

University of Burdwan



B.A. (Honours) Mass Communication & Journalism Choice Based Credit System

Semester wise Structure

**B.A. MASS COMMUNICATION & JOURNALISM (HONOURS)
PROPOSAL FOR SEMESTER WISE STRUCTURE**

SEM		AECC	SEC	DSE	GE
I	CC1 :INTRODUCTION TO JOURNALISM CC2: INTRODUCTION TO MEDIA AND COMMUNICATION	ENVS			GE 1: ANY DISCIPLINE OTHER THAN MCJ
II	CC:3 REPORTING AND EDITING FOR PRINT CC4: DEVELOPMENT OF MEDIA IN INDIA AND BENGAL	ENGLISH / MIL			GE 2: DISCIPLINE OTHER THAN MCJ
III	CC5: INTRODUCTION TO BROADCAST MEDIA – RADIO CC6: INTRODUCTION TO BROADCAST MEDIA – TELEVISION CC7: ADVERTISING AND PUBLIC RELATIONS		SEC – 1 RADIO PRODUCTION OR DEVELOPMENT JOURNALISM		GE 3: DISCIPLINE OTHER THAN MCJ
IV	CC8 :INTRODUCTION TO NEW MEDIA CC9: DEVELOPMENT COMMUNICATION CC10: MEDIA		SEC – 2 DOCUMENTARY PRODUCTION OR PHOTOGRAPHY		GE 4: DISCIPLINE OTHER THAN MCJ

	ETHICS AND LAW				
V	CC11: GLOBAL MEDIA AND POLITICS CC12:INTRODUCTION TO FILM STUDIES			DSE – 1 COMMUNICATION RESEARCH AND METHODS OR PRINT JOURNALISM AND PRODUCTION DSE –2 CORPORATE SOCIAL RESPONSIBILITY OR MEDIA GENDAR AND HUMAN RIGHTS	
VI	CC13: RURAL COMMUNICATION CC14: MEDIA INDUSTRY AND MANAGEMENT			DSE –3 MULTIMEDIA JOURNALISM OR DISSERTATION DSE- 4 MEDIA & INDUSTRY OR COMMUNITY OUTREACH PROGRAMME	

**B A MASS COMMUNICATION & JOURNALISM (HONOURS)
PROPOSAL FOR SEMESTER WISE STRUCTURE**

Distribution of Credit

- *Core Course (CC) = 6 credits*
- *Discipline Specific Elective (DSE)=6 credits ;*
- *Generic Elective (GE) = 6 credits*
- *Skill Enhancement Course (SEC)= 2 credit*

SEMESTER	PAPER CODE	PAPER NAME	THEORY	PRACTICAL	TUTORIAL
I	CC1	INTRODUCTION TO JOURNALISM	5	0	1
	CC2	INTRODUCTION TO MEDIA AND COMMUNICATION	5	0	1
	GE 1	ANY DISCIPLINE OTHER THAN MCJ	6	0	0
	AECC1	ENVS	4	0	0
II	CC3	REPORTING AND EDITING FOR PRINT	4	2	0
	CC4	DEVELOPMENT OF MEDIA IN INDIA AND BENGAL	5	0	1
	GE 2	ANY DISCIPLINE OTHER THAN MCJ	4	2	0
	AECC2	ENGLISH / MIL	2	0	0

III	CC5	INTRODUCTION TO BROADCAST MEDIA – RADIO	4	2	0
	CC6	INTRODUCTION TO BROADCAST MEDIA – TELEVISION	4	2	0
	CC7	ADVERTISING AND PUBLIC RELATIONS	4	2	0
	SEC 1	RADIO PRODUCTION OR DEVELOPMENT JOURNALISM	2	0	0
	GE 3	ANY DISCIPLINE OTHER THAN MCJ	6	0	0
IV	CC8	INTRODUCTION TO NEW MEDIA	4	2	0
	CC9	DEVELOPMENT COMMUNICATION	5	0	1
	CC10	MEDIA ETHICS AND LAW	5	0	1
	SEC 2	DOCUMENTARY PRODUCTION OR PHOTOGRAPHY	0	2	0
	GE 4	ANY DISCIPLINE OTHER THAN MCJ	6	0	0
V	CC11	GLOBAL MEDIA AND POLITICS	5	0	1
	CC12	INTRODUCTION TO FILM STUDIES	4	2	0
	DSE 1	COMMUNICATION RESEARCH AND METHODS OR PRINT JOURNALISM AND PRODUCTION	4	2	0

	DSE 2	CORPORATE SOCIAL RESPONSIBILITY OR MEDIA GENDAR AND HUMAN RIGHTS	4	2	0
VI	CC13	RURAL COMMUNICATION	4	2	0
	CC14	MEDIA INDUSTRY AND MANAGEMENT	4	2	0
	DSE 3	MULTIMEDIA JOURNALISM OR DISSERTATION	2	4	0
	DSE 4	MEDIA & INDUSTRY OR COMMUNITY OUTREACH PROGRAMME	4	2	0

Semester I

CC1: Introduction to Journalism

(Total No of Classes – 60)

75 Marks, 6 Credits

Course Contents:

- **Unit 1** - Understanding News Ingredients of news
News: meaning, definition, nature
The news process : from the event to the reader (how news is carried from event to reader)
Subjectivity, Objectivity of news, Proximity of news, Ethics of Journalism

Hard news vs. Soft news, basic components of a news story
Attribution, embargo , verification, balance and fairness, brevity, dateline ,credit line, byline.
(*20 Classes*)
- **Unit2**-Different forms of print-Ahistorical Perspective
Yellow journalism,
.Print, electronic, and Digital media, Citizen journalism-from letter to the editor to whatsapp reporters-Print to digitalization

Penny press, tabloid press
Language of news- Robert Gunning: Principles of clear writing Rudolf
(*10 Classes*)
- **Unit 3** - Understanding the structure and construction of news
organising a news story, 5W's and 1H, Inverted pyramid
Criteria for news worthiness, principles of news selection
Use of archives, sources of news, use of internet

(*10 Classes*)
- **Unit 4**– Different mediums-a comparison
Language and principle soft writing: Basic differences between the print, electronic and on line journalism
Citizen journalism
(*10 Classes*)

- **Unit 5 - Role of Media in a Democracy**
 Responsibility to Society
 Press and Democracy
 Contemporary debates and issues relating to media
 Contemporary issues of media, Rights to privacy, Fake news & Paid news

(10 Classes)

Readings:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication , 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*;Black well Publishing,2006.
3. George Rodmann. *Mass MediainaChangingWorld*;Mcgraw Hill Publication,2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook* ;Routledge Publication,2006.

