definition and concept Text Vs Photograph – history of photo journalism in India and abroad – scope and importance in modern newspapers-- News photo – main characteristics- Photo agencies – news agency services – Foreign photo agency – AFP, AP, Reuters -- PTI & UNI – Photo Division- Government of India. Essentials of a press photograph Qualities of a good photojournalist,

### **Module - 2**

Photography department of a newspapers house – Photo journalist – duties and responsibilities –qualities – role as a working journalist-- working in photography department.

### **Module - 3**

News photo – main characters , Choosing the right spot, right angle and right moment for an appropriate composition, Principles of cropping and photo editing, relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for various purposes, Photo editing – principles and techniques – picture photo. Caption,

Composition – fundamentals – viewpoint – shape and form – perspective – pattern and texture etc.

#### **Module - 4**

Photography in the age of electronic imaging, from analogue to digital images, a post photography era, digital encoding, digital simulation, multi media digital, editing interactivity and media convergence, technical challenge and cultural continuity.

#### **Module - 5**

Photographs and Photo feature in Different Situations -Photographing People - Portrait and Still, Wildlife, Environment, Landscape, Industrial Disasters, Photography for entertainment and Advertising, Sports, Conflicts, War, Political and Social Photography.

#### **Reading List:**

1. Arthur C Danto, Playing with the Edge, California, 1996.
2. Bischoff, Simon (ed) – Paul Bowles and How could I send a picture into the desert, Zurich, 1994.
3. John Hedgecoe, The Photographer's handbook, complete reference manual of photographic techniques, procedures and equipment, London, 1997.
4. Liz Wells, Photography, a critical Introduction, London, 1997.
5. Patricia Johnson, Real Fantasies, Edward Steichen's Advertisement Photography, California, 1997.
6. Pierre Bordieu, Photography, a middle brow art, London, 1996.
7. Susan Sontage, On Photography, London, 1977.
8. The encyclopedia of photography - Richard Zakia & Leatie Stroebel
9. Understanding Digital Photography - Joseph A .Ippolito
10. The Manual of Photography - Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray
11. F.P. Hoy. Photo Journalism
12. Ron Reeder Brad Hinke: Digital Negatives, Focal Press, 2007
13. Steve Heath: Multimedia and Communications Technology, Elsevier,2003
14. James A. Folts,Ronald P. Lovell & Fred C. Zwahlen Jr. : Handbook of Photography,2002
15. Michael Langford: Basic Photography, Focal Press, 2003
16. O.P. Sharma: Practical Photography, Hind Pocket Books, 2001
17. 18. Zaheer Husain Khan: A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006
18. Newnes: Basic Photography,2009
19. Hamlyn :The Hanlyn Basic Guide to Photography ,2003

20. Cyernshem G R :History of Photography ,2001
21. Rothsteline :Photo Journalism ,20011
22. Milten Feinberg :Techniques of Photo Journalism,2010
23. Bergin :Photo Journalism Manual ,2003
24. Stanley E Kalish and Clifton C Edom :Picture Editing,2012
25. Jack Price :News Photography,2011
26. High Sidley and Rodney Fox :1000 Ideas for better News Picture,2011
27. Rnede and Mc Cal :Press Photography .2009
28. Evans : Pictures on a Page: Photo Journalism, Graphic and Picture Editing 2008
29. Kebre : Photo Journalism: The Professional's Approach .2008
30. John : Newspaper Photography: A Professional View of Photo Journalism today.1998
31. The Mind'Eye, Henri Cartier-Bresson ISBN: 0-89381-890-9  
Optional:  
Photojournalism:
32. The Professional's Approach, 6th edition by Kenneth Kobre (including a DVD) ISBN: 978-0-7506-8593-1
33. Focal Press (La Chambre Claire), Camera Lucinda, Reflexions on Photography by Roland Barthes ISBN: 0809033402

### **JMC P DSE 02 T- Women & Media OR Media Culture and Society**

Total Marks-50 (Including Internal Assessment -- Marks 10)

#### **Course Outcomes**

**On successful completion of this course a student will be able to**

1. Define and explain the practices of the field of Women's and Media Studies
2. Identify major concepts and assumptions of feminist study
3. Describe major theories and theorists in Women's and Gender Studies.
4. Construct a project related to a research area in Women's and Gender Studies, making sure to identify, appropriately select, and implement diverse epistemological and methodological approaches in the construction of a paper or project in response to a well-developed research question.
5. Identify, categorize, and distinguish elements of the main theories associated with Women's and Media Studies in order to engage in classroom discussion, papers, and projects appropriate for the discipline.
6. Evaluate the reliability and comparative work of competing quantitative and qualitative information resources and their contributions to the field of Women's and Media Studies.

