



**Sri Sri University**

**Journalism and Mass Communication**

**(2019-2021)**

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## **PREAMBLE**

The Mass communication and Journalism course is designed to provide understanding of various aspects of Mass Media including political and sociological approaches with technical knowhow. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts. This course intends to introduce Students to practical experience and knowledge across the mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

As we are committed to bring together concepts and ideas with work ‘on the ground’, there is significant input from the industry professionals. The course enables students to develop their own focused area of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from broadcasting to journalism, Television, digital web production, E-content writing, and public relation, corporate communication to advertising.

The syllabus and curriculum provides students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking. The history, development and research in the media will be analyzed in various contexts. The social values and ethics are in the core of the program.

The reviewed syllabus seeks to primarily bring in contemporary developments in the domain Of mass communication across various kinds of media, to produce students who are capable of engaging with serious debates in the domain academically and also, to deploy their expertise professionally in rapidly changing global and local media scenarios, across updated technological innovations. The syllabus also prepares students through augmented practical work to facilitate them to merge with industry requirements – be it print, television, radio, digital or other media.

## **1. Introduction**

The M.A. Journalism and Mass Communication (MJMC) course is a Self-Financed and admission to the course is through a countrywide entrance test conducted by the Sri Sri University. The curriculum is focused on imparting technical skills and theoretical knowledge in various areas of Journalism and mass communication, and on developing perspectives which determine their nature and use, and a historical and social understanding of their dynamics. This is important in a metamorphosing, unequal globalized world, where the power and ownership of the means of communication may change the fate of nations.

The course cultivates a critical and clear understanding of media practices, creating an intellectually stimulated environment. It emphasizes not merely on producing skilled workers for the media industry, but also on developing core competencies, skill sets and comprehension of communication across media. Some of the thrust areas of the course are also those foregrounded on the national agenda, such as disability and communication, new media, and so on. Graduate students go on to become media professionals, thinkers, teachers and practitioners in the chosen field.

## **2. Learning Outcome Based Curriculum Framework in M.A. Journalism and Mass Communication**

### **2.1 Nature and Extent of the Programme in M.A. Journalism and Mass Communication**

The course is based on the basic principles of Communication Studies and its interdisciplinary nature. The nature of the course along with application based learning imparts technical knowledge, skills and hands-on training through the use of latest technology in the domain of communication across multimedia platforms. The knowledge and skills acquired by every student in each one of the medium will be demonstrated through an independent/team production of a piece of communication using that medium. The objective of the course is to create a practitioner with updated knowledge, critical thinking and skills to handle media technology and an understanding of media practices

### **2.2. Aims of Master's Degree Programme in M.A. Journalism and Mass Communication**

The MJMC programme aims to develop new insights in its students about communication so that they can become more critical consumers and producers of messages. The course through the deployment of technology, technological skills, theoretical knowledge, and actual hands-on application and production on an entire range of multimedia serves to equip these graduates for the industry and further studies. It also aims to extend the employability of students beyond the spectrum of the media industry, to public policy, production and higher and specialized education. It also attempts to avail the outreach policies and programmes of the Government of India in the areas of knowledge application and skill development.

## **3. Post Graduate Attributes in M.A. Journalism and Mass Communication**

### **1. Academically excellent**

- The program will be taught by leading industry practitioners;

- It will introduce students to key concepts in journalism in the context of the most recent scholarship in the field;
- Students will gain a deep understanding of the changing contexts in which the profession operates, such as globalisation, changing business models, and the impact of new technologies on business models and professional practice.

## **2. Knowledgeable across disciplines**

- Journalism is by nature an interdisciplinary profession requiring deep knowledge across a variety of specialized fields and the course is designed to reflect this;
- Through the diverse curriculum of the course students will have the opportunity to gain an understanding of major ideas and recent developments in fields such as media law, management theory, globalisation, development studies, international relations, Islamic culture, health policy, climate change, and the environment.
- A post graduate of MJMC will be familiar with the various theories and determinants of different kinds of communication. He/ She will be able to design a message for a given media format which range from print, electronic, digital and radio. She will have knowledge of specialized software and will have the capacity to work independently with these. Above all, she will have a comprehensive and sweeping overview of the global and the local, and the politics which inform these, in order to understand the function of both communication and media.
- A student enrolled in the MJMC course for two years will, like all other students undertake Skill Enhancement Courses (SEC) and Discipline Specific Courses (DSC), as well as the generic elective courses from other disciplines. Added to this are the opportunities accorded by the corporate life of the College, which includes the six learning and research centres that the College has developed to provide for the expansion of the prescribed syllabus in directions that the student wishes to explore.

## **3. Communication Skills**

Since the course incorporates not only paper presentation, group discussions, but also a separate paper for Communication Research and Writing for Media, the communication skills are necessarily of a very high order and imperative for successful acquisition and dissemination of knowledge and skills in the domain.

## **4. Critical Thinking**

In the ambient vision and mission of the College in general, a graduate of MJMC will be empowered with critical thinking and evaluation of domain related discourse as well as extrapolate this onto other disciplines. An understanding of the political economy of the mass media, information networks and the manufacture of consent is necessarily an engagement with issues of media ownership, cross-ownership of media and the revenue models that are applicable, and the ways in which all these determine communication and mass communication. He/ She will believe in himself/ herself and be aware of history, heritage and environment, through her own location within these and their links with global concerns and issues.

## **5. Problem Solving**

Since the student will acquire skills and knowledge to work independently, his/ her problem solving skills are honed to perfection. Practical and project work in the various courses of the programme test the conceptualization of an issue and the critical engagement to transfer these into media products. Often, the problems are those identified in the social context which the student then proceeds to engage with and resolve, as in finding the right balance when addressing disability, for example.

