



UNIVERSITY OF CALCUTTA

Notification No. CSR/25/2022

It is notified for information of all concerned that the Syndicate in its meeting held on 29.07.2022 (vide Item No.15) subsequently confirmed by the Syndicate 02.09.2022 (Item No. 01) approved the updated Syllabus and Regulations of 2-year (4 semesters) M.A course in Journalism and Mass Communication Courses under the Uniform Choice Based Credit System (CBCS) as laid down in the accompanying pamphlet.

The above shall be effective from the academic session 2022 -2023.

SENATE HOUSE

KOLKATA-700 073

The 14 / 10 / 2022

A handwritten signature in blue ink, appearing to read 'D 19/10/22'.

Prof.(Dr.) Debasis Das

Registrar





University of Calcutta

Department of Journalism & Mass Communication

Revised Syllabus and Regulations for
MA in Journalism and Mass Communication
Uniform Choice Based Credit System (CBCS)
Introduced with effect from the
Academic Session 2022-2023

Recommended by the PGBOS in Journalism and Mass Communication, University of
Calcutta on 22 June 2022.

June 2022

UNIVERSITY OF CALCUTTA

**Department of Journalism and Mass Communication
Under the Faculty Council for P.G. Studies in Education,
Journalism & Library Science**

Revised Syllabus and Regulations for Master of Arts (MA) in Journalism and Mass Communication

The Uniform CBCS-based Syllabus for the
University PG Department and for affiliating
College(s) introduced with effect from the
Academic Session 2022-23

*[This will be governed by the University of Calcutta Uniform
Examination Regulations for Two-Year Post Graduate
(MA/MSc/MCom) courses (Under CBCS) (Notification No.CSR/89/18
dated 5 October 2018)]*

Contact

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Distinctive Features of the Uniform Choice Based Credit System Course (CBCS)

The Choice Based Credit System M.A. curriculum in Journalism and Mass Communication has been designed consulting the updated curriculum of the major universities in India and deliberations with industry professionals.

The curriculum has tried to strike an optimum balance between the theoretical and practical aspects of Media and Communication practice and research. We expect to train students to meet the ever-changing challenges of the media and communication industry and to equip them with the critical skills required to sustain themselves in the Information Society.

Apart from the traditional career opportunities in the Print, Electronic and Digital Media, Public Relations and Advertising, students completing the course have diverse career opportunities in content creation, research, integrated marketing communication and social communication initiatives. Students also have the option of a career in various government departments.

We also hope to equip students with the necessary skills and attitudes required to become efficient communication researchers.

Each theoretical course is divided into five units.

Each unit is further be divided in Lectures (L) Tutorials (T) and Practicals (P).

Each Paper is of 50 marks, with 10 marks for Continuous Internal Assessment

Each Credit is one lecture hour per week.

CC stands for Core Course

DSE stands for Discipline Specific Elective

GE stands for Generic Electives

In Semester III and Semester IV only one Discipline Specific Elective has to be chosen.

The Core Objectives of the course

- i. to equip students with a critical understanding of the media and communication milieu.
- ii. to enhance the journalistic skills of students through practice, assignments, seminars, workshops, discussions and fieldwork to acquaint them with the best global practices in journalism and media industry.
- iii. to acquaint students with the updated developments in Media and Communication Theory and Research.

University of Calcutta

Regulations for Master of Arts (MA) Degree in Journalism and Mass Communication (JMC)

1. The uniform course of study leading to the Master of Arts (MA) Degree in Journalism and Mass Communication (JMC) from the University of Calcutta shall be conducted by the Department of Journalism and Mass Communication, University of Calcutta and in the affiliated College(s) under the University of Calcutta.
2. Duration : Four Semester (Two years)
3. Eligibility: Three-year Honours Graduates (10+2+3 System) of the current and immediately previous year.
4. Admission Categories: Eligible candidates are selected for admission to the course in two categories.
Part-A (CU Candidates): The candidates with BA (Honours) Degree in Journalism and Mass Communication under the University of Calcutta: The candidates in this category are selected for admission strictly in order of merit on the basis of marks obtained in B.A. (Honours) Examination in Journalism and Mass Communication.
Part-B (Non-CU Candidates): The candidates with Honours (BA/BSc/BCom Honours) Degree in any subject from any recognized University other than the University of Calcutta: The candidates in this category are selected for admission strictly in accordance with the merit list prepared either on the basis of the marks obtained by candidates in their last qualifying examination or in the Entrance Test conducted by the University of Calcutta, whichever is applicable as per the admission rule duly notified by the competent authority of the University of Calcutta.
5. The number of seats earmarked for both the above-mentioned categories shall be as per the admission rule duly notified by the competent authority of the University of Calcutta.
6. The eligibility of the Honours Graduates (10+2+3 System) from universities other than the University of Calcutta shall be subject to the decision of the CU Equivalence Department.
7. Reserved categories: Reservation of the seats for the Scheduled Caste, Scheduled Tribe, OBC-A, OBC-B and PWD etc candidates shall be maintained as per the rules.
8. Registration: Candidates admitted to the course shall be registered as students of the University of Calcutta. Candidates from other recognized Universities shall apply for Registration Certificate within 30 days after the admission. At the time of application, the candidates must submit Migration Certificate obtained from the University they last studied at and pay the requisite Registration Fee.

9. Course/Credit structure: The MA course in Journalism and Mass Communication under the Choice Based Credit System shall be divided into four semesters as follows.

Semester	Course	Course Title	L	P	Total Credits	Marks
I	JMC101CC	Principles of Communication	5		5	40+10
	JMC102CC	History of Media	5		5	40+10
	JMC103CC	Media Laws and Ethics	5		5	40+10
	JMC104CC	Print Journalism	4	1	5	40+10
	JMC105CC	Print Journalism Practical		5	5	40+10
		Total			25	200+50

Semester	Course	Course Title	L	P	Total Credits	Marks
II	JMC201CC	Advertising	5		5	40+10
	JMC202CC	Public Relations	5		5	40+10
	JMC203CC	Advertising and Public Relations Practical			5	40+10
	JMC204CC	Broadcast Journalism		5	5	40+10
	JMC205CC	Broadcast Journalism Practical		5	5	40+10
			Total			25

Semester	Course	Course Title	L	P	Total Credits	Marks
III	JMC301CC/ JMC301GE*	Communication Research	4		4	40+10
	JMC302GE [#]	International Communication	4		4	40+10
	JMC303CC	Digital Media	5		5	40+10
	JMC304CC	Digital Media Practical		5	5	40+10
Any One Elective Paper	JMC305DSE-1	Sports Journalism	4	1	5	40+10
	JMC305DSE-2	Business Journalism	4	1	5	40+10
	JMC305DSE-3	Media and Human Rights	4	1	5	40+10
	JMC305DSE-4	Media Society and Culture	4	1	5	40+10
		Total			23	200+50

Note: In Semester III, being a Core Course JMC301CC code will be used for JMC students,

* JMC301GE code will be used for students other than JMC.

A student of JMC has to opt a GE course – either JMC302GE International Communication Or any other course from other discipline of their choice subject to the proper permission of the department.

Semester	Course	Course Title	L	P	Total Credits	Marks
IV	JMC401CC/ JMC401GE ^S	Media Management	4		4	40+10
	JMC402GE ^S	Film and Documentary Studies	4		4	40+10
	JMC403CC	Writing for Media- Practical	1	4	5	40+10
	JMC404CC	Dissertation		5	5	35+15†
Any One Elective Paper	JMC405DSE-1	Science Journalism	4	1	5	40+10
	JMC405DSE-2	Environment Journalism	4	1	5	40+10
	JMC405DSE-3	Photo Journalism	3	2	5	40+10
	JMC405DSE-4	Development Communication	4	1	5	40+10
		Total			23	200+50

Note: In Semester IV, being a Core Course JMC401CC code will be used for JMC students, § JMC401GE code will be used for students other than JMC.

§A student of JMC has to opt a GE course – either JMC402GE Film and Documentary Studies Or any other course from other discipline of their choice, subject to proper permission of the department.

† JMC404CC Dissertation [Dissertation Paper: Marks 35; Viva Voce: Marks 15]

9. Internal Assessment: In each unit [except for the Core Course – JMC404CC Dissertation], the rest 10 marks shall be assessed internally within the stipulated time of the semester concerned. Internal Assessment for the units shall comprise several components, such as, written test, assignment reports, interview, seminar presentation, viva voce etc. All assignments including the schedule, duration of written test, if conducted, etc. for the Internal Assessment shall be determined by the P G Board of Studies and all such relevant information shall be duly notified by the Head of the Department on the Departmental Notice Board.
10. For each semester-end examinations each candidate shall send an application in the prescribed form together with such fee/fees as may be fixed by the University/affiliating College within the time schedule duly notified by the University.
11. Semester-End Written Examination: In each paper [if not otherwise mentioned] the assessment of 40 marks shall be done on the basis of semester-end written examination duly notified by the competent authority of the University. In each paper [if not otherwise mentioned] the rest 10 marks shall be assessed internally within the stipulated time of the semester concerned.