CC2: Introduction to Media and Communication
(Total No of Classes – 60)
75 Marks, 6 Credits

Course contents:

Unit I --Media and Everyday Life

Discussions around mediated and non-mediated communication

Media and Everyday life could cover the impact of (Educate,inform and entertain) of print,Radio,and digital media

(05 Classes)

Unit II –Communication and Mass Communication

Forms of Communication, Levels of Communication:
the form of communication methods- verbal, nonverbal And
the level of communication :Intra, Inter, Group,
Organizational, Mass communication Mass
Communication and its Process : SMCR and Wilbur
Schram model

Normative Theories of the Press Media and the Public Sphere means: Formation of public
sphere (State, market and civil society) And formation of public opinion

(20 classes)

Unit III–Mass Communication and Effects Paradigm

Direct Effects; Mass Society Theory, Propaganda

Limited Effects; Individual Difference Theory, Personal Influence Theory

(8 Classes)

Unit IV--Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects:

Agenda Setting, Effects on Audience and Society (Lasswell Model)

Propaganda:-Noam Chomsky Hypodermic model

Spiral of Silence, Cultivation Analysis

Critique of the effects

Paradigm and emergence of alternative paradigm

(10 Classes)

Unit V–Four Models of Communication,

Transmission models,

Ritual or Expressive models

Publicity Model

Reception Model : Culture and effects model- HUB MODEL

(15 Classes)

Readings:

1. Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72
2. John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38
3. Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)

4. Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning, 2006) pages 42-64; 71-84; 148-153; 298-236
5. Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188
6. Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
7. RaviSundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1)
8. Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013)

Internal Assessment: (Attempt any three out of four) for paper CC1 and CC2

1. Power point presentation-any contemporary issues, or media in everyday life use maximum eight number of slides
2. Report writing selects any two nation dailies of their page one and national page. Coverage of news-7 days finally makes an analytical report on selected hard and soft news.
3. Group Discussion-Press and Democracy, media and society
4. Debate: Media culture and society
5. Class Test

SEMESTER II

CC3: Reporting and Editing for Print

(Total No of Classes – 60)

75 Marks, 6 Credits

Course contents:

UNIT 1 – Covering news

Reporter- role, functions and qualities

General assignment reporting/working on a beat; news agency reporting.

Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, hospitals, health, education, sports; (

UNIT 2-- Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

UNIT 3 -- The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents

Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

Opinion pieces, op. Ed page

UNIT 4 - Trends in sectional

news Week-end pullouts, Supplements,

Backgrounders columns/columnists

UNIT 5 -- Understanding media and news

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.

Objectivity and politics of news

Neutrality and bias in news

Readings

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
The Newspaper's Handbook, Richard Keeble, Routledge Publication
5. Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
News Reporting and Writing, Mencher, Melvin. MCGraw Hill, NY. 2003
6. Mass Communication Theory, Denis McQuail, Sage Publications
7. Reporting for the Print Media'. (2nd ed).; Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, tests, debates and tests may be held regularly.

CC4: Development of Media in India and Bengal
(Total No of Classes – 60)
75 Marks, 6 Credits

Unit 1- Growth and Development of the Press - Early days of the Press, Growth and Development of the Press in India and Abroad , Contributions of the early thinkers in colonial India - . James Augustus Hickey, James Silk Buckingham, Missionary of Baptists , William Carey

Unit 2 -Indian Press – Some Major Journals and Newspapers of PreIndependence days , Bengal Gazette, SamacharDarpan, Calcutta Journal , SambadKaumudi , SamacharChandrika , Bengal Spectator Parthenon , Gyananweshan , SambadPravakar , Yugantar

Unit 3- Role of Derozio , SishirBasu&AmritabazarPatrika , Harish Chandra Mukhopadhyay&Hindoo Patriot , BrahmabandhabUpadhyay, role of Raja Rammohan Roy , Gandhiji as a political communicator, journalist and editor

Unit4 - Indian telegraphic Act, Press & Registration Book Act, Adams Gag (1823) , Vernacular Press Act (1878) , Press in the Post - colonial India, Adoption of New Editorial Policy Corporatization of Newspaper Houses, Social, Political and Economic Issues and the Role of the Indian Press

Unit 5- Recent development in Indian Press, Advent of Radio and Television in India, Emergence of Radio in Pre-independence period, All India Radio , Doordarshan, Magazine journalism, Press in emergency period, Cable TV and Satellite Television

Readings

1. History of Indian Journalism: J. Natarajan.
2. Journalism In India: RanswamiParthasarathi.
3. Banglar Renaissance:Susobhan Sarkar.
5. History of Journalism- MohitMitra.
6. The Press- Chalapati Rao.
7. History of Indian Press: S.Natarajan.
8. Romance of Indian Journalism: J.N.Basu.

9. Critique of Colonial India: Sumit Sarkar.

10. Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press, 2010), (Chapter 2 and Chapter 5)

11. Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).

12. Jeffrey, Robin, India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press, (New Delhi, Oxford 2003)

13. Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1-32
Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991)-39-57

SEMESTER III

CC5 Introduction to Broadcast Media – Radio

(Total No of Classes – 60)

75 Marks, 6 Credits

Course Contents:

Unit 1 Development of Radio - Radio as a medium of communication , Emergence and development of Radio broadcasting , AIR and its role a medium of mass communication , AIR, BBC,VOA- management and comparative profile , internet radio, HAM Radio,

Unit 2- Radio news, Types of radio news bulletins and their structures, Style and presentation of Radio news , News reader- qualities and duties , Radio newsroom- structure and function , OB VAN, News production, Live broadcasting, News Service Division

Unit-3- Radio Programme, Radio interview, types format of interview, panel discussion, Radio talk, Radio feature, radio package, illustrated reading, Story telling

Unit 4 - Radio Production & editing - Art of scripting , uses , norms of microphones, different forms of microphones, Acoustic treatment of audio studio, Digital editing- sound card etc , Uses of Sound effects, Digital Editing consoles, audio mixing techniques Digital editing through Sound Wrap- up, cross fade , Editor & Editing- dos and don'ts , production and post-production, radio programme budget