## **6. Analytical Reasoning**

Critical Thinking and Problem Solving are necessarily the outcome of Analytical Reasoning.

## **7. Research-related Skills**

- There is an entire course component on Communication Research which inculcates and develops research-related skills.

- The University also may offer an Undergraduate Research Grant for original and innovative projects, It has a Research and Ethics committee to educate students and oversee research. Open source knowledge and resources are especially encouraged. The College also organizes Conferences, Seminars, Symposia and Workshops for all its students.

## **8. Cooperation/ Team Work**

Group and team work are the usual ways in which students carry out their tasks in some academic domains and all co-curricular activities. The vast sports infrastructure and meditation encourages the importance of physical well-being and holistic development of personality.

## **9. Scientific Reasoning**

The objectives of the University encourage and build scientific temperament and rational thinking through inter-disciplinary studies, observations, hypothesis and research. The College has a Science Society which brings together all departments in the pursuit of scientific reasoning and testing through empirical evidence. The MJMC course consolidates these virtues and attributes developed by students through its programme.

## **10. Reflective Thinking**

All the above graduate attributes and the design of the MJMC programme encourage reflective thinking.

## **11. Information/ Digital Literacy**

Digital literacy is axiomatic in the course, as it deals with multimedia platforms.

## **12. Self-directed Learning**

The students are trained and encouraged to read around their courses in order to amplify their range of vision and comprehension so that knowledge and skills thus gained can be extrapolated to real tasks of problem solving.

## **13. Multicultural Competence**

The various academic disciplines as well as exposure to cultural diversity, languages and human rights will inculcate respect and sensitivity for the perceived other. The College encourages values of inclusion, tolerance and community living.

## **14. Moral and Ethical Awareness/ Reasoning**

The course programme envisages knowledge of the principles of ethical conduct, particularly in the treatment of human subjects and historical events. Further, research ethics are reinforced by the College at all levels.

## **15. Leadership Readiness/ Qualities**

Courses in the programme like Journalism, Reporting and Disaster Management preparedness nudge the student towards acquiring leadership qualities. Students are trained to cease initiatives, chase a lead and often display raw courage in news gathering and other real time applications of their skills in the normal course of academic tasks.

## **16. Lifelong Learning**

The University prides itself on sufficiently motivating its community of students, teachers and support staff to engage in defining a problem and resolving it, which is the first input in lifelong learning. The joy of discovery and sheer enjoyment and pleasure that pedagogical interactive ness can create in the class room and the workplace, the eternal impulses of lifelong learning.

## **17. Leaders in Communities**

- As journalism is by nature a public-facing profession concerned with questions of civil society and leadership, students will gain a theoretical and practical grounding in issues such as civics, governance, citizenship and leadership.
- Attuned to cultural diversity
- The course places a major emphasis on issues of cultural diversity in its content, with its emphasis on issues of global development and cultural difference, and is at the same time expected to attract a diverse local and international cohort.
- Active global citizens

- Journalism is by nature a profession oriented around notions of active citizenship, both on the parts of its practitioners and consumers, and is demonstrated by the blurring of lines between the two;
- Students will, above all, acquire the skills to report on and engage in public debate, and to foster active citizenry in others.

#### **4. Qualification Descriptors for Masters in Journalism and Mass Communication**

The student will be awarded a Master degree of the M.A. Journalism and Mass Communication subject to the fulfilment of all course requirements and a successful industry interface. The course requirements are described under each course and in the learning outcomes thereof. The student would have to demonstrate a systematic and extensive and coherent knowledge of the domain of communication, language and paralanguage, the cultural and professional contexts which shape registers and idioms of language and thereafter, possess the skill to adapt these acquisitions and comprehensions within a prescribed technological platform. At the end of the second year the student is to have a six weeks internship, which is non-credit qualifier for the award of the degree.

The knowledge and skills acquired by every student in each one of the medium will be demonstrated through an independent/ team production of a piece of communication using that medium.

Students are required to familiarize themselves on the state of the art infrastructure available in the University, with linear and non-linear editing skills and learn the grammar and aesthetics of Journalism, in order to successfully produce a message in various communicative contexts.

Above all, students must display in their presentations and discussions the ability for intertextuality and extrapolate knowledge and skills acquired on to comparable or even challenging problems.

#### **5. Programme Learning Outcomes for M.A. Journalism and Mass Communication**

The learning outcome is determined by the design of the curriculum. A student on completion of the course is qualified to engage with changing paradigms in the world of multimedia platforms and technology as well as communication theory apparent in the redefined character of the messaging, its exponential reach and its significance and implications for both a knowledge society and civil society. She has an understanding and knowledge of how global politics and deployment of media both informs and manipulates opinion and creates resistance as well as consent. The knowledge of theories and information flows in the various theoretical papers, equips the student for a critical engagement with ownership and cross-ownership patterns of media, the various revenue models that are used and the distinction between print electronic and online resources.

Simultaneously the student at the end of the course is qualified with hands-on training in software as well as theoretical knowledge of Print Journalism, Print Media Production, Graphic Design and Visual Images, handling camera, both for still photography and videography and editing products of both on formats which are globally used on digital platforms. The student is also trained in Television Journalism and Radio Production, with focus on the technical training as well as Reporting and Anchoring, which are specialized skills necessary for both. The student is finally equipped to produce a programme for TV and also for Radio. The course on Hindi Cinema explores landmark films and theories which have shaped the consciousness of a nation, and uniquely sensitizes the student to the popular culture category of the Hindi Film Song from the point of view of entertainment, cinematic narrative, sociological description and social and private messaging. The student is trained to write a critical appreciation of films and film reviews as well as discuss these in front of a group.