12. Duration of semester-end written examination for each paper (if not otherwise mentioned in this regulation) of 40 marks shall be ordinarily of two (2) hours.
13. For each paper in the semester-end written examination the answer script shall be examined by one examiner (if not otherwise mentioned) duly appointed by the University on recommendation of the P.G. Board of Studies concerned.
14. Semester-End Written Examination for the Core Course – **JMC105CC- Print Journalism-Practical**; Marks: 40: Duration: 2 hours 30 minutes
15. Semester-End Written Examination for the Core Course – **JMC 203CC- Advertising and Public Relations – Practical**; Marks: 40: Duration: 2 hours 30 minutes
Part- A (Advertising)–(Marks 20) - shall be examined by one examiner.
Part-B (Public Relations) –(Marks 20)- shall be examined by one examiner.
16. Semester-End Examination for the Core Course – **JMC205CC -- Broadcast Journalism - Practical**; Semester-End Examination: Marks: 40
Part-A (Audio-visual): Marks are allotted as follows: Audio-visual programme-15 marks and Viva-Voce 10 marks (Total- 25).

A number of micro-groups shall be formed among the examinees. Each group is to make an audio-visual programme on a subject approved by the Head of the Department or by a teacher on behalf of the Head of the Department.

The VCD containing the programme along with the script has to be submitted to the Department within a date duly notified and in a sealed cover with names of the candidates, roll numbers and subject written clearly on it.

The marks awarded to a group shall be credited against each individual member of the particular group.

Each examinee is also required to attend the viva-voce test on the audio-visual programme as per the schedule duly notified by the competent authority of the University to evaluate the performance(s) of each examinee in making the audio-visual programme.

Part A shall be examined by two examiners and marks awarded by them shall be averaged.

Part-B (Audio): Marks are allotted as follows: Audio programme-10 marks and Viva-Voce 5 marks (Total- 15).

A number of micro-groups will be formed among the examinees. Each group is to make an audio programme on a subject approved by the Head of the Department or by a teacher on behalf of the Head of the Department. The CD containing the programme along with the script has to be submitted to the Department within a date duly notified and in a sealed cover with names of the candidates, roll numbers and subject written clearly on it.

The marks awarded to a group shall be credited against each individual member of the particular group. Each examinee is also required to attend the viva-voce test on the audio programme as per the schedule duly notified by the competent authority of the University to evaluate the performance(s) of each examinee in making the audio programme.

Part B shall be examined by two examiners and marks awarded by them shall be averaged.

17. Semester-End Examination (Including Fieldwork based assignments) for the Core Course – **JMC304CC – Digital Media-Practical**: Semester-end examination (Marks: 40); Internal Assessment 10 marks.

Part-A: Writing for Digital Media (20 Marks)- Duration: 1 hour 15 minutes

Part-B: Web Designing (10 Marks)

Part-C: Practical Projects (10 Marks) - A CD or any such suitable device with the relevant links and the content in a word document to be submitted.

Part A shall be examined by one examiner.

Part B shall be examined by two examiners and marks awarded by them shall be averaged.

Part C shall be examined by two examiners and marks awarded by them shall be averaged.

18. Semester-end Examination for the Core Course- **JMC403CC --Writing for Media – Practical** ; Marks: 40; Duration: 2 hours 30 minutes

19. Semester IV– **JMC404CC- Dissertation**: Marks are allotted as follows: Dissertation Paper -35 marks and Viva-Voce - 15 marks (Total- 50).

Each student is required to prepare a Dissertation paper(between 10,000 and 12,000 words) in any area of Journalism and Mass Communication, duly approved by the Head of the Department as partial fulfillment of his/her M.A. examination.

Submission: Each student is required to submit two printed/typed copies in bound form and a soft copy of his/her Dissertation as per the schedule duly notified by the competent authority of the University.

Each Dissertation paper (Marks-35) shall be evaluated by two examiners and marks awarded by them shall be averaged.

Viva Voce (Marks-15): Each examinee is also required to attend the viva-voce on his/her Dissertation as per the schedule duly notified by the competent authority of the University. Two examiners shall evaluate the performance(s) of each examinee in the viva-voce and marks shall be awarded by them jointly.

20. Any candidate can apply as per duly notified rules for review of course/paper in each semester-end written examination except for the following-

The Internal Assessment in each course/paper (Semester-I-IV);

Semester-II: Broadcast Journalism Practical-JMC205CC;

Semester-III: Digital Media Practical- JMC304CC-Part-B and Part-C; and

Semester-IV: Dissertation JMC 404 CC

21. While giving effect to the provision (s) of these Regulations, the provision(s) of the Uniform Examination Regulations for Two-Year Post Graduate (MA/M Sc/M.Com) Courses (Under CBCS) in the Post Graduate Departments of this University (Notification No.CSR/89/18 dated 5 October 2018) shall be final.
22. The students shall have to abide by such rules, regulations, orders and notifications as may be issued from time to time by the appropriate authorities of the University.
23. If any difficulty or doubt arises in giving effect to the provision(s) of these Regulations, the decision of the authority/body of the University shall be final.
24. These Regulations and the Syllabus shall come into effect from the Academic Session 2022-23.

University of Calcutta
Department of Journalism & Mass Communication
MA in Journalism and Mass Communication
Uniform Choice Based Credit System (CBCS) Syllabus
Introduced with effect from the Academic Session 2022-2023

SEMESTER- I

JMC101CC Principles of Communication

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Communication – Definitions, process, elements, function, barriers, Nature and process of human communication, verbal and nonverbal communication, inter-personal, group, public, mass communication, communication and socialization-Nature, process, characteristics, impact of mass communication, media of mass communication and their characteristics.

UNIT- 2

Models: Aristotle, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley & MacLean - Berlo, Rogers & Shoemakers - Two steps & multi step flow – Convergent and gate-keeping- Sadharanikaran Model

UNIT- 3

Media Effects Theories-Agenda Setting -- News Framing; Media Priming; Social-Cognitive theory of mass communication; Uses and Gratifications; Cultivation theory; Stereotyping; Public Communication Campaigns; Entertainment and Enjoyment as Media Effects—Digital Media, Characteristics of Digital Media, Technological determinism (Innis, McLuhan), Media ecology, FaceBook Influence Model Study

UNIT-4

Media systems and theories- Types of Media Systems; Individual Differences Theory, Normative theories; Functional theory; Feminist theory; Mass media: public opinion and democracy. Media culture and its production- Propaganda Model (Edward S. Herman and Noam Chomsky) - Cultural Industry; Public Sphere (Jürgen Habermas) - Frankfurt School & Birmingham School –Political Economy of Communication.

UNIT- 5

Audience Concept and Research- Activity and Selectivity; Active and Passive Audience; Audience as Market; Audience as Public; Structural approach to audience formation; Audience and reception theories; Subculture and audience; Gendered audience; Audience norms for content; Sociability and uses of media— Field Theory (Pierre Bourdieu); Actor–network theory (ANT)- Media Literacy

Reading List:

1. Baran, Stanley and Davis, Dennis Mass Communication Theory, 7th Edition, 2015
2. Denis McQuail, McQuail's Mass Communication Theory, 6th Edition, 2010
3. Fahmy Shahira et al; Visual Communication Theory and Research, 2014

4. Fortner, Robert and Fackler Mark; The Handbook of Media and Mass Communication Theory, 2014
5. Harris, Richard Jackson; A Cognitive Psychology of Mass Communication, 6th Edition, 2013
6. Keval J. Kumar, Mass Communication in India, 1994
7. Kevin Williams, Understanding Media Theory, (2003),
8. Stevenson Nicholas; Understanding Media Cultures, 2002
9. Thomson B. John : The Media and Modernity, Polity Press, 1995
10. Vir Bala Aggarwal, V S Gupta, Handbook of Journalism and Mass Communication, 2012
11. Yadava, J.S. and Mathur Pradeep; Issues in Mass Communication, 2008

JMC102CC History of Media

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Social, cultural, economic and political background of the development of media; Origin of the press(newspapers)in different parts of the world—developments in Europe and the USA—emergence of telecommunication system and its impact -- Development of typesetting and printing technologies and their impact -special reference to India – early efforts to publish newspapers (both English language and Indian language) in different parts of India – J A Hicky – Rammohun Roy – Derozians – Harish Chandra Mukherjee-- post-1857 developments–Nationalist press- Anglo Indian press-Development of mass circulated press in India – repressive press laws by the colonial rulers.

UNIT- 2

The Indian press and the movement for national Independence- – social, political and economic issues and the Indian press – conflict with colonial rule-- important personalities of Indian journalism (both English and Indian language)--major Indian newspapers—birth of journalists’ organizations – commercialization of press – changing ownership pattern--developments as a profession--establishment of organizations like IJA, INS, AINEC etc.