Unit 5 - FM broadcasting, Emergences of Public & Private FM in India, Format of FM programme Popularity and acceptance of FM among audience, Market potentiality of FM programme , radio in rural India Community radio- scope and applications, Community Radio in India, Community radio in Nepal & Bangladesh , Content and coverage of rural based programme in Radio

Readings:

1. Chatterjee, P.C., Broadcasting in India
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India

3. Bhatt, S.C., Broadcast Journalism: Basic Principles
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
6. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
7. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987 8. Radio & TV Journalism: Srivastava, K.M.
8. NeurathP.“RadioFarmForumasaToolofChangeinIndianVillages,”Economic Developmentof Cultural Change, vol 10, No. 3 (pp 275-283)
14. DavidPageandWilliamCrawley,*SatellitesOverSouthAsia*,(Sage,2001)Chapter2, chapter 8and Chapter 9.
15. Das,Biswajit,“MediatingModernity:ColonialDiscourseandRadioBroadcastinginIndia,”
CommunicationProcessesVol1:MediaandMediation,B.Bel,B.Das,J.Brower,VibhodbParthasarathi,G.Poitevin(Ed.)(Sage2005)
16. Parthasarathi,Vibhodh,“Constructinga‘NewMediaMarket:MerchandisingtheTalking Machine”in
CommunicationProcessesVol1:MediaandMediation,B.Bel,B.Das,J.Brower,VibhodbParthasarathi,G.Poitevin(Ed.)(Sage2005)

Suggestive projects

- Script writing
- Presentation of experimental genre in Radio
- Presentation about PSBT and such organizations.
- Script on sound effect Presentation
Script on radio ad/ jingles

CC6: Introduction to Broadcast Media – TV

(Total No of Classes – 60)

75 Marks, 6 Credits

Course Contents:

Unit -1History ofTelevision

Invention to Telecast; Inception in different countries; Television in India; Doordarshan; Nationwide Network Formation; Programmes; Types; National; Transmission; PrasarBharati ;Community Television ;Satellite Television Advent in India; Public Service Broadcasters

Unit 2 - Different Types of channels International/National/Regional Specialty channels; Entertainment/Sports/News;Doordarshan versus satellite channels.

Unit 3- Camera Usage in News , Basic camera shots; Camera Angles, Camera Movements; Visual Grammar; Focusing; VisualPerspective

Unit 4 - Television News and News Room, Writing Techniques; Characteristics, Basic elements; Electronic News Gathering (ENG) & Electronic field Production (EFP) ElementsofaTelevisionNewsStory:Gathering, Writing/Reporting. ElementsofaTelevisionNewsBulletins; Structure and composition of News Room; Duties &Responsibilities of the personnel

Unit 5 -Television Programme, News; Interview; Discussion; Chat Shows etcChangingCharacterofTelevisionNews(24-hrsnewsformat,NewsProductioncycle,News 'Lingo',News'Formulae') News as Event, Performance and Construction.

Readings:

1.Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi

2. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television. Rinehart & Winston
3. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi
4. Acharya, R.N., Television in India, Manas Publication, Delhi
5. Desai M K Television in India Authors press New Delhi
6. Chatterjee P.C. Broadcasting in India, Sage, New Delhi,
7. Gerald Millerson. The Technique of Television Production, 12th ed. Focal Press, London
8. John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in Television in Contemporary Asia by David French and Michael Richards (Ed) (Sage, 2000)

Topics for Student Presentations

- Script writing
- Presentation of experimental genre in TV
Script on TV Ad
- Presentation of Commercial Channel functions.
- Presentation on global broadcasting models & Indian Broadcasting Models

1. A comparative study of a Community Radio project and any of AIR's Local Radiostations.
2. A case study of radio programmes like *Faujibhaiyon keliye* and *behnokakaryakram* and *utchmahilaradio*
3. Trace the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of cassette technology
3. Compare the history of Cinema with the history of other visual media.
4. Do a visual presentation on cartoon that appeared in Indian Newspapers during the period of Emergency and the debate around censorship of media by the Indian state.
5. Presentations on the importance of archiving. The state of archives of Indian cinema, Newspapers, music and photographs.
6. A discussion on digital archives.

CC7: Advertising and Public Relations

(Total No of Classes – 60)

75 Marks, 6 Credits

Course contents:

Unit 1-Introduction to Advertising

Meaning and history Advertising

Importance and Functions

a) Advertising as a tool of communication,

b) Role of Advertising in Marketing mix, PR

Advertising Theories and Models – AIDA model, DAGMAR Model, Maslow's Hierarchy

Model, communication theories applied to advertising

Types of advertising and New trends

Economic, cultural, Psychological and Social aspects of advertising

Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAI, ASCI and their codes.

Unit 2- Advertising through Print, electronic and online media

Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding

Advertising department vs. Agency - Structure, and Functions

Advertising Budget

Campaign Planning, Creation and Production

Unit-3 Public Relations – Concepts and practices

Introduction to Public Relations

Growth and development of PR

Importance, Role and Functions of PR

Principles and Tools of Public relations

Organisation of Public relations: In house department vs consultancy.

PR in govt. and Private Sectors

Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit 4-PR – Publics and campaigns

Research for PR

Managing promotions and functions

PR Campaign - planning, execution, evaluation

Role of PR in Crisis management

Ethical issues in PR - Apex bodies in PR - IPRA code - PRSI, PSPF and their codes.

