

The University of Burdwan



Syllabus for B.A. (Honours)
in
Mass Communication & Journalism
under Choice Based Credit System
w.e.f. 2017-2018

Semester wise Structure

B.A. (HONOURS) IN MASS COMMUNICATION & JOURNALISM

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: ANY 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: ANY DISCIPLINE OTHER THAN MCJ
IV	CC8 :INTRODUCTION TO NEW MEDIA CC9: DEVELOPMENT COMMUNICATION CC10: MEDIA ETHICS AND LAW		SEC – 2 DOCUMENTARY PRODUCTION OR PHOTOGRAPHY		GE 4: ANY DISCIPLINE OTHER THAN MCJ

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

B A (HONOURS) IN MASS COMMUNICATION & JOURNALISM

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	BASICS OF JOURNALISM (ANY DISCIPLINE OTHER THAN MCJ)	5	0	1
	AECC1	ENVS	4	0	0
II	CC3	REPORTING AND EDITING FOR PRINT	5	0	1
	CC4	DEVELOPMENT OF MEDIA IN INDIA AND BENGAL	5	0	1
	GE 2	PHOTOGRAPHY (ANY DISCIPLINE OTHER THAN MCJ)	5	0	1
	AECC2	ENGLISH / MIL	2	0	0
III	CC5	INTRODUCTION TO BROADCAST MEDIA – RADIO	5	0	1
	CC6	INTRODUCTION TO BROADCAST MEDIA – TELEVISION	5	0	1
	CC7	ADVERTISING AND PUBLIC RELATIONS	5	0	1
	SEC 1	RADIO PRODUCTION OR DEVELOPMENT JOURNALISM	2	0	0
	GE 3	FILM APPRECIATION (ANY DISCIPLINE OTHER THAN MCJ)	5	0	1
IV	CC8	INTRODUCTION TO NEW MEDIA	5	0	1
	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	DOCUMENTARY PRODUCTION (ANY DISCIPLINE OTHER THAN	0	6	0

		MCJ)			
V	CC11	GLOBAL MEDIA AND POLITICS	5	0	1
	CC12	INTRODUCTION TO FILM STUDIES	5	0	1
	DSE 1	COMMUNICATION RESEARCH AND METHODS OR PRINT JOURNALISM AND PRODUCTION	5	0	1
	DSE 2	CORPORATE SOCIAL RESPONSIBILITY OR MEDIA GENDAR AND HUMAN RIGHTS	5	0	1
VI	CC13	RURAL COMMUNICATION	5	0	1
	CC14	MEDIA INDUSTRY AND MANAGEMENT	5	0	1
	DSE 3	MULTIMEDIA JOURNALISM OR DISSERTATION	5 0	0 6	1 0
	DSE 4	MEDIA & INDUSTRY OR COMMUNITY OUTREACH PROGRAMME	5 0	0 6	1 0

Semester I

CC1:

Introduction to Journalism

75 Marks, 6 Credits

(Total No of Classes – 60)

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, by line.
(*20 Classes*)
- **Unit2**-Different forms of print-A historical Perspective Yellow journalism, .Print,
electronic, and Digital media, Citizen journalism-from letter to the editor to whats app
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 organizing 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

75 Marks, 6 Credits

(Total No of Classes – 60)

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 Coengage 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. Ravi Sundaram, *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 CCI 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

75 Marks, 6 Credits

(Total No of Classes – 60)

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 News room, 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 pull outs, 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, gate keepers. 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

75 Marks, 6 Credits

(Total No of Classes – 60)

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 Pre Independence days , Bengal Gazette, Samachar Darpan, Calcutta Journal , Sambad Kaumudi , Samachar Chandrika , Bengal Spectator Parthenon , Gyananweshan , Sambad Pravakar , Yugantar

Unit 3- Role of Derozio , Sishir Basu & Amritabazar Patrika , Harish Chandra Mukhopadhyay & Hindoo Patriot , Brahmabandhab Upadhyay, role of Raja Rammohan Roy , Gandhiji as a political communicator, journalist and editor

Unit 4 - 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: Ranswami Parthasarathi.
3. Banglar Renaissance: Susobhan Sarkar.
5. History of Journalism- Mohit Mitra.
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. ParthasarthyRangaswami, 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, Caste Culture and the Mass Media, (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