7. Incorporate multiple information resources presented in a variety of media and properly cite these sources.
8. Discuss the importance of context for understanding and interpreting women's and men's experiences.
9. Recognize societal institutions and power structures that occur within patriarchal society, and analyze the ways in which these institutions and structures impact the material realities of women's and men's lives differently.
10. Recognize the ways feminist theory invites us to understand gender, human behavior, political institutions and oppression in a new light, with a reflection on how these factors operate in the one's own life.
11. Develop ways to address societal and power inequalities to improve women's status
12. Recognize and analyze the ways societal institutions and power structures within a patriarchal society impact the material realities of women's and men's lives differently in response to not only gender, but also race, ethnicity, national origin, religion, class, ability, sexuality, age, etc.
13. Apply knowledge for social transformation and citizenship.
14. Engage in critical self-reflection, promoting self-awareness.

**Module: I**

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: the power of images, status of women working in media industry .

**Reading List:**

1. Prasad K: Women and Media, The Women Press2005
2. Prasad K: Communication and Empowerment of Women, The Women Press2004
3. Sarikakis K and Shade L. R: Feminist Intervention in International Communication: Minding the gap, USA, Rowman and Littlefield.2008
4. Prasad K: Women, Globalization and Mass Media: International Facets of Emancipation, New Delhi, B.R.Publishing Corporation.2003

5. Joshi S and Prasad K :Feminist Development Communication: Empowering Women in the Information Era, New Delhi: The Women Press. 2009
6. Munshi S: Images of Modern Women in Asia, Curzon Press2001
7. Bathla S: Women Democracy and Media, Sage1998
8. Krishnan P & Dighe A: Affirmation & Denial –Construction of feminity on Indian television, Sage 1990
9. Croteau & Hoynes : Industries Images and Audiences, Sage2002
10. Creedon P J: Women in Mass communication, Sage 1994
11. Freedman J:Feminism Viva Books India 2002
12. Mazumdar R: A short Introduction to feminist theory, Anustup Pub2010 13. Mazumdar R: A short Introduction to feminist theory, Anustup Pub

### **JMC P DSE 02 T Media, Culture and Society**

Total Marks-50 (Including Internal Assessment -- Marks 10)

#### **Course Outcomes**

**On successful completion of this course a student will be able to**

1. Learn about the role of communication and the media in the shaping and development of culture and society
2. Learn about the role of the media in the lives of individuals
3. get an awareness of the relationship between the media and various social problems and aspects of society , Skills and capacities
4. an ability to critically appreciate and discuss the cultural and social role of the media
5. know the capacity to see and analyse media performance and content from a gender perspective
6. Evaluative capacity and approach recognize the cultural and moral responsibility of media
7. an understanding for the political/democratical potential of mass media.

**Module -1** Concept of Culture--meaning, dimensions--the basic theoretical framework.

Counter cultures, women, youth, and minorities. Critical Cultural Theory; Frankfurt School; Communication Technology and Culture, Mass Media and Postmodern Culture, Culture industries

**Module -2** Media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Feminist critiques of media. Media and the minorities. National culture and communication policy. Mass Society; Political Economy; Functionalism; Technology Determinism; Information Society.

**Module -3** Audience theory: Goals of audience research — Alternative traditions of research— Audience issues of public concern — Types of audience: The audience as a group or public — The gratification set as audience — The medium audience— Audience as defined by channel or content

**Module – 4** Media Organization: The media organization in a field of social forces Relations with society; Relations with pressure and interest groups; Relations with owners and clients; Relations with the audience; Aspects of internal structure and dynamics

**Module -5** Media Content: Critical perspectives on content; Structuralism and semiology; Media content as information; Media performance discourse; Objectivity and its measurement; Questions of research method 33