The student develops an understanding of the Documentary as a genre distinct from cinema and is exposed to landmark productions. The student is then equipped to develop a proposal and go on to produce a documentary film.

The audio visual exploration of the student continues through the study of theatre as a means of communication to arrive at an understanding of theatre and some of its production practices in the skill development course.

The student is empowered to engage in Communication Research, and Writing for Journalism, which feed into his/ her qualification to work with all kinds of media. The course on Fashion Communication opens up an opportunity of employment in a hitherto unexplored sector of the fashion industry for

students of this course. Similarly, the course on Communication for Special Needs introduces and equips the student to access and participate in the modes of communication for the visually disabled and hearing disabled through the knowledge of specialized software and the Indian sign language. This helps to create over time a resource pool of non-disabled students to be employed in this field as well as sensitize them.

The course on Communication and Disaster Management creates a deeper understanding of the role of the media and media technologies to address and mitigate emergent situations of both natural and man-made disasters. Extrapolating the knowledge and skills acquired across the various courses of the programme, the student can create an Integrated Marketing Communication package which includes skills in developing advertisements for both commercial and social messaging. The student can enter the world of Development Communication which is so crucial in a society such as an Indian one. The understanding of the Media technology as well as their impact on both private and public communication, leads the student to critically evaluate the current trends in the world of communication and raise ethical concerns which are fundamental to the networking of human beings as social beings.

**Students who complete the Master of Journalism should be able to:**

- Gain the skills required to become journalists, or build on existing skills and knowledge if mid-career;
- Reflect on professional issues and develop innovative forms of practice;
- Link theory and practice in a way that has not been achieved in graduate programs at other universities;
- Develop the knowledge and skills they need to shape the profession at a time of great change;
- Take a real-world profession-based approach to delivery, through the use of case-based teaching and the production of high quality journalism by students; and
- Use flexible delivery modes including intensives and after-hours contact so as to ensure that the course is accessible to working students.

**Annexure- I**

**Sri Sri University**

**M.A. Journalism and Mass communication**

**Department of Journalism and mass communication**

**Syllabi**

**Name of the Program:** MA in Journalism and mass communication

**Faculty:** Faculty of Arts, Communication and Indic studies

**Department:** Journalism and Mass Communication

**Head of the Department:** - Narsingh Majhi

**Year of starting:** 2016 -2017

**Duration:** 2 Years

**Total Credits:** 88

**Semester wise distribution of credits**

Semester	Credits	Minimum Credits to be earned
1 <sup>st</sup>	20	20
2 <sup>nd</sup>	20	20
3 <sup>rd</sup>	24	24

4 <sup>th</sup>	24	24
<b>Total</b>	<b>88</b>	<b>88</b>

### Course Details

Name of the Program: **MA in Journalism and Mass Communication**

#### Semester I

- MJC101: Principles of Communication
- MJC102: Growth and Development of media
- MJC103: Print Journalism I
- MJC104: Visual Communication
- MJC105: Mass Media Applications

#### Semester II

- MJC201: Media and Society
- MJC202: Radio and T.V. Journalism
- MJC203: Public Relations and Corporate Communication
- MJC204: Media Laws and Ethics
- MJC205: Advertising

#### Semester III

- MJCE301: A. Cinema Studies/ B. Media trends: Challenges and issues
- MJC302: Inter-cultural communication
- MJC303: Print Journalism II
- MJC304: Internship (4 weeks compulsory)
- MJS305: Any course from DCEC "A"
- MJI306: Any one course from other discipline

#### Semester IV

- MJCE401: A. Development communication/ B. Media management
- MJC402: Documentary production
- MJC403: Communication Research
- MJC404: Digital Journalism
- MJS405: Any course from DCEC "B"
- MJI406: Any one course from other discipline



## SEMESTER I

### **MJC101    Principles of Communication**

#### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

#### **Learning Outcomes:**

- *To make the students aware of communication Process, theories of communication and the global scenario of communication.*
- *To help the students the role of communications in journalism with the interpretation of languages.*

#### UNIT I

Function of mass communication: Marshal McLuhan's Theory of media - Classifications - Global village concept - To-Persuade, Inform, Educate, and Entertain; Other functions; Impact & Influence of Mass Media.

Process of Communication: Transmission of ideas - Facts & feelings from one person to another- elements of Communication process (message, Sender, Encoding, Channel, Receiver, Decoding, Acting & Feedback) Interpersonal - Interpersonal and group communication - verbal and non-verbal communication - Importance of Kinesics

#### UNIT II

Models of Communication: SMR Mode - SMCR Model - Shannon & Weaver Model - Lass well Model - Osgood Model - Dance Model - Schramm Model - Gerbner's Model - New Comb Model - Convergent Model - Gate Keeping Model

#### UNIT III

Theories of communication: Hypodermic Needle Theory - Two-step & Multi-step Theory – Spiral of silence - Play Theory - Uses & Gratification Theory - Selective Exposure, Selective Perception & Selective Retention Theory – Cultivation Theory

#### UNIT IV

Communication Agencies: International Developmental Agencies like UNESCO - UNICEF - ILO - World Bank - WHO - FAO; Indian Development Agencies like DAVP - Song and Drama Division - DFP - Prasar Bharati -Corporate sector - Private channels - Print Media - Radio - New Media - Social media

#### Suggested readings:

- (i) Anders Hansen Et.Al: Mass Communication Research Method (New York. University Press, 2004) -
- (ii) Denis McQuail: Mass Communication Theory (New Delhi, Sage Publication, 2007)
- (iii) Narayan Sen Sunetra: Globalization and Television: A study of the Indian Experience, (Oxford University Press, 2013)
- (iv) Samovar A Larry Et. Al: Communication between Cultures (Cengage Learning, 2010)