Unit 5 – Social Media Marketing

SocialMediaTechnologiesandManagement
Integrated Marketing Communication
Developing SocialNetworks
SocialMediaStrategies,TacticsandEthics
Social MediaTools
Measurement Strategies and ROI

List of Projects

1. Designanadcopyforaproduct
2. Scriptwritingforelectronicmedia(Radiojingle,TVCommercial)
- 3 Planning&Designingadvertisingcampaigns
4. Criticalevaluationofadvertisements
5. Writingapressrelease.
6. PlanninganddesigningPRcampaign
7. Assignment on crisismanagement

Readings

1. DavidOgilvy,OgilvyonAdvertising,Pan/PrionBooks
2. FrankJefkins,AdvertisingMadeSimple,Rupa&Co.
3. Chunawalla,AdvertisingTheoryAndPractice,HimalayaPublishingHouse
4. JethwaneyJaishri, Advertising, Phoenix Publishing House
5. JefkinsFrankButterworth,PublicRelationTechniques,HeinmannLtd.
6. HeathRobertL,HandbookofPublicRelations,SagePublications,
- 7.DennisL.Wilcose&GlenT,PublicRelations,Pearson
8. CutlipS.MandCenterA.H.,EffectivePublicRelations,PrenticeHall
9. KaulJ.M.,NoyaPrakash,PublicRelationinIndia,Calcutta

SEMESTER IV
CC8: Introduction to New Media
Course Contents: (Total No of Classes – 60)
75 Marks, 6 Credits

Unit 1 Key Concepts and Theory

Defining new media, terminologies and their meanings – Digital media, new media, online media *et al.*; Information society and new media, Technological Determinism, Computer- mediated-Communication (CMC), Networked Society.

Unit 2 Understanding Virtual Cultures and Digital Journalism

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

Unit 3 Digitization of Journalism

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics

Unit 4 Overview of Web Writing

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

Unit 5 Visual and Content Design

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Suggested Readings:

Vincent Miller. Understanding digital culture. Sage Publications, 2011.

Lev Manovich. 2001. "What is New Media?" In The Language of New Media.

Cambridge: MIT Press. pp. 19-48.

Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.

Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.

Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.

O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. O'Reilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>

Grossman, "Iran Protests: Twitter, the Medium of the Movement"

Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1

Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

CC9 :Development Communication

**(Total No of Classes – 60)
75 Marks, 6 Credits**

Course contents:

UNIT 1

Development: Concept, concerns, paradigms
 Concept of development
 Measurement of development
 Development versus growth
 Human development
 Development as freedom

UNIT 2

Models of development Basic
 needs model Nehruvian model
 Gandhian model

UNIT 3

Developing countries versus developed countries
 UN millennium dev goals
 Development communication: Concept and approaches
 Paradigms of development: Dominant paradigm, dependency, alternative paradigm
 Dev comm. approaches – diffusion of innovation, empathy, magic multiplier
 Alternative Dev comm. approaches:
 Sustainable Development
 Participatory Development
 Inclusive Development Gender

and development

Development support comm. – definition, genesis, area wood triangle

UNIT 4

Role of media in development

Mass Media as a tool for development

Creativity, role and performance of each media-comparative study of pre and post liberalization eras

Role, performance record of each medium-print, radio, tv, video, traditional media

UNIT 5

Role of development agencies and

NGOs in development communication

Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;

Cyber media and dev –

e governance, echaupal, national knowledge network, ICT for dev narrowcasting Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

Suggested Readings:

Roger Everett M: Communication and Development – Critical Perspective,

Sage, New Delhi, 2000

Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.

Belmont CA: Technology Communication Behaviour, Wordsworth

Publication, New Delhi, 2001.

Dr. Anil Kumar: Mass Media and Development Issues, Bharti Prakashan,

Upadhyay Varanasi, 2007.

UNDP: Human Development Report (published every year), Oxford

University Press, New Delhi.

WorldBank:WorldDevelopmentReport(publishedeveryyear)Oxford
UniversityPress,NewDelhi.

WilburSchramm:MassMediaandNationalDevelopment-theroleof
informationindevelopingcountries,UNESCO/Stanford
University Press, 1964.

AmartyaSen:Developmentasfreedom,AlfredAKnopf,NewYork,1999.

DayaThussu:Mediaonthemove:Globalflowandcontraflow:Routledge,
London,2006.

D V R Murthy : Development Journalism, What Next? Kanishka Publication,
New Delhi, 2007.

Ghosh&Pramanik:PanchayatSysteminIndia,KanishkaPublication,New
Delhi,2007.

ShivaniDharmarajan:NGOsasPrimeMovers,KanishkaPublication,New
Delhi,2007.

What Do We Mean By Development: An Article by Nora C Quebral in International
Development Review, Feb, 1973, P-25.

Modern Media in Social Development : Harish Khanna.

CC 10 : Media Ethics and the Law

(Total No of Classes – 60)

75 Marks, 6 Credits

Course Contents:

Unit-I Ethical Framework And Media practice
Freedomofexpression(Article19(1)(a)andArticle19(1)2)
Freedom of expression and defamation- Libel and slander
IssuesofprivacyandSurveillanceinSociety

Right to Information
Working journalist act
Contempt of court

Unit 2 Media Technology and Ethical Parameters

Live reporting and ethics
Legality and Ethicality of Sting Operations, Phone Tapping etc
Ethical issues in Social media (IT Act 2000, Sec 66A and the verdict of The Supreme Court)
Discussion of Important cases - eg - Operation Westend
Some Related laws - Relevant sections of Broadcast Bill, NBA guidelines

Unit 3- Representation and ethics

Advertisement and Women
Pornography
Related Laws and case studies - Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc

Unit 4 - Media and Regulation

Regulatory bodies, Codes and Ethical Guidelines
Self Regulation
Media Content - Debates on morality and Accountability:
Taste, Culture and Taboo
Censorship and media debates

Unit 5 - Media and Social Responsibility

Economic Pressures
Media reportage of marginalized sections - children, dalits, tribals, Gender Media coverage of violence and related laws - inflammatory writing (IPC 353),
Sedition - incitement to violence, hate speech.
Relevant Case Studies on defamation, contempt of court

Essential Reading list:

- Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009
- Barriemc Donald and Michelpetheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
- Iyer Vekat, Mass Media Laws and Regulations in India - Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

SEMESTER V

CC11 : Global Media and Politics

(Total No of Classes – 60)

75 Marks, 6 Credits

Course Contents:

Unit 1: Media and international communication:

The advent of popular media- a brief overview

Propaganda in the inter-war years: Nazi Propaganda,
Radio and international communication

Unit II: Media and super power rivalry:

Media during the Cold War, Vietnam War, Disintegration of USSR;
Radio free Europe, Radio Liberty, Voice of America

Communication debates: NWICO, McBride Commission and UNESCO
Unequal development and Third World concerns: North-South, Rich-Poor

Unit III: Global Conflict and Global Media

World Wars and Media Coverage post 1990: Rise of Al Jazeera
The Gulf Wars: CNN's satellite transmission, embedded Journalism
9/11 and implications for the media