UNIT- 3

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

UNIT- 4

Major trends after Independence – Radio - Television – Satellite TV, Cable TV, Internet — Trends in print media (both English and Indian languages) — modernization and diversification — Press Commissions –Press Council of India--monopolization and corporate control – Indian media and Globalization—Foreign Direct Investment in Indian media industry — Development of journalism and communication education with special reference to India.

UNIT- 5

Historical development of Indian films – major film production centres—Bombay, Chennai, Kolkata etc — Major film personalities—developments after Independence—Film censorship—effect of Globalization; Growth of regional film industries; Popularity of Indian films in the international market.

Reading List:

1. Amelia Bonea, *The News of Empire: Telegraphy, Journalism and the Politics of Reporting in Colonial India*, OUP, 2016
2. Arvind Singhal, Everett M Rogers, *India's Information Revolution*, 2001
3. B S Kesavan, *History of Printing and Publishing in India*, Vol. I-III, NBT, 1997
4. Barns, Maragarita, *The Indian Press, History of Growth of Public Opinion in India*, G Allen and Unwill, London, 1940
5. Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press , 2010)
6. H R Luthra, *Indian Broadcasting*, 1986
7. Israel, Milton. *Communications and Power, Propaganda and the press in the Indian nationalist struggle, 1920-47* Cambridge University press, Delhi 1994
8. J, Natarajan, *History of Indian Journalism*, 1995
9. K M Shrivastava, *News Agencies from Pigeon to Internet*, 2007
10. Krishnamurthy, Nadig. *The History of Journalism in India*, Mysore Prasaranga 1968.
11. Natarajan. S, *A History of the press in India*, Asia Publishing House, 1962.
12. P C Chatterjee, *Broadcasting in India*, Sage, 1991
13. ParthasarthyRangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
14. Press Council of India, *Future of Print Media*, 2001
15. Robin Jeffrey, *India's newspaper revolution*, 2000
16. S C Bhatt, *Indian Press Since 1955*
17. Usha M. Rodrigues & Maya Ranganathan, *Indian News Media-From Observer to Participant*, 2014
18. Vanita Kohli- Khandekar, *The Indian Media Business*, 4th edition, 2013

JMC103CC Media Laws and Ethics

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Media ethics – concept – comparing media ethics and media laws- media ethics, media freedom – media's social responsibility and accountability -self-regulation – trial by media- Media's ethical problems including privacy, -sting operation- right to reply, covering communal disturbances, atrocities on women, elections – parajournalism-- yellow journalism- cheque book journalism- Paid news --Plagiarism-- ethical issues related with ownership of media –Ombudsman-- Guidelines and/or Codes prescribed by Press Council of India-Guidelines and/or Codes suggested for media/press by other national and international organizations – Election Commission guidelines for media.

UNIT- 2

History of press/media laws in India – Press and Registration of Books Act, 1867-- Registration of newspapers—Registration of online news portals- Constitution of India- Fundamental rights – Freedom of speech and expression and their limits – Freedom of Information as a human right—Right to Communicate- Provisions of declaring emergency in India and their effects on media – --relevant provisions of Indian Penal Code- sedition, crime against women and children; laws dealing with obscenity

UNIT- 3

Defamation, Libel, Slander-IPC 499-502- journalistic defense – Contempt of court and journalistic defense -- Provisions for legislature reporting; Parliamentary privileges - Contempt of parliament and journalistic defense; --relevant provisions of Indian Penal Code-Sedition IPC 124(A), Crime against women and children - Law of Obscenity (Section 292-294 of IPC); Indecent Representation of Women (Prohibition) Act 1986, the Miller test, the Hicklin test, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Wage Boards, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, -- Right to Information Act 2005-- Intellectual Property Right-Copyright Act, Trade Marks Act and Patent Act –Famous cases involving journalists and news media organizations.

UNIT- 4

Cinematograph Act 1953- Film Censorship –Prasar Bharati Act --Regulation of Private TV Channels--Cable TV Regulations Act – Policy Guidelines for Setting up Community Radio Stations in India -- Community Radio License Procedure-- Community Radio regulations in India -- Broadcasting Code for AIR and Doordarshan, Self-regulation of private TV channels; Codes for advertising and public relations.

UNIT- 5

Media Freedom and Ethics in the Digital Age; New Challenges; cyber freedom- Surveillance; Privacy; Laws and regulations related to online media--Information Technology Act 2000; Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021-Wiki Leaks — challenges before free media. Ethical issues related to cyber media; Social Media Trolling; Communication Policy for the Digital Age.

Reading List:

1. Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy Kreshel and Robert Woods, Media Ethics: Cases and Moral Reasoning, 2015
2. D DBasu, Laws of the Press in India, 2002
3. Edward S Herman and Noam Chomsky, Manufacturing Consent: The Political Economy of Mass Media, 2010
4. Ess Charles; Digital Media Ethics, 2013
5. Fortner, R.S. and Fackler Mark; The Handbook of Global Communication and Media Ethics, 2011
6. Media, Press and Telecommunications Laws, Eastern Book Company
7. Paranjoy Guha Thakurta, Media Ethics: Truth Fairness and Objectivity, 2011
8. Plaisance, P.L; Media Ethics: Key principles for Responsible Practice, 2013
9. Report of the Press Commissions, First and Second

JMC104CC Print Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT 1

Structure of news department –News desk, editorial department set-up, news flow, copy management and organization-- Editor – Managing editor – Executive editor -- Chief Editor/Editor in Chief/ Group Editor/Editor-at-Large-- Roving Editor – Resident editor – position and status – duties and responsibilities – qualities; News editor –Chief reporter – Chief sub-editor–Sub editor – position and status – duties and responsibilities – qualities--- Reporter-- Special correspondents – status, duties and qualities -- Photojournalist – qualities-duties and responsibilities. --Digital archives and library.

UNIT 2

News- concept and definition, elements, values, sources, types--news beats; Reporting-intro/lead—structure of news, inverted pyramid pattern; Reporting regular briefing, press conference, meet the press; Beat Reporting : crime, court, weather, legislature and parliament, election, health, education, human interest, life style. News agency reporting – style;

Interpretative reporting – purposes, techniques; Investigative reporting – purposes, sources, styles, techniques; -- Political reporting-- Legislative reporting-- Diplomatic reporting-- Scoops and exclusives--Specialized reporting – science and technology, health, travel and tourism, disaster, sports, elections, economic, development, commerce, consumer rights, gender-- conflict reporting.

UNIT 3

Basic rules and style of writing Opinion Pieces--Editorial –Column –Syndicate column-Reviews– cinema, book, drama, exhibitions etc;

Interview – importance – types with special reference to personality interview – planning – home work – technique of questioning – note recording and audio recording – writing style;

Feature – definition – difference between feature and news report – special kind of writing – different type of features – scope-- Writing features and articles for magazines;

Human interest stories – its importance – scope and areas – choice of subject – style of presentation;

Describing Data, Drawing Conclusions from Data, Writing Data Stories

UNIT 4

Editing – principles – different styles for different media –terminology – editing in the electronic age--- difference between daily and Sunday newspapers and magazines in (i) style, (ii) format, (iii) perspective and (iv) approaches.

Different types of copy – selection of copy – processing of copy – news value – principles – improving intro and lead – paraphrasing – sub head – editing news agency copy – selection – processing – editing process in English and language papers.

Headline – importance – types – art and principles to be followed – difference style for different items: hard news items, anchor story, feature etc.

UNIT 5

Page make up – different types – principles to be followed – relevant software-- front page and other pages – edit page – open page – features pages – placing advertising – principles of photo editing— caption writing- use of illustration – Photo Feature, Typography – main type groups. Page make up tabloids—magazines-- Infographics-Data Visualization

Reading List:

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

JMC105CC Print Journalism-Practical**Total Marks-50 [including Internal Assessment -- Marks 10]****Semester-end Written Examination (Marks: 40): Duration: 2 hours 30 minutes**

1. Page Making – Front Page/ Feature Page –use of relevant software
2. Writing news reports– lead, intro, headline
3. Editing agency copy/general copy.
4. Writing Editorial
5. Writing Interview
5. Writing Feature
6. Caption writing

SEMESTER- II

JMC201CC Advertising

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT-1

Advertising – definitions and concepts – evaluation of advertising – relevance of advertising – types – with special reference to India – advertising as an industry, professional and art form – current trends in India – the social and cultural extent of Indian advertising – international advertising – multinational companies, global marketing, trading and advertising strategies, global and local approach, multinational agencies.

UNIT- 2

Brand building & brand positioning – role of advertising in brand building – definition & concepts – components of a brand. Importance of brand power – brand strategy & structure – case studies in brand positioning. Advertising creativity – concept & definition – creative process – copy writing – language & its significance in creativity; semiotics – use of appeals – interface of copy writing & visual creativity.

UNIT- 3

Marketing communication – need for integrated communication – the value chain system in marketing : choosing value, deciding value, communicating value – consumer behaviour : environmental influences, personal influence, decision process – marketing strategies : Market segmentation, targeting, positioning – importance of marketing mix – role of advertising in marketing, role of advertising in different product categories – consumer, industrial, corporate, service, financial, social marketing etc., lifestyle advertising - budgeting – advertising goals and strategies : importance of marketing – advertising and sale promotion goals and segmentation and positioning strategies, media strategies, SP strategies, developing brand personality, preparing the advertising plan.