75 Marks, 6 Credits

(Total No of Classes – 60)

Course Contents:

Unit 1 Development of Radio - Radio as a medium of communication , Emergence and development of Radio broadcasting , AIR and its role as 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,”*CommunicationProcessesVoll:MediaandMediation*,B.Bel,B.Das,J.Brower,Vibhodh Parthasarthi,G.Poitevin(Ed.)(Sage2005)
16. Parthasarthi,Vibhodh,“Constructinga‘NewMediaMarket:MerchandisingtheTalking Machine”in *CommunicationProcessesVoll:MediaandMediation*,B.Bel,B.Das,J.Brower,VibhodhParthasarthi,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**

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

Course Contents:

Unit -1History of Television

Invention to Telecast; Inception in different countries; Television in India; Doordarshan; Nationwide Network Formation; Programmes; Types; National; Transmission; Prasar Bharati ;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; Visual Perspective

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

Unit 5 -Television Programme, News; Interview; Discussion; Chat Shows etc Changing Character of Television News (24-hrs news format, News Production cycle, 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 genere 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 Radio stations.
2. A case study of radio programmes like *Faujibhaiyonkeliye* and *behnokakaryakram* and *kutchmahila radio*
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 cartoons 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

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

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 as election, 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 Organization 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, Social Media Technologies and Management Integrated Marketing Communication Developing Social Networks, Social Media Strategies, Tactics and Ethics Social Media Tools, Measurement Strategies and ROI

List of Projects

1. Design and copy for a product
2. Script writing for electronic media (Radio jingle, TV Commercial)
3. Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

Readings

1. David Ogilvy, Ogilvy on Advertising, Pan/ Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
8. Cutlip S. Mand Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J. M., Noya Prakash, Public Relation in India, Calcutta

SEMESTER IV

CC8:

Introduction to New Media

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

Course Contents:

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.

LevManovich.2001.“WhatisNewMedia?”InTheLanguageofNewMedia. Cambridge:MITPress.pp.19-48.

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

Baym,NancyK.PersonalConnectionsinthedigitalAge.Polity,2010.Chapter3.

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.AmateurHour:JournalismwithoutJournalists.

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.

CC 9 :

Development Communication

75 Marks, 6 Credits

(Total No of Classes – 60)

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 Devcomm. 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, e chaupal, national knowledge network, ICT for dev Narrow casting 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:

Rogers 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, NewDelhi,2001.

Dr. Anil Kumar: Mass Media and Development Issues, Bharti Prakashan, UpadhyayVaranasi,2007.

UNDP: Human Development Report (published every year),Oxford University Press, New Delhi.

World Bank: World Development Report (published every year)Oxford University Press, New Delhi.

Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/Stanford University Press, 1964.

Amartya Sen: Development as freedom, Alfred A Knopf,NewYork,1999.

Daya Thussu: Media on the move: Global flow and contra flow: Routledge, London,2006.

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

Ghosh & Pramanik: Panchayat System in India, Kanishka Publication, New Delhi,2007.

Shivani Dharmarajan: NGOs as Prime Movers, Kanishka Publication, 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

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

Course Contents:

Unit-I Ethical Framework And Media practice Freedom of expression (Article19 (1) (a) and Article19 (1) 2) Freedom of expression and defamation- Libel and slander Issues of privacy and Surveillance in Society 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 (ITAct 2000,Sec66A 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

Unit4- 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

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

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 a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/ Big Boss/ Others

Suggested readings:

- Daya Kishan Thussu. *International Communication: Continuity and Change*, Oxford University Press, 2003.
- Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda– A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow “*Many Voices One World*” Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and Francis Publication, 2012.
- Daya Kishan Thussu. *War and the media: Reporting conflict 24x7*, Sage Publications, 2003.

- Stuart Allan and Barbie Zelizer. *Reporting war: Journalism in wartime*, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press, 2003.
- Yadava, J.S., *Politics of news*, Concept Publishing and Co. 1984.
- Zahida Hussain and Vanita Ray. *Media and communications in the third world countries*, Gyan Publications, 2007.