Unit IV: Media and Cultural Globalization

Cultural Imperialism, Cultural politics: media hegemony and
Global cultures, homogenization, the English language
Local/Global, Local/Hybrid

Unit V: Media and the Global market

Discourses of Globalisation: barrier-free economy, multinationals,
technological developments, digital divide

Media conglomerates and monopolies: Ted Turner/Rupert Murdoch

Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood
Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Suggested readings:

- DayaKishanThussu.*InternationalCommunication:ContinuityandChange*,Oxford UniversityPress,2003.
- YahyaR.KamalipourandNancySnow.*War,MediaandPropaganda– AGlobal Perspective*,RowmanandLittlefieldPublishingGroup,2004.
- CommunicationandSociety,TodayandTomorrow“*ManyVoicesOne World*”UnescoPublication,RowmanandLittlefieldpublishers,2004.
- BarbieZelizerandStuartAllan.*Journalismafter9/11*,Taylorand FrancisPublication,2012.
- DayaKishanThussu.*Warandthedia:Reportingconflict24x7*,Sage Publications,2003.
- StuartAllanandBarbieZelizer.*Reportingwar:Journalisminwartime*,RoutledgePublication,2004.
- LeeArtzandYahyaR.Kamalipor.*TheGlobalizationofCorporateMediaHegemony*, NewYorkPress,2003.
- Yadava,J.S,*Politicsofnews*, ConceptPublishingandCo.1984.
- ZahidaHussainandVanitaRay.*Mediaandcommunicationsinthethirdworld countries*,GyanPublications,2007.

Additional Readings:

- Choudhary,Kameswar(ed)*Globalisation,GovernanceReformsandDevelopmentin India*,Sage,NewDelhi,2007.
- Patnaik,B.N&ImtiazHasnain(ed).*Globalisation:language,CultureandMedia*, Indian Institute of Advanced Studies, Shimla,2006.
- Monroe,Price.*MediaGlobalisation’MediaandSovereignty*,MITpress, Cambridge,2002.
- Singh,Yogendra.*CultureChangeinIndia:IdentityandGlobalisation*,Rawat Publication,NewDelhi,2000.
- Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*.(2ndEdition)Wiley-Blackwell,2009.pp.82-135,208-283.

Internal Assessment:

The internal assessment will be based on assignments, group discussions and tests conducted in class.

CC12 : INTRODUCTION TO FILM STUDIES

(Total No of Classes – 60)

75 Marks, 6 Credits

Course Contents:

Unit 1 - Birth of Cinema - From magic lantern to moving pictures, From Lumière to Griffith , Early Hollywood: - Charlie Chaplin, iv. Hollywood studio system
Indian cinema: early stage , Brief history of the silent era (1896-1930) ii. Dada
ShaheebPhalke . New Theatres, Prabhat, New Talkies

Unit 2 - Stages of film making

Pre-production, Production, post-production, Film Language

Image and sound code , Real time and filmic time, Montage . Mise-en-scenes

Unit 3 Classification of cinema, Film genre , Fiction and non-fiction films , Film and Society , Film as an art , Film as a medium of mass communication , Film Censorship

Unit 4 -Film language, Shot, scene, sequence, Camera, Lighting , Sound , Editing, , Indian Masters i. Satyajit Roy ii. Ritwik Ghatak

Unit 5 - Film practices , Narrative form, Classical Hollywood cinema, Italian Neo-realism , French New Wave

Readings

1. James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009
2. Gordon Gray. Cinema: A Visual Anthropology. Berg. New York. 2010
3. Garth Jowett, James M. Linton. Movies as mass communication. Sage Publications, 1989. 2nd Ed.
4. Khwaja Ahmed Abbas. How Films are made. National Book Trust,1977.
5. Mast G. & M. Cohen. Film Theory & Criticism:
6. Handbook of Film Production. Quick Jon & Tem La Bau , Macmillan,NY,1972
7. Sarkar, Kobita. India Cinema Today: An Analysis. Sterling, New Delhi, 1975.
8. Bordwell, David.. Making Meaning: Inference and Rhetoric in the Interpretation of Cinema . Cambridge: Harvard University Press. 1989
9. Bordwell, David . The Cinema of Eisenstein Cambridge: Harvard University Press. 1993
10. Renu Saran. History of Indian Cinema. Diamond Books. 2012

SEMESTER VI
CC 13 :Rural Communications
(Total No of Classes – 60)
75 Marks, 6 Credits

Course Contents:

Unit 1- rural development & rural society, rural vs urban- sociological, demographical and cultural perspectives, rural development and agricultural development

Unit 2 - participatory approaches of rural development, rural communication is an integrated communication strategy , model of rural communication, different kits/ tools of rural communication promotion/ rural communication for health, primary education and campaign of other related issues for rural development

Unit 3 - Gandhian view of rural development, social change and rural development, decentralization of power, people's participation, PRIs, communication strategies, communication gap in PRIs

Unit-4 decentralize planning to rural development and role of NGO s,non- agrarian activities and integrated rural development, promotion of rural industries and role of rural communication , rural cooperative and self group

Unit 5- rural media, low cost participatory media, community media in rural development, role of traditional media in rural development, development support communication, participatory video

Readings:

“New Media and New Technologies” by Lister Dovey, Giddings, Grant & Kelly. (2003).

Rosen,J.“ThePeopleFormerlyKnownastheAudience”Whatvideogameshavetoteachus aboutlanguageandliteracy.NewYork,NY:PalgraveMacmillan.

Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.

Bosker,“RandiZuckerberg:Anonymityonlinehastogoaway

” Negroponte, N. (1996). Being Digital, Part 3 [pp. 163-233]
Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.

May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>

“Privacy vs. the Internet: Americans Should Not Be Forced to Choose” (ACLU report, 2008)

Nakamura, “Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet”

CC14 : Media Industry and Management

(Total No of Classes – 60)

75 Marks, 6 Credits

Course contents:

UNIT - 1 Media Management: Concept and Perspective

- Concept, origin and growth of Media Management
- Fundamentals of management
- Management School of Thought

UNIT - 2 Media Industry: Issues & Challenges

- Media industry as manufacturers- Manufacturing Consent, news and content management.
- Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
- Changing Ownership patterns
- Government-Media Interface
- Media Management practices followed by Indian and Global Media Organisations

UNIT - 3 Structure of news media organizations in India.