UNIT-4

Advertising research: Importance of research in advertising – pre and post testing of advertisement – qualitative and quantitative research strategies – use of AIDA, DAGMAR etc., other diagnostic tests – limitation of research strategies – advertising, planning and decision making – importance of research inputs – market research and situation analysis, consumer behaviour, product and behaviour analysis budgeting – advertising goals and strategies.

UNIT- 5

Advertising creativity : the creative brief and strategy – elements of good advertising – creative strategy at work – copy and art – importance of visual thinking – guidelines for writing – visibility – identity – promise and simplicity.

Campaign planning – process of campaign planning – case studies of contemporary campaigns: Governmental & Non-Governmental, product, institutional & public service etc. Defining a problem for working out a campaign.

Reading List:

1. Belch, G.E and Belch, M.A; Advertising and Promotion: An Integrated Marketing Comm. Perspective, 10th Edition, 2015
2. Jefkin, Frank; Advertising, 4th Edition, Pearson, 2002

3. Jethwaney, Jaishri and Jain, Shruti, Advertising Management, OUP India, 2012
4. Ogilvy, David; Ogilvy on Advertising, Prion, 2001
5. Pandey, Piyush; Pandeymonium: Piyush Pandey on Advertising, Penguin, 2015
6. Sengupta, Subrata; Brand Positioning: Strategies for Competitive Advantage, Tata McGraw-Hill., 2005
7. Shah, Kruti; Advertising and Integrated Marketing Communications, McGraw Hill, 2014
8. Valladares, June; The Craft of Copywriting. Sage Publications, 2000
9. Wharton Chris; Advertising as Culture, 2013
10. Yeshin, Tony; Advertising, Thomson, 2006

JMC202CC Public Relations

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT-1

Public Relations – concept and scope –historical perspectives- development in India--Public Relations as a management function--Professionalism and job description of Public Relations--Public Relations strategy and tactics- magnitude and power of corporate communication--Difference of Public Relations from advertising, publicity, marketing, sales promotion, propaganda and lobbying- Contemporary scenario of Public Relations practice.

UNIT - 2

Acquiring comprehensive knowledge about the organisation- business management-identifying competitive advantage- application of behavioural and social science- expertise to gather information from news - generating department in an organisation- understanding difference between the public, voluntary, commercial and regulated sector: government, publicity and private sector: NGO and CAG- working knowledge of contemporary public affairs practice including MPs, Civil Servants, Shareholders, Stake holders, customers, clients, trade association, think tank, business and pressure groups, unions, media, lobbying, issue and risk management, CSR, Corporate law, influencing public policy and building and maintaining corporate reputation.

UNIT-3

Various tools and media of communication-advertisement, brochure, annual report, house journal, film, coffee table book, sponsorship, photography, event management, facility visit, press conference, press briefing, new media- to work in a in-house studio to learn news production, film and video production and advertising layout, production of different ad design- setting out Public Relations campaigns- developing the elements of creativity.

UNIT-4

Public Relations writings- reading the culture of the organisation and its milieu and understanding the requirement of the organisation- Art of PR writings in different kind of brochures, press release, press hand out, press announcements, notice, advertisement, tender, house journal, new media- chief executive's speech- script writing for films etc.- how to make CEO's brief for news conference, feature writings- crisis message, writings for broadcast, telecast, scripts , webpage, e-mail and other alternative media- content management and presentation techniques .

UNIT-5

International public relations scenario with emphasis on PR development in India-PR professional bodies, Associations, Councils in the world - annual public relations programmes and budgeting- preparing a plan for PR Audit- financial public relations, public relations evaluation for its activities and assessing feedback for the same-PR education: research, training and employment readiness programmes- new trends in PR - challenges and opportunities and preparation for the same.

Reading List:

1. Bernays, Edward; Public Relations, 2013
2. Bivins Thomas; Public Relations Writing: The Essentials of Style and Format, 8th Edition, 2013
3. Black, Sam; Practice of Public Relations, 4th Edition, 2013
4. Broom Glen M: Cutlip and Center's Effective Public Relations, International Edition, 2013
5. Duhe, Sandra C; New Media and Public Relations, 2007
6. Jefkins, Frank: Public Relations Techniques, 1994
7. Jethwaney Jaishri; Corporate Communication: Principles and Practice, 2010
8. Kaul J M: Public Relations in India, 1976
9. Lloyd, John and Toogood, Laura; Journalism and PR; News Media and Public Relations in the Digital Age, 2014
10. Mehta, D.S.; Handbook of Public Relations in India, 2002
11. Michael Bland, Alison Theaker & David Wragg: Effective Media Relations: How to get results, 2005
12. Oliver, Sandra; Public Relations Strategy, 2009
13. Phillips, D. and Young, P.: Online Public Relations: A practical guide to developing an online strategy in the world of social media, 2009
14. Theaker Alison; The Public Relations Handbook, 2016

JMC203CC Advertising and Public Relations – Practical

Total Marks-50 [including Internal Assessment -- Marks 10]

Semester-end Written Examination (Marks: 40): Duration: 2 hours 30 minutes

Part- A (Advertising) - Marks 20

1. Creating Print Advertising Copy.
2. Script for television commercials using the story board format and the script format.
3. Script for radio advertisements

Part-B (Public Relations) – Marks 20

1. Making PR Campaign on relevant social issues
2. Writing press release on contemporary issues.
3. Frame a design for image building, restoration and maintaining strategy for the organisation from decadence to elevation.
4. Make out analysis, action plan and multi-faceted public relations tactics and strategy for organising events.

JMC204CC Broadcast Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Journey of electronic media (television and radio) in India-Convergence of electronic media-Radio as mass medium: its characteristics- evolution and growth — Outlines of Recommendations of different Committees including Chanda Committee 1966 – Verghese Working Group 1978 – Joshi Working Group 1983 – Vardan Committee 1992 – Paswan Committee 1996 – Sengupta Committee 1996 etc)

Transmission texture of broadcast techniques: SW -AM-FM-DTH-INTERNET-PODCAST-HAM. Community Radio.

UNIT- 2

Radio programme production process and techniques,- Aspects of sound recording – types of microphones and their uses – field recording skills -studio chain; live studio broadcast with multiple sources News production.-using sound bytes and actualities - formats of radio programmes – studio interviews – studio discussions – phone-in programmes – O.B. production of sporting and mega events -Listenership survey-AIR Code.

UNIT- 3

Writing for radio: Spoken language writing – writing for programmes-News writing – structuring radio-copy-voice designing- effective use of voice – enunciation, flow, pronunciation, modulation.

Various Sound Editing Software.

UNIT- 4

TV as a tool of mass communication: its characteristics- evolution and growth- television for development (SITE)-social and commercial impact (TAM-TRP-BARC)

Video shooting with TV camera –basic shots and camera movement, Video Editing.

Fundamentals of TV News and Programme Production (form and format of national and regional 24- hour news channel & entertainment channel).

UNIT- 5

Studio based production and Transmission (Terrestrial-Satellite-Cable-DTH-IP T.V), Reporting for T.V--Formats of TV programmes – studio interview – studio discussion - studio shows with audience participation — TV documentary production – Live telecast – Writing for T.V -News writing – structuring T.V news copy-Presentation- news casting and news anchoring.

Reading List

1. Allen, Robert C. and Annette Hill (Eds), The Television Studies Reader, Routledge, 2004
2. Boyd, Andrew, Broadcast Journalism: Techniques of Radio and Television News, 6th Edition, 2012
3. Carrol Fleming; The Radio Handbook, Routledge , 2002
4. Hilliard, Robert L, Writing for Television, Radio, and New Media,11th Edition, Wadsworth Publication, 2014
5. Hudson Gary and Rowlands, Sarah; The Broadcast Journalism Handbook, 2007

6. Millerson, Gerald; Effective Television Production, 3rd Edition, 2016
7. Owens, Jim; Television Production, 2016
8. P C Chatterjee, Broadcasting in India, Sage, New Delhi, 1988.
9. Report of the Working Group on Television Software for Doordarshan, Vol. 1-2, Publication Division, New Delhi, 1985.
10. Robert McLeish- Radio Production, Fifth edition-Focal Press, 2005
11. Vasuki Belavadi, Video Production, 2nd Edition, OUP, 2013
12. Zettl, Herbert; Television Production Handbook, 2014

JMC205CC Broadcast Journalism -Practical

Total Marks-50 [including Internal Assessment -- Marks 10]

Semester-end Examination: Marks: 40

Part A: Audiovisual (Marks 25): Audio-visual programme-15 marks & Viva-Voce 10 marks

1. Making of audio-visual programme in micro- groups.
2. Analysis, discussion and Review of news bulletins etc.
3. TV interview exercise (Live & Recorded)
4. News reading and anchoring exercises,
5. Spot reporting : PTC and WT
6. Commercials of Social Campaign
7. News Package(3 mints)
8. WhatsApp Reporting.