- (v) Narayan Sen Sunetra: Globalization and Television: A study of the Indian Experience, (Oxford University Press, 2013)
- (vi) D.V.R. Murthy, Olive green: Mass-Communication: Concepts and issues, Kochi
- (vii) Denis McQuail, Collier: Towards sociology of Mass-Communication, Macmillan publication
- (viii) Wilbur Schramm, Donald F. Roberts: The process and Effects of Mass-Communication, University of Illinois press
- (ix) Aubrey B, Fisher: Perspective Human Communication, Macmillan Publishing Co. New Delhi
- (x) Arthur ASA Berger: Essentials of Mass Communication Theory, New Delhi: Sage Publications, 1995
- (xi) David K Berlo: The Process of Communication
- (xii) James Watson: Dictionary of communication and media studies
- (xiv) J V Vilanilam: Development Communication in practice (Sage India, 2009)

#### MAGAZINES/JOURNALS

Australian Journal of Communication Communicator  
 Communication Research Trends

### **MJC102 Growth and Development of Media**

#### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

#### **Learning Outcomes:**

- *To acquaint student with the various field of media*
- *To make aware with the essentials of media*

#### UNIT-I

Origin and History - growth of Print Media with special reference to India; Regional Press: Importance & Reach, Role of Press in Pre-Independence and Post-Independence in India; Origin of Indian News agencies and their role. Digital newsrooms in Print media

#### UNIT-II

Origin and History- Growth of Radio with special reference to India; Radio as a tool of development; Future of Radio: FM, Online Radio, Visual radio; Community Radio: Concept & Importance; Internet Radio and podcasts

#### UNIT-III

Origin and History- of T.V. with special reference to India; Mobile Journalism (MoJo)

#### UNIT-IV

Origin History & Growth of Internet; Role of Internet as a tool of Communication; Future of web journalism/cyber media; integrated newsrooms

### Suggested readings:

- i) Kumar J Kewal: Mass Communication In India, Jaico Publication, Mumbai
- ii) Press in India: Annual report of the registrar of News paper for India:Publication Division New Delhi
- iii) Rao , M. C. (1974). The Press, National Book Trust.
- iv) Natarajan, J. (2000). History of Indian Press, Publications Division
- v) Elwyn, E.(1977). Radio: A Guide to Broadcasting techniques, Barrie and Jenkins.
- vi) Masanii, M.(1976).Broadcasting and the People, National Book Trust.
- vii) Fleming , C.(2002). The Radio Handbook, Routledge.
- viii) M.Abdul Rehman Pasha: Community Radio
- ix) Flectcher James, Handbook of Radio and TV Broadcasting, Van, Nestrand Reinhold Co., 1981.
- x) Srivastava, K. M.(2005). Broadcast Journalism in the 21st Century, Sterling, Publications, New Delhi.
- xi) Kahn, R and D Kellner, “New Media and Internet Activism: From The Battle of Seattle to Blogging’ *New Media & Society*, Vol. 6, No. 1, 87-95 (2004)
- xii) New Media: A Critical Introduction; Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly; Routledge, 2009.

Van Dijk, J. A. G. M. “*The Network Society: Social Aspects of New Media*”, Sage Publications, 2005

### **MJC103 Print Journalism I (Reporting and Editing)**

#### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

#### **Learning Outcomes:**

- *to write for all forms of print media*
- *Inculcate and imbibe the basics of writing for news*
- *Practice the techniques of writing news*
- *Practice reporting and back-end source documentation*
- *Practice editing and produce lab journals (1 compulsory per student)*

#### UNIT I

Newspaper organization: structure – Reporting section - Chief Reporter, Correspondents and reporters. Duties - responsibilities - rights and privileges – Objectivity - editorial freedom Vs newspaper’s policies and objectives. Trends in reporting: Interpretative and Investigative - Freelancing Basic structure of news - chronological versus inverted pyramid formats - strengths and limitations - 5Ws and 1H ingredients - types of leads - hard news - soft news and infotainment

#### UNIT II

Journalistic Writing: Qualities of Journalistic Writing – Similarities and Differences between Journalistic Writing and Literary Writing – Difference between News Writing – Feature Writing – Article Writing – Editorial Writing and Column Writing. Reporting Legislature; Reporting Judiciary - Precautions in reporting. Covering public meetings and speeches: do’s and don’ts.Sports Reporting;

Use of pictures. Science Reporting, Financial Reporting. Writing Reviews: Book, Film: Procedure and Style

News Sources - handout - news conference - meet-the-press - international news agencies - Indian news agencies - internet, other media and beat - unexpected news sources - Agency profile: PTI, UNI, AFP, AP, Reuters, TASS, UPI

### UNIT III

Principles of editing- editorial space-news value-copy fitting, checking facts, continuity; paragraphing, grammar, punctuation, taste, style, spelling etc; rewriting; headlines; importance, functions of headlines, typography and style, language, types of headline, typography and style, language, types of headlines; readability and legibility. Picture editing: importance of pictures, selection of news pictures, cut lines, cropping methods, style sheet; Gunning's Fog Index

### UNIT IV

#### Practical

Lab Journal: Use of typography, editing pictures, graphics and designs: Newspaper layout; principles of layout, Front page-inside pages, inside page make up. Special page designs, Total design concepts, Picture editing, Caption editing guidelines, Selection of appropriate photos, Contemporary Indian newspaper designs and layout