- Roles responsibilities & Hierarchy
- Workflow & Need of Management
- Shift Patterns, Circulation & Guidelines

UNIT - 4 Media Economics, Strategic Management and Marketing

- Understanding Media Economics - Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces
- FDI (policies & Practices)

- **UNIT - 5** Distribution / Circulation Management Process, promotion and Evaluation

- Media audiences and credibility
- Legal perspectives in Media management
- Issues related to Paid news, lobbying, pressure group influence, Corporatisation and Politicisation of Media

- Indian and International Media Giants - Case Studies

Suggested Readings

- Vinita Kohli Khandeka, Indian Media Business, Sage
- Pradip Ninan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries - History, Theory and Method, Wiley-Blackwell
- John M. Lavine and Daniel B. Wackman, Managing Media Organisations

Semester III
SEC 1: Radio Production
(Total No Of Classes – 40
50 Marks, 2 Credits

Course contents:

Unit 1 - Broadcast Formats

Public service

advertisements* Jingles*

Radio magazine*

Interview

Talk Show

Discussion

Feature

Documentary

Unit 2: Broadcast Production Techniques

Working of a Production Control Room & Studio

:

Types and functions, acoustics, input and output chain, studio console: recording and mixing. Personnel in Production process – Role and Responsibilities

Unit 3- Stages of Radio Production

Pre-Production – (Idea, research, RADIO script)

Production–

Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)

Editing, Creative use of Sound Editing.

Suggested Exercise- Producing any Radio format mentioned in the Unit 1. (Duration-5 minutes).

*Only introductory in nature. These formats will be dealt with in detail in Advanced Broadcast paper.

Suggested reading list-

2. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
3. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
4. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
5. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
6. Nisbett, A. (1994) *Using Microphones*, London: Focal Press.
7. Reese, D.E. & Gross, L.S. (1977) *Radio Production Work*, London: Focal Press.
8. Siegel, E.H. (1992) *Creative Radio Production*, London: Focal Press.

OR

Development Journalism
(Total No of Classes – 40
50 Marks, 2 Credits

Course contents:

Unit 1 Concept of Development

The meaning of development; first world, second world and third world; models of development, major development paradigms – dominant paradigm – its rise and fall – alternative paradigm – participatory approach.

Unit 2 Development Journalism

Definitions, nature and scope, evolution of development journalism, agriculture extension. development support communication, information dissemination and education, behavior change, social marketing, social mobilization. Communication for social change, media advocacy, new age media and development journalism.

participatory development journalism

development journalism pre and post liberalization

Unit 3 - Development stories:

Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads.

Research and planning, Developing a strong news sense, recognizing a good story, packaging of the development story, development feature writing. Conflict of interests, mobilizing support for development.

Unit 4 - Media specific development coverage:

The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines. Development communication agencies and websites.

Unit 5- Issues in development:

Economic development, liberalization, privatization and globalization.

Environmentandclimatechange,impactonagricultureandfoodsecurity,energysecurity, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport

Suggested Readings:

Manual of Development Journalism – Alan Chalkley.

ParticipatoryCommunication,Workingforchangeanddevelopment–ShirleyA.White,K SadanandanNairandJosephAscroft.

DevelopmentCommunicationandMediaDebate–MridulaMeneon.

India,theEmergingGiant–ArvindPanagariya.

ParticipatoryVideo,ImagesthatTransformandEmpower–ShirleyA.White (Editor).

TheArtofFacilitatingParticipation–ShirleyA.White(Editor).

TelevisionandSocialChangeinRuralIndia–KirkJohnson.

Communication,ModernizationandSocialDevelopment–K.Mahadevan,

KiranPrasad,ItoYouichiandVijayanK.Pillai.

Everybody Loves a Good Drought – P. Sainath.

Designingmessagesfordevelopmentcommunication:Audienceparticipation-based approach(communicationandhumanvalues)–byBellaMMody.

Semester: IV
SEC 3: Documentary Production)
(Total No of Classes – 40
50 Marks, 2 Credits

Unit1:

Understanding the Documentary
Introduction to Realism Debate
Observational and Verite
documentary Introduction to
Shooting styles
Introduction to Editing styles
Structure and scripting the documentary

Unit2- Documentary Production

Pre-Production
Researching the Documentary
Research: Library, Archives, location, lifestories, ethnography
Writing a concept: telling a story
Treatment
Writing a proposal and budgeting

Suggested Practical Exercise- Shooting a short film (5-6 minutes) and Editing the same.

Readings: Erik Barnow and Krishnaswamy Documentary
Charles Musser “Documentary” in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36
Trisha Das *How to Write a Documentary*
Double Take by PSBT

Suggested Screenings

Michael Moore: *Roger and Me*
Nanook of the North by Robert J Flaherty
Nightmail by Basil Wright
Bombay Our City by Anand Patwardhan
Black Audio Collective
City of Photos by Nishtha

Jain Films by PSBT

OR

Photography
(Total No of Classes – 40
50 Marks, 2 Credits

Course Contents:

Unit I:

History of Photography Definition and origin of Photography The birth of Camera and its evolution
Modernization of Photography and its use in Mass Media Invention of Digital Photography

Unit II: Equipments of Photography Cameras Lenses Tripods Monopods Camera bags
Digital storage

Unit III: Lighting The different types of lighting-Natural lighting—and Artificial Lighting
The reflection of light Recommended equipment for outdoor lighting Introduction to indoor
lighting and Photographing

Unit IV: Types of Photography and Photojournalism News Photography, Sports
Photography, Nature photography, Portrait photography, Fashion photography and
advertisement photography
The basics of photojournalism and importance of context in photojournalism

Unit V: Editing Photo editing software: Microsoft Office Picture Manager, Corel Draw, Adobe
Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture
orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Suggestive Readings:

The Photography Book by Editors of Phaidon Press, 30 April 2000.

All about Photography by Ashok Dilwali, National Book Trust, Year of Publication: 2010
New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003).

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely
Planet

DSE 1: Semester V
Communication Research & Methodology
(Total No of Classes – 60)
75 Marks, 6 Credits

Unit I – Introduction to Research

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II – Methods of Media Research

Qualitative-Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III – Sampling

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV- Methods of analysis and report writing

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report

Unit V- Ethnographies and other Methods

Readership and Audience Surveys
Ethnographies, textual analysis, discourse analysis
Ethical perspectives of mass media research

Readings:

- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs 1-60; 65-81; 83-98.
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies*, Routledge Publications, 1982.
- David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.
- Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age

International Ltd. Publishers, 2004, pgs 1-55; pgs 95-120.

- Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave.

OR

Print Journalism and Production

(Total No of Classes – 60)

75 Marks, 6 Credits

Course contents:

Unit 1: Specialized Reporting

Business/economic Parliamentary

Political

Unit 2: Trends in Print journalism

Investigative journalism/ Sting operations and related case studies Impact of Technology on newspapers and Magazines

Ethical debates in print journalism: ownership and control.

Unit 3: Production of Newspaper

Principles of Layout and Design: Layout and format, Typography, Copy preparation

Design process (size, anatomy, grid, design)

Handling text matter (headlines, pictures, advertisements)

Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 4: Technology and print

Modern Printing Processes

DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.)

Picture Editing and Caption Writing,

Unit 5: Advanced Newspaper and Magazine Editing

Classification of Newspapers and Magazines

Current trends in Newspapers and Magazines with respect to content

Photographs and Cartoons in Newspapers and Magazines

Suggested Readings

1. *Editing: A Handbook for Journalists* – by T.J.S. George, IIMC, New Delhi, 1989

2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. *Professional Journalism*, by M. V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N. N. Sarkar, Oxford University Press

DSE 2: Corporate Social Responsibility

(Total No of Classes – 60)

75 Marks, 6 Credits

Unit 1-concept of corporate & organization, corporate governance, corporate and management, issues of corporate communication

Unit 2 –identify the stakeholder, Grunig s theory, public and stakeholder, stakeholder’s relationship, communication tools and strategies for stakeholder relations

Unit 3- Corporate crisis, crisis plan management and crisis communication, corporate branding and brand promotion

Unit 4- Corporate social responsibility, issue and approaches, P3 Theory, theory of utility, profit and philanthropic approach – a debate on CSR, CSR budget, social audit, CSR and media relations, CSR promotion and role of NGOs

Suggested Readings

1. Kaul, J. M.—Public Relation in India, Naya Prokash, 1976
2. Jethwaney, I. N. & Others—Public Relations : Concept, Strategies, Tools, Publisher: New Delhi : Sterling Publishers Private Limited, 2005
3. Black, Sam—Practical Public Relations, Prentice Hall Trade; Revised edition (April 1983)
4. Moore & Kalupa: Public Relations: Principles, Cases & Problems , Richard d Irwin: 1985

5. Crisis Management : Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013
6. Danny Moss, Barbara DeSanto ,Public Relations : A Managerial Perspective, Rawat Publications , 2011
7. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.
8. Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008
9. . The SAGE Handbook of Public Relations, edited by Robert L. Heath, Sage, 2000
10. The Routledge Handbook of Critical Public Relations , edited by Jacquie L'Etang, David McKie, Nancy , 2015
11. Philip Kotler . Marketing management. Prentice Hall of India, 2000

OR

Media, Gender and Human Rights
(Total No of Classes – 60)
75 Marks, 6 Credits

Course contents:

Unit I Media and the social world
 Media impact on individual and society
 Democratic Polity and mass media,
 Media and Cultural Change
 Rural-Urban Divide in India: grass-roots media

Unit II Gender Conceptual
 Frameworks in Gender studies
 Feminist Theory
 History of Media and Gender debates in India (Case studies)
 Media and Gender- Theoretical concerns.
 Media and Masculinity

Unit III Media: Power and
 Contestation Public Sphere and its

critique

“Public sphere” of the disempowered?

Media and Social Difference: class, gender, race etc.

Genres–

Romance, Television, Soap Opera, Sports Presentation:

a) Watch a Indian TV Soap Opera/ reality show for a week and for representation of Family.

b) Project on use of internet by the marginalized groups.

Unit IV Media and Human Rights

Human Rights- Theoretical perspectives, Critique

Universal Declaration of Human Rights

Human Rights and Media (Case Studies)

Presentation: Representation of Human Rights issues and violations in International and media

Essential Readings

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoemaker. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert & Brouwer, Daniel, 2001. *Counter Publics and the State*, SUNY Press. 1-35, 111-137

Readings:

1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thames Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide*:

Critical, Historical and Social Perspectives (2010): 20.

7. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278-290.

8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS mediastudies: the essential introduction*.

Psychology Press, 2004. 53-61.

9. Bannerjee, Menon & Priya, eds. *Human Rights, Gender and Environment*, Pearson & Co. 2010

SEM VI

DSE 3: Multi-Media Journalism

(Total No of Classes – 60)

75 Marks, 6 Credits

Unit 1 Introduction to Multimedia

Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media-media law, ethics, multicultural sensitivity.

Unit 2 Print

Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note-taking, Interviewing Techniques.

Unit 3 Photograph

Photo on Screen: Rule of thirds, focal point, Composition. Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. Placements & Visual Design

Unit 4 Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5 Mobile journalism

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer.

Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.

Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.

Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson, 2005.

Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006.

OR

Dissertation

(Total No of Classes – 60)

75 Marks, 6 Credits

Word limit- max 3000

Related with any discipline of Mass communication

Research problem, methodology, data analysis, observation

And bibliography should mention

DSE 4 : Media and Industry

(Total No of Classes – 60)

75 Marks, 6 Credits

Course contents:

UNIT - 1 Government-Media Interface

Policies and regulations, Process

Media Management practices followed by Indian and Global Media Organisations **UNIT**

- 2 Entrepreneurial freedom and challenges

Arranging equipment and personnel for a new media enterprise,

problems of finance,

FDI (policies & Practices)

UNIT - 3 Distribution / Circulation Management

Process, promotion and Evaluation

Media audiences and credibility

UNIT - 4 Media management: Insights, Practices and challenges

Ethico – legal perspectives in Media management

Issues related to Paid news, lobbying, pressure group influence,

Corporatisation and Politicisation of Media

UNIT - 5 Case Studies

Cross media platforms: issues & impediments. Corporate

Ties & Audience Centric approaches **Suggested Readings**

- Vinita KohliKhandeka, Indian Media Business, Sage
- PradipNinan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. lavine and Daniel B. Wackman, Managing Media Organisations

OR

Community Outreach Programme

(Total No of Classes – 60)

75 Marks, 6 Credits

helps to promote the students to understand the community and to address the contemporary social issues through communication .