Part B: Audio (Marks 15): Audio programme-10 marks & Viva-Voce 5 marks

1. Making of audio programme in micro- groups.
2. Audio Interview (Live & Recorded)
3. News Reading
4. RJ-in of Live Talk Show
5. Radio Feature (with O.B Recoding)
6. Radio Spot
7. Radio Promos and Jingle
8. Live Commentary

SEMESTER- III

JMC301CC/GE Communication Research

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Introduction to Media and Communication Research—Various fields, Origin and development of media and communication research, Indian scenario; Qualitative and Quantitative Research; Research Process- Searching of Research Topic, Review of literature, Formulation of Research problem; Research Designs - types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; Types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies

UNIT- 2

Qualitative Research-- Case Studies — Ethnography Ethno methodology, Digital ethnography- Policy and archival research — Participant Observation and Non-Participant Observation — Focus Group — Grounded Theory Methods, Action Research, Historical research, Phenomenology-- Communication Policy Analysis; Analyzing Visuals- Still and Moving images-- Use of Software for Qualitative Research- NVIVO, ATLAS

UNIT- 3

Methods and tools of Data Collection– interviews, surveys, case studies, Content Analysis, Charts, Graphs, Infographics, obtrusive and non-obtrusive techniques, schedule, questionnaire, diary, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, Online Surveys, SMS surveys and voting with regard to GEC (general entertainment content)-- Primary Data collection techniques versus Secondary Data collection techniques-- Concept of Sampling: Sampling Frame, Sampling Techniques and methods— Attitude Measurement–Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement- Reliability and Validity Measurements.

UNIT- 4

Introduction to statistics; Use of Statistics in Media Research; Descriptive and inferential statistics; parametric tests for metric dataset (scale and ratio data), non-parametric tests for non-metric dataset (nominal and ordinal data), uni-variate, bi-variate, multivariate statistics, correlations, linear regression, logistic regression, Rank correlation, Sampling distribution, Student's t-distribution, Chi square distribution, F-distribution, Hypothesis testing, Factor analysis, Principal Component Analysis, ANOVA, Structural Equation Modeling; Use of SPSS or R – open source package.

UNIT- 5

Data analysis, testing, interpretation, application of statistical tests-parametric and non-parametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research- Writing Research reports/Project reports/Dissertations - Referencing and Citation Style -APA, MLA, Chicago (Mendeley, Zotero Reference Software)-- Ethical considerations in communication, media and journalism research- Plagiarism

Reading List:

1. Berger, Arthur Asa; Media and Communication Research Methods, 2015
2. Fink, Arlene & J. B. Kos.; How To Conduct Surveys, A Step By -Step Guide, 3rd Edition., Sage, 2005
3. Gerianne Merrigan & Carole L. Huston, Communication Research Methods, 3rd Edition,OUP, 2014
4. Hansen Anders, Cottle Simon, Newbold Chris; Mass Communication Research Methods. Sage, 2009
5. Jensen, Klaus Bruhn; A Handbook of Media and Communication Research-Qualitative and Quantitative Methodologies. Routledge, 2013
6. John C. Reinard; Communication Research Statistics, California State University: Sage publication, 2006
7. Kothari C R, Research Methodology: Methods and Techniques, New Age 3rd Edition, 2016
8. Krippendorff, Klaus; An introduction to its Methodology, 2004
9. Rubin, Rebecca B., Alan M. Rubin, Paul M. Haridakis; Communication Research: Strategies and Sources, 2009
10. Wimmer and Domnick; Mass Media 'Research: An Introduction, 10th edition. Boston: Wadsworth, 2013

JMC302 GE International Communication

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

International communication-definition—history and development of communication as an international phenomenon -- intercultural and cross-cultural communication--International communication during pre-colonial period— Colonial Structures of Communication-- International communication during colonial age—Expansion of international telegraphic network –Birth of ITU- Growth of news agency system – Grand alliance of news agencies

UNIT- 2

Advancement during World War I and World War II– role of the League of Nations— International telecommunication system- origin of international communication as an academic discipline – role of the UN, UNESCO – UN initiative on Freedom of Information- Universal Declaration of Human Rights etc.

UNIT- 3

Supranational communication; satellite communication – its historical background – status – progress – effects – satellite communication and shrinking world; -Impact of ICT-Role of UN, UNESCO, ITU, WTO etc-. Communication and National development- Role of newly independent nations

UNIT- 4

Debate on New International Information and Communication Order--NIICO and New International Economic Order -- MacBride Commission's report –IPDC-Efforts by the Non-aligned countries--Satellite Television - globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security -- World Summit on the Information Society (WSIS)

UNIT- 5

Internet and online media— Convergence of media – Internet governance- international intellectual property rights- international media institutions and professional organizations--code of conduct-- Protection of cultural diversity –Universal Declaration of Cultural Diversity--position of the developing countries-India's position and approach to international communication issues.

Reading List.

1. Art Silverblatt, Nikolai Zlobin, International Communications: A Media Literacy Approach, 2015
2. Daya Kishan Thussu , International Communication: A Reader, 2010
3. Daya Kishan Thussu , International Communication: Continuity and Change, 2016
4. Edward S Herman and Robert McChesney, The Global Media: The New Missionaries of Corporate Capitalism, 2001
5. George Gerbner, Hamid Mowlana, Kaarle Nordenstreng, The Global Media Debate: Its Rise, Fall and Renewal, 1993
6. Hamelink, Cees : Cultural autonomy in global Communications, Longman, London, 1983.
7. Hamid Mowlana, Global Information and World Communication: New Frontiers in International Relations
8. Kaarle Nordenstreng, Ulf Jonas Björk, Frank Beyersdorf, Svernik Høyer, Epp Lauk, A History of the International Movement of Journalists: Professionalism Versus Politic
9. MacBride Commission,,Many Voices, One World, UNESCO, Pais, 1980.
10. Oliver Boyd-Barrett, Media Imperialism, 2014

JMC303CC Digital Media

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT 1

Introduction to Digital Media- ICT Revolution; Internet and Society; digital media technology and culture: community and identity; participatory culture and new media; Digital media literacy; History of Internet in India

UNIT 2

Characteristics of digital media; Various usages of digital media: Different types, Interactivity; Simultaneity; Compression of time and space; Theories of Network Society; Social Media theories; Internet as Public Sphere; Online communities; Free and Open-Source Software

UNIT 3

Digital journalism— evolution---characteristics-- technical components --integration of new technologies, new ways of storytelling—interactivity; prospects of online journalism in India- - Data Journalism, Importance of data, using data as source and tool, presenting data, writing the data story, data visualization --Digital Journalism Ethics--Use of Artificial Intelligence and Virtual Reality in Journalism, Immersive Storytelling
Financing online journalism- subscription models-modes of online advertising- online advertising and marketing techniques

UNIT 4

Social Media and Citizen Journalism- Use of Convergent technology for social change -- Social networking; Introduction to social profile management products, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing , Social publishing: Flickr, Instagram, YouTube, Sound cloud, Citizen Journalism: Concept, Case studies, Blogging; a brief history of blogs, blogs as narratives, Live blogging; Bloggers as journalists and ‘opinionates’- Internet radio; podcasts.

UNIT 5

Computer Mediated Communication- different types- theoretical framework of CMC, cyber platform and communities; Information Society Theory; Digital Divide; Search engine dynamics; Impact of social media on our social, cultural and political life-- Citizenship in a digital society- Cyber-democracy; Advertising in the digital platform; e-learning; e-commerce; telecom industry in India; Surveillance; Cybercrime; New Media Economy

Reading List:

1. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
2. Eugenia Siapera, Understanding New Media, Sage, 2011
3. Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley, 2011
4. Goldsmith, Jack, and Tim Wu., Who Controls the Internet? Illusions of Borderless World. Oxford University Press US. 2006.
5. Kasturi, Suman and BobbyVardhan; Social Media, Connecting the World 24X7, Dominant Publishers, 2017.

6. Lev Manovich. The Language of New Media. Cambridge: MIT Press.2001
7. Narayan and Narayanan(Ed); Indian Connected: Mapping the Impact of New Media; Sage, 2016
8. Simon Lindgren, Digital Media and Society, Sage, 2017
9. Tapas Ray, Online Journalism: A Basic Text, 2006
10. Vincent Miller. Understanding Digital Culture. Sage Publications, 2011.

JMC304CC Digital Media- Practical

Total Marks-50 [including Internal Assessment -- Marks 10]

Hands-on training in photography, audio slideshows, content management systems and writing for the web.