#### Suggested readings

- (i) Marshall McLuhan: Understanding Media, Pub: Rantidge Classics
- (ii) R.L. Transk: Language the basics
- (iii) Angela Phillips: Good Writing for Journalist, Sage Publications
- (iv) Melvin Mencher: News Reporting and Writing, New York, Oxford University Press, 2007
- (v) Ambrish Saxena: Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
- (vi) Vanita Kohli-Khandekar: The Indian Media Business, New Delhi: sage Publications, 2006
- (vii) Dr. K.K. Rattu: Translation through media in New Millennium
- (viii) Brendan Hennesay: Writing Feature Articles, Heinemann Pub. London. 1989
- (ix) MV Kamath: Professional Journalism, Vikas Pub. New Delhi .1980
- (x) Nadig Krishnamoorthy: Indian Journalism, Mysore University, 1978
- (xi) Srivastava: Reporting and Editing, PII, New Delhi, 1989
- (xii) Christina Schaeffineo: Media and Translation, Pub: Cambridge Scholars Publishing
- (xiii) Steiner G: Aspects of Language and Translation, Pub: Oxford University Press

### **MJC104 Visual Communication**

#### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

#### **Learning Outcomes:**

- *Basics and technicality of Camera types*
- *Basic aspects of Visual Communication and its usage*

- *History of Visual culture*
- *Importance of Visual culture in the Industry*

#### UNIT I

Photo Journalism: History of Photography and Photo Journalism. Definition, Nature, Scope and Functions of Photo Journalism – Qualification and Responsibilities of Photo Journalists, News Photographers and News Value, Types and Sources

#### UNIT II

Camera – Components and Types of Camera, Types of Lens, Types of Films, Types of Filter, Importance of Light and Lighting Equipments – Camera Accessories – Picture appreciation. Selection, Criteria for News Photographs – Channels of News Pictures-viz., Wire, Satellite, Agency, Stock, Picture Library, Freelancer, Photo Editing, Caption Writing, Photo-presentation

#### UNIT III

Introduction to visual communication and its fundamental principles. History and development of visual arts and communication. Concept of different types of images: 2D, 3D, 7D. Field, scope and application of Visual Communication. Sensual and perceptual theories of visual communication. Visual messages and viewers' meaning making process - Perception, visual thinking/visualization. Practice of looking: Images, power and politics. Perception Theory, Concept of Gaze, Reception Theory

#### UNIT IV

Applications of Visual Communication: Print Advertisement and Design, Television Visuals (Soaps, advertisements, reality shows), Photography, Film, Web etc with its criticism.

#### Practical

Each student has to pick an area of their choice (Print, Television, Photography, Web, and Film) and design visual assignment

#### Suggested readings:

- I. A Professional's Basic Photography – Nirmal Pasricha
- II. Basic Photography – Newnes
- III. Photo Journalism – Rothsteline
- IV. Techniques of Photo Journalism – Milten Feinberg
- V. Pictures on a Page: Photo Journalism, Graphic and Picture Editing – Evans
- VI. Photo Journalism: The Professional's Approach – Kebre
- VII. Newspaper Photography: A Professional View of Photo Journalism today – John
- VIII. All About Photography – Ashok Dilwali.
- IX. Click you: your first book on photography - Vishal Diwan

## **MJC105 Mass Media Applications**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

Students will able:

- To learn the basic principles of 3- dimensional computer graphics.
- To comprehend and analyze the fundamentals of animation, virtual reality, underlying technologies, principles, and concepts used in computer graphics.
- To describe the importance of viewing and projections.
- To understand a typical graphics pipeline
- Developed understanding of technical aspect of Multimedia Systems.
- Understand various file formats for audio, video and text media.

### UNIT I

Introduction to computers: types of computers hardware and software - digital technology keyboard functions. MS office and its applications: MS-word with features - MS windows - MS Excel, Concept and theory of Design and Graphics - Principles of design - Basic elements of graphic and design - Design and layout

### UNIT II

Select Software Exposure: Photoshop - InDesign – Illustrator.

Preparation of Artworks: page maker - interfacing - working with text - page set up - printing - formatting techniques - graphics and drawings. Printing & Typography: Art of Printing: Evolution - Types & Technical Revolution - Physical form, aesthetics and function, fonts

### UNIT III

Layout for print: Magazine layout - pagination - designing various parts - Layout of broadsheet and tabloid, Design and Layout (Newspapers, Posters, Magazines) Photo Editing- Cropping, Aspect ratio - Relevance of fonts and sizes - Concept of RGB & CMYK. Blogging: a brief history of blogs, blogs as narratives, bloggers as journalists and ‘opinionists’.

### UNIT IV

#### Practical

Planning and designing of blogs, e-newspaper, e-magazine; Creating and designing Blogs, developing web designs including web version of lab journals

#### Suggested readings

- iv. Roger C. Parker : Desktop publishing and design for dummies
- v. Bob Shepherd: The art and business of Photo editing – Selecting and evaluating images for publication
- vi. Klepver L. Micheal: The Handbook of Digital Publishing (Pentice Hall 2000)
- vii. Schemer Richard: Handbook of Advertising Art and Production (New Jersey: Prentice Hall, 1990)
- viii. Sarkar Ann: Art and Print Production, (Oxford University Press 2013)
- ix. Albert Book & Dennes Schiel: Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)

# SEMESTER II

## **MJC201 Media and society**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *To understand the role of media in society*
- *The interpretation of media with culture*
- *To understand the demonstration of Popular culture.*

### UNIT I

Understanding Mass media: Definition, nature and scope - function of mass media characteristics. Effects of mass media on individual-society and culture-basic issues. Power of mass media. Role in Democracy-public opinion. Media technology and culture. Audience Analysis: Media Audience analysis (mass, segmentation, product etc, social issues.) Audience making. Active VS Passive audience

### UNIT II

Interpreting mass media: Media as text, approaches to media analysis and psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.) Mass media and mass culture and language