**Reading List:**

1. James W Carey Communication As Culture: Essays on Media and Society, Routledge, (1989)
2. John Storey, What Is Cultural Studies? A READER (Edited by John Storey) Hodder Education – 2009
3. McPhail, T. L.(2009).Development communication: Reframing the role of media. UK: Wiley Blackwell
4. McQuail D, McQuail's Mass Communication Theory; 6th Edition; Sage, 2010
5. Servaes, J., Jacobson, T. & White, S.A. (Eds.), Participatory communication for social change. Thousand Oaks: Sage
6. Stuart Hall Representation: Cultural Representations and Signifying Practices - Vol. 2 (Culture), Sage 1997
7. Wilkins, KG. (Ed.): Redeveloping communication for social change: Theory practice and power. UK: Rowman and Littlefield Publishers 2000.

**JMC P COR 18M- MAKING VIDEO DOCUMENTARY**

Total Marks- 100 (Including Internal Assessment)

**Course Outcomes**

**On successful completion of this course a student will be able to**

1. understand and apply the various formats make Professional Documentary to create social impact.
2. get efficiency in documentary production and evaluate documentary films.
3. learn techniques of Documentary production and editing.

4. learn about research mechanism and treatment of ideas to transform into script
5. evaluate documentary films.

### **Module 1**

Documentary writing - subset of Non-fiction film and video –subjectivity in story tellingstory basics – formats –documentary subject identification – Review of basic documentary videos.

### **Module 2**

Dramatic story-telling- Documentary story – Evaluation Story ideas – Developing the story – shots for documentary - Approaches in documenting - Review of documentary videos

### **Module 3**

Docu-fiction – Mocumentary – Experimental Videos – Popular documentary formats and Review of docu-fiction and experimental videos

### **Module 4**

Documentary research basics –Types of researches – Casting – Hosts and Narrators – Documentary proposal writing – case studies.

## **Production and Post Production-**

### **Module I**

Script-writing for documentary/educational/short-fiction/ advertisement programmes; Modes of presentation; Programme research; Planning, budgeting and scheduling.

### **Module II**

Screening and evaluation of typical programmes. Identifying and researching topics; Writing programme proposals.

### **Module III**

Introduction to video camera techniques.

### **Module IV**

Introduction to lighting; Shooting indoors/outdoors; Television studio operations/personnel.

### **Module V**

Editing, Graphics,Audio techniques.

### **Module VI**

Production stages-pre-production/production/post-production.

**Dissertation-- 50 Marks**

**Word Limit – 5000-7000**

**Structure of the dissertation: Introduction. Objective, Methodology, Review of Literature, Research analysis Findings, Conclusion, Bibliography**

**Mode of Evaluation: Dissertation, Presentation and Viva Voce**

**Reading List:**

1. Jeremy G Butler, Television; Critical Methods and Application, Routledge, 2012
2. Jonathan Bignell, An Introduction to Television, Routledge, 2012
3. Wilfet Amanda, Media Production; A practical guide to TV, Radio, Routledge, 2013
4. East man Susan Taylor, Media Programming; strategies and practices, International, 2013
5. Anna Cristin Pertiera, Locating Television, Routledge, 2006
6. Mark Gawlinski, interactive Television, Focal Press, 2003.
7. Boyd Stewart & Alexander, Broadcast Journalism: Techniques of Radio and Television News, Elsevier, New delhi.
8. Donald and Spann, Fundamentals of Television Production, Surjeet, New Delhi, 2004
9. Belavadi, Vasuki, Video production, OUP, New Delhi, 2013
10. Jerald Millerson, Video Production Handbook, Focal Press, 1998
11. Kenneth Dancygen, The technique of film and video editing, Focal Press, 2010
12. Roland Lewis, Video Makers' Handbook, Macmillan, 1995
13. Bill Nichols, Introduction to documentary, Indiana University press, 2001
14. Mike Wolvertin, Reality on reels; How to make documentaries for radio, TV, Film, Surjeeth , New Delhi, 2005
15. Bill Nichols. Introduction to Documentary. 2nd Edition. Atlantic Publishers and Distributors. 2010
16. Sheila Curran Bernard. Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films. Focal Press. 2007.
17. Alan Rosenthal. Writing, Directing and Producing Documentary Films and Videos. 3rd Edition. CBS Publishers & Distributors Pvt Ltd. 2002.
18. Michael Rabiger. Directing the Documentary. Focal Press. 2014.