Additional Readings:

- Choudhary, Kameswar (ed) *Globalisation, Governance Reforms and Development in India*, Sage, New Delhi, 2007.
- Patnaik, B.N & Imtiaz Hasnain (ed). *Globalisation: language, Culture and Media*, Indian Institute of Advanced Studies, Shimla, 2006.
- Monroe, Price. *Media Globalisation 'Media and Sovereignty*, MIT press, Cambridge, 2002.
- Singh, Yogendra. *Culture Change in India: Identity and Globalisation*, Rawat Publication, New Delhi, 2000.
- Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*. (2nd Edition) 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

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

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 Shaheb Phalke . 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

75 Marks, 6 Credits

(Total No of Classes – 60)

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. “The People Formerly Known as the Audience” What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.

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

Bosker, “Randi Zuckerberg: Anonymity online has to go away”
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

75 Marks, 6 Credits

(Total No of Classes – 60)

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.

- Role, responsibilities & Hierarchy
- Work flow & 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

50 Marks, 2 Credits

(Total No Of Classes – 40)

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

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

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. Environment and climate change, impact on agriculture and food security, energy security, 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.

Participatory Communication, Working for change and development – Shirley A. White, K. Sadanandan Nair and Joseph Ascroft.

Development Communication and Media Debate – Mridula Meneon.

India, the Emerging Giant – Arvind Panagariya.

Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).

The Art of Facilitating Participation – Shirley A. White (Editor).

Television and Social Change in Rural India – Kirk Johnson.

Communication, Modernization and Social Development – K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.

Everybody Loves a Good Drought – P. Sainath.

Designing messages for development communication: A audience participation-based approach (communication and human values) – by Bella M Mody.

Semester: IV

SEC 2:

Documentary Production)

50 Marks, 2 Credits

(Total No of Classes – 40)

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, life stories, 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 An and Patwardhan Black Audio Collective City of Photos by Nishtha Jain Films by PSBT

OR

Photography:

50 Marks, 2 Credits

(Total No of Classes – 40)

Course Contents:

Unit I:

History of Photography Definition and origin of Photography The birth of Camera and its evolution on 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 There reflection of light Recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing

Unit IV: Types of Photography and Photo journalism 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 V

DSE 1:

Communication Research & Methodology

75 Marks, 6 Credits

(Total No of Classes – 60)

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, 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

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

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 News paper 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 News paper and Magazine Editing Classification of News papers and Magazines, Current trends in News papers and Magazines with respect to content Photographs and Cartoons in News papers 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

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

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

Unit 2 – identify the stakeholder, Grunigs theory, public and stakeholder, stake holder'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

75 Marks, 6 Credits

(Total No of Classes – 60)

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 Shoemith. *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 media studies :the essential introduction*.

Psychology Press, 2004. 53-61.

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

SEMESTER VI

DSE 3:

Multi-Media Journalism

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

Unit 1 Introduction to Multimedia

Multi media and inter activity, Basics of multi media 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 cut lines 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/ web casting: 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

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

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

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

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 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- Blackwel
- John M. lavine and Daniel B. Wackman, Managing Media Organisations

OR

Community Outreach Programme

75 Marks, 6 Credits

(Total No of Classes – 60)

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)

GENERIC ELECTIVES (For other disciplines)

Semester I

GE: 1

Basics of Journalism

75 Marks, 6 Credits

(Total No of Classes – 60)

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.

Unit2-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

Unit3-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. *Newswriting and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *Newswriter'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

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

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 Photo journalism 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, Core l 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

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

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 NonDiegetic 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 Kurusawa

Unit V : 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 Potempkin* by Sergei Eisenstein(Language of Cinema)

o *Manwitha Movie Camera* by Dziga Vertov

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

o *Metropolis* by FritzLang/ *Double Indemnity* by Billy Wilder (*German Expressionism*)

and Film Noir)

o *Pather Panchali* by Satyajit Ray

o *The hour of the Furnaces* by Fernando Solanas

Unit IV

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

o *Pyaasa* 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 Ananda P.K. Vohra and Aswin Punanambekar Eds. New York: New York University Press. 2008

Semester IV

GE 4:

Documentary Production

75 Marks, 6 Credits

(Total No of Classes – 60)

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

Unit 3- Documentary Production: Production Documentary Sound

Documentary Cinematography– a responsive filmic encounter Location Research Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Calllist Production Team, Meetings, Checklist, Crowd Funding

Unit 4- 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 (5-10minutes).

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

DOX magazine

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

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