### UNIT III

Role of mass media in modern time: Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Cultural studies approach to media, audience as textual determinant, and audience as readers, audience positioning, and establishing critical autonomy

### UNIT IV

Media and popular culture - commodities, culture and sub-culture, popular texts, popular discrimination, politics, popular culture vs people's culture, celebrity industry - personality as brand name, hero-worship etc. Acquisition and transformation of popular culture. Media, culture and stereotypes

### Reading List:

1. Media and culture an introduction to mass communication - Richard Campbell
2. Media and Democracy in Asia - An AMIC compilation, 2000
3. Binod Mishra, Gaendra S Chandan. Communication in a Global World: Let's Speak up. Authors Press. 2009
4. John B. Thompson. The Media and Modernity: A Social Theory of the Media. Polity Press. 1995
5. Potter, James W (1998) Media Literacy. Sage Publications
6. Vir Bala Aggarwal. Media and Society: Challenges and Opportunities. Concept. 2002
7. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
8. Media and culture an introduction to mass communication - Richard Campbell
9. Dynamics of mass communication: Media in Transition - Joseph Dominick

10. Conflict sensitive journalism - Ross Howard

11. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications

## **MJC202 Radio and Television Journalism**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- Reporting of events and recording of sound bites
- Writing and editing of news reports
- Recording of voice casts
- Production of bulletins in groups
- Writing, presenting and recording of PTCs
- Copy editing and video editing of news reports
- Writing and recording of voiceovers
- Packaging, production of bulletins in groups

### Part A

#### **Radio Broadcasting**

##### UNIT I

Introduction to Radio: The World of Sound and main features of radio broadcasting; Radio frequencies: SW, MW, FM transmission. Different types of Radio: AM, FM, community radio, and internet radio. Evolution and growth of broadcasting in India: Public service broadcasting: functioning of channels; community radio: role and function of CR, management of community radio; Radio news organisation, structure and function.

##### UNIT II

Writing for Radio; compiling radio news bulletin, techniques of editing and presenting radio news. Introduction to radio production; radio news magazine, news feature, discussion and talk programmes, interview, sound bites & dispatches and Radio Bridge programme production. Radio: HD radio, Internet radio and Satellite radio.

### Part B

#### **Television Broadcasting**

##### UNIT I

Introduction to Television: Characteristics of Television broadcasting; History of TV in India: SITE, Terrestrial, Cable and Satellite; Channel Distribution: MSOs, CAS, HITS, DTH, IPTV; TV on mobiles: 3G & Notebook, 4G; Contemporary Trends in the Indian TV industry: Public service TV Broadcasting; Commercial broadcasting. TV: Internet Television, You tube Channel, IT Act, 2000.

##### UNIT II

Organisational structure of TV news channel: TV newsroom and TV news production desk and functions Writing for the visual medium: Thinking audio and video; Writing anchor leads; Editing

bytes, procuring and editing visuals; Broadcast styles and techniques of writing Introduction to TV Production: News bulletins; News features; News and current affairs; Talk shows and magazine programmes; Anchoring : delivery, pronunciation, voice modulation and diction.

## **Practical**

### TV and Radio Exercises

#### Radio news:

- Reporting of events and recording of sound bites
- Writing and editing of news reports
- Recording of voice casts
- Production of bulletins in groups

#### TV news

- Writing, presenting and recording of PTCs
- Copy editing and video editing of news reports - Writing and recording of voiceovers
- Packaging, production of bulletins in groups

## **Suggested Readings**

- I. Elwyn, E.(1977). Radio: A Guide to Broadcasting techniques, Barrie and Jenkins.
- II. Masani, M.(1976).Broadcasting and the People, National Book Trust.
- III. Saksena, G.(1996). Television in India: Changes and challenges, Vikas Publishing.
- IV. White, T.(1996). Broadcast News Writing, Reporting and Producing, Focal Press.
- V. Ivor Y.( 1995). Television News, Focal Press, Oxford.
- VI. Boyd, A. (2000), Broadcasting Journalism: Techniques of Radio & television News-5<sup>th</sup> Edition, Focal Press, New Delhi,
- VII. Srivastava, K. M.(2005). Broadcast Journalism in the 21<sup>st</sup> Century, Sterling Publications, New Delhi.
- VIII. Thompson, R.(2004).The Broadcast Journalism Handbook: A television news survival guide, Oxford.
- IX. Rober, M. (2000). An Introduction to writing for Electronic Media: script writing essentials across the Genres, Focal Press, Oxford.
- X. Joseph, K. V.(2010). Economics of Culture Industry: Television in India, Shipra Publications, New Delhi.
- XI. Luthra, H. K.(1987). Indian Broadcasting, Publications Division, New Delhi.
- XII. Mandy, D.(2000).Radio in Global Age, Polity Press, Cambridge

## **MJC203 Public Relations and Corporate Communications**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *To create an ability to make communications with organizational strangers.*
- *To bridge relations between public-private and commons through mass media.*
- *A good event manager, corporate communicator, and an efficient liasoner*

### **UNIT I**

Public Relations: Definitions, PR as a management concept, elements of PR, evolution of PR, PR as a profession, PR Functions: public opinion, propaganda, and publicity. PR practice in the present context. PR firms in India: status and growth.

### **UNIT II**

PR Publics: Internal and external public; issues and problems; management approach, PR strategy, Channels of Communication – public perception, evaluation. Tools of PR: mass media, ICT, press conference, press kits, exhibition, outdoor media, house journal, special events, advertising. PR publics: Employees, shareholders, consumers, community, government, media.

### **UNIT III**

Corporate Communication; Concept, Definition, Nature, Scope. Corporate Communication Publics; Internal and External, Corporate Communication Process; Four stages of Corporate Communication - Corporate Communication Consultancy and Counselling.