The objective of the paper

- To understand the community and their work
- To develop the social responsibility
- To gains skills in mobilizing community participants

Activities of the program :

- ✓ Field survey to determine the development program policies of communication
- ✓ Developing the data bank of different communities of the selected area
- ✓ Audio visual documentation of their lives and occupation
- ✓ Presentation of research project (in written form, word limits within 2000)

Semester I

GE: 1 Basics of Journalism

(Total No of Classes – 60)

75 Marks, 6 Credits

Course contents:

Unit 1 - Understanding News

Ingredients of news

News: meaning, definition, nature

The news process: from the event to the reader (how news is carried from event to reader)

Hard news vs. Soft news, basic components of a news story

Attribution, embargo, verification, balance and fairness, brevity, dateline, creditline, byline.

Unit 2 - Different forms of print - A historical perspective

Yellow journalism Penny press, tabloid press Language of news - Robert Gunning: Principles of clear writing, Rudolf Flesch formula - skills to write news

Unit 3 - Understanding the structure and construction of news Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet

Unit 4 – Different mediums - a comparison

Language and principles of writing: Basic differences between the print, electronic and online journalism Citizen journalism

Unit 5 - Role of Media in a Democracy

Responsibility to Society press and Democracy Contemporary debates and issues relating to media Ethics in journalism

Readings

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

Semester II

GE 2 Photography

(Total No of Classes – 60)

75 Marks, 6 Credits

Course Contents:

Unit I: History of Photography Definition and origin of Photography The birth of Camera and its evolution Modernization of Photography and its use in Mass Media Invention of Digital Photography

Unit II: Equipments of Photography Cameras Lenses Tripods Monopods Camera bags Digital storage

Unit III: Lighting The different types of lighting-Natural lighting-and Artificial Lighting The Reflection of light Recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing

Unit IV: Types of Photography and Photojournalism News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography
The basics of photojournalism and importance of context in photojournalism

Unit V: Editing Photo editing software: Microsoft Office Picture Manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Suggestive Readings:

The Photography Book by Editors of Phaidon Press, 30 April 2000.

All about Photography by Ashok Dilwali, National Book Trust, Year of Publication: 2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003).

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet

Semester III

GE 3: Film Appreciation

(Total No of Classes – 60)

75 Marks, 6 Credits

Course Contents:

Unit I- Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element
Difference between story, plot, screenplay

Unit II- Film Form and Style

German Expressionism and Film Noir

Italian Neorealism

French New-Wave

Genre and the development of Classical Hollywood Cinema

Unit III- Alternative Visions

Third Cinema and Non Fiction Cinema

Introduction to Feminist Film Theory

Auteur-Film Authorship with a special focus on Ray or Kurosawa

Unit IV- Hindi Cinema

1950s- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)

The Indian New-Wave

Globalisation and Indian Cinema, The multiplex Era

Film Culture

Recommended Screenings or clips

Unit I

o *Rear Window* by Alfred Hitchcock (Language of Cinema)

o *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema)

o *Man with a Movie Camera* by Dziga Vertov

o *Germany Year Zero* directed by Roberto Rossellini (Italian NeoRealism)

o *Metropolis* by Fritz Lang / *Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)

o *Pather Panchalib* by Satyajit Ray

o *The hour of the Furnaces* by Fernando Solanas

Unit IV

o *Nishant* by Shyam Benegal / *Aakrosh* by Govind Nihalani (Indian New wave)

o *Pyaas* by Guru Dutt

Suggested Readings:

Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol. I*

Berkeley, Los Angeles and London: University of California Press: 1967, 9-16

Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film*

Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A

Harvest/Harcourt

Brace Jovanovich, Publishers: 1977, 45-63

Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in

Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990,

86-94.

David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip

Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.

Paul Schraeder "Notes on Film Noir" in John Belton ed. *Movies and Mass Culture* New Brunswick,

New Jersey: Rutgers University Press: 1996 pg. 153-170

Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory,"

"Interrogating

Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford:

Blackwell

Publishers: 2000, 83-91 & 123-129.

Richard Dyer "Heavenly Bodies: Film Stars and Society" in *Film and Theory: An Anthology*

Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617

Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998

Global Bollywood by Anandam P. K. V. V. and Aswin Punanambekar Eds. New York: New York University Press. 2008

Semester IV

GE 4: Documentary Production

(Total No of Classes – 60)

75 Marks, 6 Credits

Unit1: Understanding the Documentary

Introduction to the debate on realism

Six Modes of Documentary Representation:

Participatory, Expository, Observational, Performative, Reflexive, and Poetic

Ethical Debates in the Documentary Encounter

Defining the Subject/Social Actor/Participant

Voice in the Documentary: Problematic of ‘Voice of God’ Narrator & Different

Posturings of the Narration, Participant, Filmmaker, & Audience

Camcorder Cults Documentary

Unit2-Documentary Production:Pre-Production

Researching the Documentary

Research: Library, Archives, location, life stories, ethnography

Writing a concept: telling a story

Writing a Treatment, Proposal and Budgeting

Structure and scripting the documentary

Issues of Funding and Pitching

Issues of Primary and Secondary Audience

Unit3-Documentary Production:Production

Documentary Sound

Documentary Cinematography – a responsive filmic

encounter Location Research

Technologies and Techniques

Shooting Schedule, Shot Breakdown, & Call list

Production Team, Meetings, Checklist

Crowd Funding

Unit4-Documentary Production:Post-Production

Grammar of editing

Transitions: Scenic Realism & Sound Effects and Visual Effects

Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy

Distribution and Exhibition Spaces (Traditional and Online)

Festivals and International Market

Box office documentaries

Suggested Practical Exercise – Making a short documentary (5-10 minutes).

Readings:

Erik Barnow and Krishnaswamy Documentary

Charles Musser “Documentary” in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333

Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in

Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London:
Routledge:1993,1-36
TrishaDas*HowtoWriteaDocumentary*
*DoubleTake*byPSBT
DOX magazine

Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Suggested Screenings:

Michael Moore: Roger and Me

NanookoftheNorthbyRobertJFlaherty

NightmailbyBasilWright

BombayOurCitybyAnandPatwardhan

BlackAudioCollective

City of Photos by Nishtha Jain

Films by PSBT