Multimedia Presentation – HyperText, Audio, Video, Still images, Animation , Flash interactivity;

Social networking Tools – Blogs, Micro blogging, Facebook, Twitter, RSS feeds, Poll surveys/Email etc.;

Digital Story telling Formats - Content writing, editing, reporting and its management ;

Structure of a web report - Planning and designing of Web Pages, web channels

Mobile Journalism Projects

Creating online newspapers

Creating interactive data visualizations

Creating online advertisements

Creating video channels for free online platform

Semester-End examination (Marks 40)

Part-A: Writing for Digital Media (20 Marks)

Creating content for digital platform; Writing & designing non-linear news report; Using audio/ audiovisual contents for social media platforms, Story-boarding new sites and multimedia documentaries, Writing blogs, writing listicles, writing FAQs, Infographics etc;

Part-B: Web Designing (10 Marks)

Creating and uploading website/webpage; Creating and maintaining blog sites; Creating contents for social media platforms and micro-blogging sites; digital short film and digital photography; hand-held/ mobile journalism; mobile editing apps, live streamingetc

Part-C: Project on Content Development (10 Marks)

Developing story packages that integrate text, visuals and sound; Planning and designing an individual page on free online platform; etc

JMC305DSE1 Sports Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT - 1

Sports – its growing popularity – Sports policies of the Government in India—Role of the State Governments--sports in educational curriculum --Sports Authority of India – objectives and contribution -- organizational structure of Indian sports-- Corporatization of sports – sponsorship – ethical issues-- Indian experience ;

UNIT - 2

Major international sports events--Olympics, Asiad, Commonwealth games, SARC games, World Cup Soccer, World Cup Crickets, Wimbledon etc.—India and international sports events--Major Sports Events in India-- Outstanding sports personalities in India and abroad -- – Rural and tribal sports- history, social and political impact.

UNIT - 3

Origin, history Rules and regulations of different games and sports – football, cricket, tennis, table tennis, badminton ball, volleyball, hockey, archery etc. – officials of different games and their standards.

UNIT - 4

Development of sports journalism with special reference to India – print media, radio, TV, digital media etc -- Sports photography in magazines.

Sports magazines and their importance, fields and degree of specialization required- role and importance in popularizing sports.

Sports department in popular dailies— sports editor – reporter – sub editor – sports page – special pages – sports column.

UNIT - 5

Sports coverage by radio -- sports reporting for radio—techniques--radio's contribution to popularization of sports. Management of Sports and its modern formats;

Sports coverage by TV -- preparing television programmes on sports -- Sports TV channels and their impact; Sports presenter and their specific requirements.

Reading List:

1. Chiranjib – World Cup Football
2. David Pickering, The Cassell Soccer Companion, History, facts and anecdotes, London, 1997.
3. E.W Swanton, The World of Cricket.
4. G Mehera, Asian Games, New Delhi, 1989.
5. Hill, Christopher, R.: Olympic Politics, Athens to Atlanta (1896 – 1996), Manchester and New York.
6. John Sugden and Alan Tomlinson, FIFA and the contest for World Football, London, 1998.
7. John Woodcock, The Times, One Hundred Greatest Cricketers, London, 1998.
8. Jonathan Rice, Start of Play (The Curious Origins of our Favorite Sports, London, 1998.
9. Mathur, The Encyclopaedia of Indian Cricket.

10. Morehead, Albert H.E. and Mott Smith, Geoffrey, Hoyle's Rules of the Games, London, 1946.
11. Rueben Fine (ed), The World's Greatest chess Games. London, 1951.
12. Srinivas Rao, Sports Journalism

JMC305DSE2 Business Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT - 1

Basic knowledge of finance system in India; gathering, distribution and allocation of revenue visa-vis Central Government and State Governments; finance commission and planning commission. Central and State budgets: budget-making exercise, how to read a budget, concept of zero deficit budget, importance of Public Accounts Committee.

UNIT - 2

Introduction to Tax Laws, essential commodities act, MRTP, FERA, industrial relations and disputes acts, and companies acts other laws relevant to finance, business and industries. New economic policy and its impact; decreasing state intervention, role of Indian corporate conglomerates and multi-nationals.

UNIT - 3

sources of news on business, finance and industry – governments, chambers of commerce and industries, corporate, trading and industrial executives, share markets, commodities markets, money market etc. Government policy decision having bearing on commerce and industry; company reports, RBI reports; analysis of decisions, reports and statements; AGMs.

UNIT - 4

Business journalism; history (international and Indian); satellite network and new trends in business journalism; international money market and new information technology; commercial database, ethics in business reporting – business journalism, servant or watchdog; concept of social audit.

UNIT - 5

Introduction to major industries – electronics, heavy engineering, chemical, steel, cement, power, bio-technology, agro-industries, service and agricultural; their role in economy. International business environment, global perspective on role of state in national economic globalization process and rising power of multi-nationals; economic imperialism

Reading List:

1. Business Newspapers: Economic Times, Financial Express, Business Standard, Observer of Business and Politics, Business Line.
2. Contemporary Budget Papers: Government of India, Government of West Bengal, Zila Parishad, Municipalities and Corporations.
3. Indian Economic Yearbook, National, Agarwal, A.N. & Verma H.O. New Delhi
4. Keith Hayes, Business Journalism: How to Report on Business and Economics, Apress
5. Periodicals: Business India, Business World, Business Today, The Economist, Dalal Street Journal, Advertising & Marketing (A & M), Far Eastern Economic Review, EPW etc.
6. Reporting Technical Information, Houpp, Kenneth & Pearsall, Thomas, Macmillan, NY, 1984.

JMC305DSE3 Media and Human Rights

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT-1

Human Rights - concept, scope and importance—historical perspectives-changing dimensions of human rights – Human Rights movements—Human Rights and Democracy, Human Rights and Education, Trade Union Rights--Human Rights and environmental issues--Human Rights and Secular Values – Human Rights and Gender Equity--Human Rights of Accused persons- Human Rights and child labour, bonded labour - Human Rights and death, torture in police lockups--Human Rights and fighting terrorism - Concern for protection of Human Rights in the context of Globalisation.

UNIT-2

Human Rights in International Perspective -- UN system and human rights- Universal Declaration of Human Rights 1948 -- International Covenant on Civil and Political Rights 1966-- International Covenant on Economic, Social and Cultural Rights 1966-- Convention on Elimination of All Forms of Racial Discrimination 1965 -- Convention on Elimination of All Forms of Discrimination against Women 1979 -- Convention on the Rights of the Child 1989 --Role of organizations like Amnesty International, Human Rights Watch,

UNIT-3

Fundamental rights, Freedom of Speech and Expression under Indian Constitution, Freedom of Press, Right to Know, RTI, Right to Privacy, AFSPA, Custodial Deaths
Role and responsibilities of implementing agencies of human rights in India-- National Human Rights Commission -- State Human Rights Commission - National Commission for Women-- National Commission for Minorities - National Commission for Scheduled Caste & Scheduled Tribe (SC & ST)

UNIT-4

Media and Social Issues: Problems of girl child and women, LGBT Movement, Casteism, Violence against women, Rights of Children and Adolescents, UNCRC, Child Labour, Exploitation of children and Reform Process, Protection of Children against Sexual offences, Reflection of such issues in Media

UNIT-5

Writing on Human Rights: Promotion, Protection and Violation, Types of Reports, Sources of News, Trends in Indian Press, Problem of writing about Human Rights Issues, Media in Promotion and Protection of Human Rights, Investigative Journalism, Media Activism, Advocacy Journalism –Role of Social Media and mobilization of public opinion.

Reading List:

1. A R Deasi(ed), Expanded Governmental Lawlessness & Organised Struggles, Bombay, 1991.
2. A R Desai, Repression and Resistance in India, Bombay, 1990.
3. B G Recharan, Thirty Years after the Universal Declaration, Hague, 1979.
4. Council of Europe, Human rights and a changing media landscape (2012)
5. D DBasu, Introduction to the Constitution of India
6. D Papademas (Ed) (2011), Human Rights and Media. Bringley, UK: Emerald References
7. Gaius Ezejoifer, Protection of Human Rights under the Law, London, 1984.
8. Jack Donnelly, Universal Human Rights in Theory and Practice, Cornell, 1989.
9. Lanterpacht : International Law and Human Rights, New York, 1993.
10. Lilich Richard B. : International Human Rights Problems of Law, Policy and Practice, Boston, 1991.
11. Maalik Surendra : Fundamental Rights Cases, Lucknow, 1975.
12. Michael Perry, The Constitution, Course and Human Rights, New Delhi, 1982.
13. S. Guruswamy, Human Rights and Gender Justice, New Delhi: APH Publishers' Pvt. Ltd, (2009)
14. Tardy M. : Human Rights – The International Petition System, New York, 1979.
15. Universal Declaration of Human Rights, UNO (1945)
16. V R Krishna Iyer, Human Rights and the Law, Indore, 1984.
17. Z Nedhati, Human Rights in the World, Manchester, 1972.

JMC305DSE4 Media Society and Culture**Total Marks-50 [including Internal Assessment -- Marks 10]****UNIT - 1**

Concept of Culture--meaning, dimensions--the basic theoretical framework. Counter cultures, women, youth, minorities. Critical Cultural Theory; Frankfurt School; Communication Technology and Culture, Mass Media and Postmodern Culture, Culture industries.