### **UNIT IV**

Corporate Communication and Management; Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, Case Studies. Govt. Corporate Communication - Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt. - Corporate Communication Research and Evaluation of Corporate Communication Programmes. Event Management - Process & Techniques.

### **Suggested readings:**

1. C, Caywood, The Handbook of Strategic PR & Integrated Communications, McGraw Hill, 1997.
2. Schenkler, Irv and Herring, Tony, Guide to Media Relations, Prentice Hall, 2004
3. Panigrahy, Dibakar, & Biswasroy Media management in India, Kanishka pub, New Delhi
4. Koontz & Weihrich, Essentials of management, Tata McGraw Hill. 1990
5. Fearn, Banks, Kathleen, Crisis Communications, Evbaum Associates, 2007.
6. Lavine, John and Wackman, Longman Managing media organisations, NY. 1988.
7. Newspaper organization and management, Williams, Iowa State university press, 1978.
8. Hannagan, Tim, Management concepts and practices, Macmillan, 1995.
10. Cutlip et al., Effective Public Relations, Prentice Hall, New Jersey, 1982

## **MJC204 Media Laws and Ethics**

### **Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *Develop a basic understanding of the Constitution of India, Fundamental Rights, Freedom of Press/Media, the Indian Legal System and Media Laws.*
- *Develop a working knowledge and understanding of the principles, concepts and moral reasoning with regard to ethical issues in the media.*

### UNIT I

Indian Constitution – Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties – Directive Principles of State Policy, Freedom of Speech and Expression: Constitutional guarantees and restraints viz. Article 19(1) (a) and Article 19(2), Introduction to the Indian Legal System: Lawmakers and Policymakers, the Court System, Freedom of Press; Press as a Fourth Estate; Freedom of the Media in India - Constitution and Courts; Public and Private Media

### UNIT II

Media laws/acts/policies/reports:

1. Law of Defamation (Section 499-502 of IPC)
2. Contempt of Court, 1971
3. Official Secrets Act, 1923
4. Right to Information Act, 2005
5. Copyright Act, 1957
6. Cyber Laws: Information Technology Act 2000 (relevant sections) and Regulatory Authorities
7. Law of Obscenity (Section 292-294 of IPC); Indecent Representation of Women (Prohibition) Act
8. Parliamentary Proceedings and Privileges: Law of Parliamentary privileges (Article 105 (3) and 194 (3); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A)
9. Press Commissions of India
10. Press Council of India; Press Council Act. 1978
11. Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act, Broadcasting and Advertising codes.

### UNIT III

Media Ethics: Work ethic, Professional integrity; Responsibility and Accountability towards government, citizen, employer and self. Code of conduct for journalists: Self-regulation, Ethical Issues in News/Media Coverage: Business Pressures, Bias and Objectivity, Social Justice, Sources and Reporters, Trial by Media, Plagiarism, Yellow journalism, Sting Operations, Cheque book Journalism, Invasion of Privacy.

Ethical Issues in Entertainment: Violence, Censorship, Offensive Material, Profits and Public Trust, Infotainment, Piracy

## UNIT IV

Photo journalism: an ethical Approach - role of press and/or media councils and press ombudsmen in the world codes for radio, television, advertising and public relations. Media coverage of violence and related laws - inflammatory writing (IPC 353) - Sedition- incitement to violence - hate Speech  
Ethical Issues in Advertising: Advertising Standards Council of India (ASCI), Truth telling (Puffery), Stereotyping, Special Audiences

### Suggested readings

- (i) Law Dictionary [Constitution of India (Article 19 (1) and 19 (2) 105, 194)], Universal Publishers
- (ii) P.K. Ravindranath, Press Laws and Ethics of Journalism, Author Press, New Delhi
- (iii) Press Commission reports'. Govt. of India Press.
- (iv) Duggal, P.(2002). Cyberlaw in India, Saakshar Law Publications
- (vi) Om Gupta, Advertising in India: Trends and Impact, Gyan Publishing House, Delhi, 2005
- (viii) K S Venkataramaiah, Freedom of the Press – Some Recent Incidents
- (ix) Francis X, Quinn, Ethics, Advertising and Responsibility, Canterbury press,
- (x) Communication and society, Today and Tomorrow “Many voices One world”, Unesco Publications
- (xi) Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011
- (xii) Bannerjee, Menon&Priyameds.Human Rights, gender and Environment, Pearson & Co. 2010

## **MJC205 Advertising**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *To introduce the students, the Concepts and Principles of Advertising, Ad Agency Management and Brand Management*
- *To aware with the use of creativity in selling of product*
- *Practical and technical aspects of Advertising*

## UNIT I

Understanding Advertising: Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, and Significance, Basic Theories and Applications, Types and Classification of Advertising, Factors Determining Advertising Opportunity of Product/Service/Idea, Types of Appeals and Advertising Messages

## UNIT II

Digital Advertising: Defining Digital Advertising: Evolution and Current Status, Digital Media Landscape, Emailers and Search Engine Optimization Mobile Marketing and Augmented Reality Emerging Trends. Digital Advertising Agencies – Structure and Functions

How mainstream advertising agencies are going Digital and Integration today. Various Case Studies: Successful and Disasters Brand Presence on Social Media

### UNIT III

Ad. Copy, Visualization, Layout, Principles, Characteristics, Types and Strategies, Advertising media, Newspapers, Magazines, Radio, TV, Outdoor, Direct and Mail Order, Advertising and Society - Ethical Issues in Advertising - Social Criticism of Advertising  
Laws in Advertising - Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct.