UNIT - 2

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

UNIT - 3

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

UNIT - 4

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

UNIT - 5

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

Reading List:

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

SEMESTER- IV

JMC401CC/GE Media Management

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

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

UNIT- 2

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

UNIT- 3

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

UNIT- 4

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

UNIT- 5

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

Reading List:

1. Alan B. Albarran, Management of Electronic Media
2. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O.Wirth, Handbook of Media Management and Economics, Routledge (2006)
3. Alison Alexander, James Owers, Rod Carveth (ed), Media Economics - Theory & Practice, Lawrence Erlbaum Associates, New Jersey (1993)
4. Arun Pattanaik, Textbook of Media Management
5. George Sylvie, Jan Wicks LeBlanc, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn Broadrick , Media Management: A Casebook Approach (Routledge Communication Series) 4th Edition
6. Gillian Doyle, Understanding Media Economics, Sage (2002)
7. Peter K. Pringle, Electronic Media Management, Focal Press (2006)
8. Pradip Ninan Thomas, Political Economy of Communications in India, Sage, 2010
9. Robert Picard, Media Economics - Concepts and Issues, Sage (1989)
11. Vanita Kohli-Khandekar, The Indian Media Business, Sage (2010)

JMC402GE Film and Documentary Studies
Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Concept of Film- Film Content- Fundamentals of Film Form --representation of reality, Realism and Antirealism; Evolution of the Cinematic Language; Types of Films; Genre Conventions and major genres; Auteur; Concept of narrative- Elements of Narrative- Screenwriter and Screenplay; Major Approaches to Cinematography and Editing, Film Editor & his/her Responsibilities; Conventions of Continuity and Transitions between Shots; Sound: Sound Production & Design; Sources, Categories & Functions of Film Sound.

UNIT - 2

Mise-en-Scene and compositional elements: visual and spatial attributes; Lighting: high key, low key, Rembrandt, Chiaroscuro, exposure(Realism in Cinema, mise-en-scene in German Expressionist Cinema, French Poetic Realism); Cinematography : the camera in time and space- proxemics, focus, lens, movement and angles(lenses in creation of space, depth of field; focal length); Editing in Cinema: attributes of editing, story-centred editing, tempo, graphics, transitions; creating meaning outside the story, continuity and disrupting the rules; Russian montage versus classical decoupage classique style editing; Jump-cut and match-cut; Colour -- Theory & Practice

UNIT – 3

Film History: (a) Brief history of the development of film in Europe, U.S.A. and India. (b) film style: classical, realist and formalist. (c) important directors, film companies and films : (i) Period of institutionalization of cinema and after: D.W. Griffith; ii) Russian socialist realism: S.M.Eisentein; iii) Italian Neo-Realism: Vittorio De Sica, Rossellini, Fellini; iv) Cinema and Modernism: The Lumiere Brothers, George Melies, Charlie Chaplin Buster Keaton; Orson Welles, F.W. Murnau, Fritz Lang, & Jean Cocteau; v) The French Masters: Jean Renoir, Robert Bresson; New Wave: Jean luc Godard, Alain Resnais and Francois Truffaut; vi) Auteurs : Alfred Hitchcock; vii) Postwar Japanese cinema: Akira Kurosawa Ozu, Nagisa Oshima viii) Latin American Cinema: Imperfect Cinema, aesthetics of Hunger, ideas about first, second and third cinema-- Indian Cinema: Early Indian cinema, Studio Era, popular Indian cinema -- D.G. Phalke, V. Shantaram, Satyajit Ray, Ritwik Ghatak, Raj Kapoor, Guru Dutt, Adoor Gopalkrishnan, Shyam Benegal, Mrinal Sen, Bimal Roy, Basu Chatterjee, Girish Karnad, Maniratnam. Prabhat studio, New Theatres, Bombay Talkies, etc. Raja Harishchandra, Alam Ara, Sant Tukaram, Kalpana, Do Bigha Zamin, Pather Panchali, Charulata, Bhuvan Shome; New Indian Cinema

UNIT -4

Film Industry-Economics, Finance and Business of Film-Film Distribution, Import and Export of Films, Regional Films-Film Publicity-Film Criticism-Classical, Structural-Psychoanalytical-Political-Sociological and Social-Feminist-Genre-Auteur-Audience and Reception-Film Society-Influence of Indian Film-Culture of Indian Film-Report of the Film Enquiry Committee-Report of the Working Group on National Film Policy-Film Censorship-Report of Khosla Committee on Censorship-Institutions-Films Division-NFDC (FFC)-FTII-NFAI-Film Festival Authority of India-CBFC-Film Society Movement-National and State Awards for films

UNIT -5

Documentary-Definition-Evolution-Forms-Distinction from other Creative Modes like narrative fiction and avant-garde-Analyzing Documentary Texts-Subject and Ideologies-Viewpoints-Forms-Production Methods-Audience-Experience-Traditions of Documentary-Newsreel-Propagandist-Naturalist-Realist-Different Stylistic Traditions-Verite-Direct etc.-Documentary as Precursor to Film and Television-War Photography-BBC-Successors of Documentary-New Journalism and Reality Television-Documentary in the Digital Age-Documentary Festivals-Marketing-Funding of Documentary

Reading List:

1. Andrew, Dudley J. The Major Film Theories – An Introduction, OUP, 2008.
2. Barnouw, Erik, Documentary: A History of the Non-Fiction Film (New York and Oxford: Oxford University Press, 1974).
3. Bill Nichols, Introduction to Documentary, Indiana University Press, 2001.
4. Eric Barnouw & Krishnaswamy : Indian Film, OUP
5. Gaston Roberge, The Subject of Cinema, Seagull, Calcutta, 1990.
6. J Garth & J Linton, Movies as Mass Communication
7. James Beverdge, Script Writing for Short Films, Reports and Papers on Mass Communication, No. 57, UNESCO.
8. Jayashankar & Monteiro, A Fly in the Curry – Independent documentary Film in India, Delhi: Sage, 2016
9. Khwaja Ahmed Abbas: How Films are Made, NBT, 1977.
10. Kobita Sarkar, Indian Cinema Today: An Analysis, Sterling, New Delhi, 1975.
11. Marie Setton, Film as an Art and Film Appreciation, NCERT, New Delhi, 1964.
12. Marie Setton, The Art of Five Directors: Film Appreciation, National Institute of Audiovisual Aids, New Delhi, 1962.
13. Michael Rabiger, Directing the Documentary, Focal Press, 2009.
14. Michael Renov (ed.), Theorizing Documentary, Routledge: NY, 1993.
15. Nelmes, Jill (Ed), An Introduction to Film Studies, Routledge, 2007.
16. Quick Jon & Tem La Basu, Handbook of Film Production, Macmillan, New York, 1972.
17. Richard Kilborn and John Izod., An Introduction to Television Documentary – Confronting Reality, Manchester University Press, 1997.
18. Sanjit Narwekar, Films Division and the Indian Documentary, Publications Division, Ministry of I & B, 1992.
19. Satyajit Ray, Our Films, Their Films
20. Sigfried Kracauer, Theory of Film, Oxford U.P. Oxford/London/New York.
21. William Bernard, Obscenity and Film Censorship, Cambridge University Press, 1989.

JMC403CC Writing for Media – Practical

Total Marks-50 [including Internal Assessment -- Marks 10]

Semester-end Written Examination (Marks: 40): Duration: 2 hours 30 minutes

1. Writing soft stories/anchor stories/ features for the Print Media.
2. Writing reviews- book/ film/cultural programme etc.
3. Writing opinion pieces
4. Writing script for radio talk show-writing for radio promos-jingle-general announcement-writing for intro of radio interview etc.
5. Writing script for TV documentary –writing news reports from footage—writing for television news scroll, etc.

Reading List:

1. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
2. Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
3. Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
4. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
5. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.

JMC404CC Dissertation

Total Marks - 50 [Dissertation paper - 35 marks; Viva-Voce on Dissertation paper - 15 marks]

Each student is required to prepare a Dissertation paper (between 10,000 and 12,000 words) in any area of Journalism and Mass Communication, duly approved by the Head of the Department as partial fulfillment of his/her M.A. examination.

Each student is required to submit two printed/typed copies in bound form and a soft copy of his/her Dissertation as per the schedule duly notified by the competent authority of the University.

Each examinee is also required to attend the viva-voce on his/her Dissertation as per the schedule duly notified by the competent authority of the University.

JMC405DSE1 Science Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT 1

Science communication at the end of the Enlightenment and the importance of notions of the public in the origin of modern science - development of new audiences for science in the Nineteenth century and the emergence of new science communication media (e.g. mechanics' institutes, science journalism, public museums and zoos) - advent of the figure of the scientist as public expert and the debate about 'Two Cultures' – difference between science journalism and science communication.

UNIT 2

Introduction of Western science in India through missionaries, travelers, army and civilian army of the East India Company– science in the 18th and 19th century –emergence of Indian pioneer scientists – science teaching— developments during post-Independence period – emerging areas of science and technology – convergence in study of science.

UNIT 3

Institutions of science in India - the role of the Asiatic Society – Bose Institute – Indian Institute of Science - Council of Scientific and Industrial Research (CSIR) – Indian Space Research Organization (ISRO) – Indian Science Congress organizations for popularization of science – NCSTC and Vigyan Prasar – noted science societies at state level – Science and Technology Academies – awards for science communication and popularization.

UNIT 4

The boom in new media during the twentieth century and their impact on science journalism - role of a science page editor – popular science magazines in the west – science magazines in India – the ideal science reporter - scope of science journalism on radio & television in developing countries – science serials on radio and television – Bharat ki Chaap on Doordarshan – Science serials on All India Radio - tech news - understanding present market trends.

UNIT 5

Science as an essential element in political, corporate and community news – major issues in science journalism – environmental pollution – genetically modified crops – research for disease prevention and eradication – nuclear power – disaster mitigation – scientific knowledge for effective governance – the North-South divide in science research and scientific development

Reading List:

1. Barbara Gastel, Presenting Science to the Public.
2. Blum, Deborah, Knudson, Mary & Marantz Henig, Robin. A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers. (2005)
3. D. Perlman, Science and the Mass Media.
4. Elise Hancock, Ideas into Words: Mastering the Craft of Science Writing. Baltimore and London: Johns Hopkins, 2003.
5. N Corcoran (Ed.). Communicating health: strategies for health promotion. Sage. (2013).
6. R. Sundara, Popular Science in Mass Media.
7. Renata Schiavo, Health Communication: From Theory to Practice. John Wiley & Sons. 2013
8. Sharon, M. Friedman, Sharon, Woody, Carlol, L. Rogers (Ed) : Scientists and Journalists, Reporting Science as News.

9. Warren Burkett, News Reporting : Science Medicine and High Technology

JMC405DSE2 Environment Journalism

Total Marks-50 [including Internal Assessment -- -- Marks 10]

UNIT -1:

Concept of environmentalism, renewable and non-renewable resources- Concept of sustainable development concept in UN; Urban eco cities, global warming and carbon budget; Carbon foot print and zero carbon concept-Biodiversity and its conservations, national and local biodiversity, PBR (People's Biodiversity Register)- Wetland biodiversity conservation--UN 1972 Conference on the Environment in Stockholm- UN Environment Programme (UNEP)-Earth Summits-Global Climate Change Conferences—IPCC—UNFCCC etc.

UNIT -2:

Features of environment Journalism, international and national emergence, evolution of environmental coverage-Differences between environment journalism with other modes of journalism-Investigative environment journalism with different case studies-Agenda setting and advocacy journalism creating impact on society/ judiciary – Media as environment watchdog--case studies-Inter-relation between environment journalism, judiciary, government and civil society- investigative environment journalism

UNIT -3:

Important jargons used in environment journalism-Environment media campaign and environment writing- how to cover an environment beat-Reporting environment in print / radio /audio-visual and digital media-Natural calamities and weather journalism-Different environment related programmes in public service broadcast media-Some internationally and nationally reputed journals on environment-Use of research data in environment journalism

UNIT -4:

Journalism and environmental protest-social media and environment protest-Natural resources management conflict and environment journalism-international and national case studies of major environment movements and protests including protests on climate change-Corporate Social Responsibility (CSR) and corporate communications on environment-Environment and energy management (mainly alternate source of energy) needs-Air-water-noise-ocean-river-radiation-medical waste-solid waste-soil pollution

UNIT -5:

Background of the promulgation of environment laws both internationally and nationally-Major environment laws [such as, Environment (Protection) Act, 1986,Forest (Conservation) Act, 1980, Wildlife Protection Act, 1972, Water (Prevention and Control of Pollution) Act, 1974; Air (Prevention and Control of Pollution) Act, 1981, Indian Forest Act, 1927, Coastal Regulation Zone; Ganga Action Plan etc] in India-- Environmental issues in political discourse; Green Parties-Environment Impact Assessment (EIA) and its regulations in India-Institutional role in regulating environmental violation – Pollution Control Board, National Green Tribunal

References:

1. Depoe Stephen, Voice and Environment Communication, Palgrave, 2014
2. H Bodker and I Neverla (Eds) Environment Journalism, Routledge, 2013
3. Hansen A, Communication, Media and Environment, Routledge, 2011
4. Milstein, Pileggi, Morgan; Environment Communication Pedagogy and Practice, Routledge, 2017
5. Robert Cox; Enviromental Communication and the Public Sphere, 2nd Edition, Sage, 2009
6. The Routledge Handbook of Environment and Communication, Routledge, 2015
7. Weiss Robert, Covering the Environment, Routledge 2008
8. Environment, Media & Communication – Anders Hansen
9. Mismeasuring Our Lives: Why GDP Doesn't Add Up – Amartya Sen et al
10. Hot, Flat & Crowded: Thomas Friedman
11. Environment Issues in India: edited by Mahesh Rangarajan

JMC405DSE3 Photo Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Photo journalism – the concept – definition – history of photo journalism in India and abroad - scope and importance in modern newspapers-- News photo – main characteristics- Photo agencies – news agency services – Foreign photo agency – AFP, AP, Reuters -- PTI & UNI – Photo Division- Government of India.

UNIT- 2

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

UNIT- 3

News photo – main characters – photo editing – principles and techniques – picture photo. Composition – fundamentals – viewpoint – shape and form – perspective – pattern and texture etc.

UNIT- 4

Photo editor--Photo editing – principles and techniques – picture photo. Composition – fundamentals – viewpoint – shape and form – perspective – pattern and texture etc.

UNIT- 5

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

Reading List:

1. Arthur C Danto, Playing with the Edge, California, 1996.

2. Bischoff, Simon (ed) – Paul Bowles and How could I send a picture into the desert, Zurich, 1994.
3. Ian Jeffrey, A Concise History, Singapore, 1981.
4. John Hedgecoe, The Photographer's handbook, complete reference manual of photographic techniques, procedures and equipment, London, 1997.
5. Liz Wells, Photography, a critical Introduction, London, 1997.
6. Patricia Johnson, Real Fantasies, Edward Steichen's Advertisement Photography, California, 1997.
7. Pierre Bordieu, Photography, a middle brow art, London, 1996.
8. Susan Sontage, On Photography, London, 1977.

JMC405 DSE4 Development Communication

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT 1

Development--meaning, concept, process and models of development – theories – origin--approaches to development, problems and issues in development, characteristics of developing societies, genesis of organized development in the post-World War period — gap between developed and developing societies-- Alternative concept of development. Need-based approach; Sustainable development; Human development approach; Rights based approach and participatory approach to development, Development as freedom; Sustainable Development Goals.

UNIT 2

Development communication: meaning – concept – definition – philosophy – process - theories – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience — World War II and development communication, information dissemination education, behavior change, social marketing, social mobilization. Communication for social change, mass effects, media advocacy, digital media and development journalism.

UNIT 3

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation– model of agricultural extension – case studies of communication support to agriculture –development communication policy – strategies and action plans – democratic decentralization.

UNIT 4

Development support communication: population and family welfare – health – education and society- environment and development - problems faced in development support communication. Developmental and rural extension agencies: governmental, semi-government, non-governmental organizations problems faced in effective communication, Diffusion of innovation; Extension approach; IEC and BCC approach; Development Support Communication; Participatory Communication. Comparative advantages of different media for development communication.

UNIT 5

Designing development messages— print media-- electronic media –ICT and digital media; Role of community media; Development messages for rural audience with special reference to India. Role of opinion builders, opinion leaders and change agents, processes of diffusion

and adaptation of innovations, defects and limitation of this approach, personality, acceptability and credibility of communicators in rural environment.

Reading List

1. Amartya Sen , Development as freedom, Alfred A Knopf, New York, 2011.
2. D V R Murthy, Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
3. Daniel Lerner & Wilbur Schramm, Communication and Changes in Developing Countries, 1972
4. Mefalopulos, Paulo; Development Communication Sourcebook, 2008
5. Ila Virginia C. Ongkiko, Introduction to Development Communication, 2003
6. Jan Servaes, Thomas Jacobson and Shirley White (eds), Participatory Communication for Social Change, Sage, 1996.
7. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, The Handbook of Development Communication and Social Change, Wiley-Blackwell
8. LinjeManyozo, Media, Communication & Development: Three Approaches, Sage, 2012
9. Nair and Shirley White (eds), Perspectives on Development Communication, Sage, 1993
10. Richard Peet and Elaine Hartwick, Theories of Development: Contentions, Arguments, Alternatives, 2nd Ed., Guilford Press, 2009
11. Srinivas Melkote and H. Leslie Steeves, Communication for Development: Theory and Practice for Empowerment and Social Justice, 3rd edition, Sage, 2015.
12. Uma Narula, Anand Har, Development Communication –Theory and Practice, 2004