### UNIT IV

Brand Positioning – Media Planning, USP, Selection of Time and Space in Print and Electronic Media – Scheduling Advertisements – Ad. Campaign, Process, Strategies, Concepts and Principles of Marketing.

#### Suggested Readings:

1. Essential of Advertising – Chandan Singh and Malhan
2. Advertising Procedure – Otto Kleppner
3. Ogilvyon in Advertising – David Ogilvy
4. Advertising Principles and Practice – Sethia and Chunawalla
5. Brand Positioning – Sengupta Subroto, Tata Mac Graw Hill Publishing Company
6. Advertising – Ahuja and Chhabra
7. Ad. Worlds – Brand Media and Audiences – Meyers, Greg
8. Broadcast Advertising – Sheriyl K Ziegler and Herbert H Howard

## **SEMESTER III**

### **MJCE301 A. Cinema Studies**

#### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

#### **Learning Outcomes:**

- *To understand the basics of cinema and the language of cinema.*
- *Understand the theory of a Director and its perspectives*
- *Technicalities of Film making*
- *Understand the basics of Sound, Colour, and Art properties*
- *Aesthetics of Screen and Audience for Cinema*

### UNIT I

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

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element  
Genre and the development of Classical Hollywood Cinema

## UNIT II

Film Form and Style - German Expressionism and Film Noir - Italian Neorealism, French New-Wave

## UNIT III

Alternative Visions-Third Cinema and Non Fiction Cinema - Introduction to Feminist Film Theory, Auteur theory - Film Authorship with a special focus on Ray or Kurusawa

## UNIT IV

Hindi Cinema: Early Cinema and the Studio Era

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

The Indian New-Wave, Globalisation and Indian Cinema, Film Culture

Recommended Screenings or clips:

- *Rear Window* by Alfred Hitchcock (Language of Cinema)
- *Battleship Potempkin* by Sergei Eisenstein (Language of Cinema)
- *Man with a Movie Camera* by Dziga Vertov
- *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)
- *The bicycle thieves* by Vittorio De Sica
- *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)
- *Pather Panchali* by Satyajit Ray
- *The hour of the Furnaces* by Fernando Solanas
- *Nishant* by Shyam Benegal/*Aakrosh* by Govind Nihalani (Indian New wave)
- *Pyasa* by Guru Dutt

Suggested Readings:

- Andre Bazin, -The Ontology of the Photographic Image from his book *What is Cinema Vol. I*
- 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
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"
- Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
- Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.
- Richard Dyer —*Heavenly Bodies: Film Stars and Society* in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
- *Ideology of Hindi Film* by Madhava Prasad, New Delhi: Oxford University Press. 1998
- *Global Bollywood* by Anandam P. Kavoori and Aswin Punanthebkar Eds. New York: New York University Press. 2008

## **MJCE301 B. Media trends: Challenges and issues**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *The challenges occur in society due to media event.*
- *Media parallelism with social phenomena in different stages.*
- *To create a debate on Media trends.*

### UNIT I

Religion and Media: Mediatisation of Religion - Contemporary media and Religious genres (Spiritual TV, mythological, e portals only interface with digital media)

Religion, Spirituality and Consumer Culture (Contemporary debates on religious events like Kumbh Mela, and Jallikattu plus debates on Sabarimala, the ban on the film on The Prophet, the appointment of the Pope and the Church's stand on issues like abortion (Ireland case), etc..

### UNIT II

Gendered Spaces and Media: Gender, Identity and Sexuality - Analysing Gender in Media Texts (advertising, news genre, TV) - Popular Culture and Modern Masculinities

Gender in relation to Public and Private Spaces

### UNIT III

Issues of Media Ownership: Concentration of Media Ownership: Debates and Issues

Mergers and Acquisitions - Ownership and Impact on Editorial Independence/News Content and Pluralism - Advertising Revenue v/s Editorial Policies

### UNIT IV

National Security and the Media: National Security (Indian Perspectives) Definition and basic concepts, Role of Media in coverage of conflicts and security issues (Maoism, Kashmir, ISIS) - Media discourse around terrorism- Representation and visual cultures

#### Suggested Readings Unit wise:

- Lynch, Gordon, Jolyon P. Mitchell, and Anna Strhan. Religion, Media and Culture: A Reader. Routledge, 2012. Pages:1-7, 59-71, 71-75, 159-171.
- Stig Hjavard- The Mediatisation of Religion
- Rachael Dwyer-Do only the Introduction chapter on filming the Gods.
- Arvind Rajagopal –Politics after Television – Do only the Introduction.
- Shoma Munshi – Prime Time Soap Operas on Indian Television
- Sanjay Srivastava - Sexual Sites, Seminal Attitudes: Sexualities, Masculinities and Culture in South Asia. Sage
- Menon, Nivedita - Sexuality, Caste, Governmentality: Contests over 'gender' in India. Feminist Review (2009) 91, 94–112.
- Thomas, Pradip Ninan. Political economy of communications in India: The good, the bad and the ugly. Sage Publications, 2010.(Pg-60-100)

- Vinita Kohli Khandekar, Indian Media Business, Sage
- IDSA articles and Research papers
- Des Freedman and Daya Thussu eds. Media and Terrorism: Global Perspectives
- Paleri Prabhakaran: National security: Imperatives and Challenges
- Terrorist Assesemblages – Arjun Appadurai

## **MJC 302 Intercultural Communication**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *To understand the intercultural perspective of media in Indian culture*
- *To understand the Philosophy Indian culture*
- *To understand the global culture and folk culture*
- *To understand the mass media as a Culture Manufacturing Industry*

### UNIT I

Culture: Definition, Culture as a Social Institution – Value Systems; Primary & Secondary, Eastern & Western perspectives.

### UNIT II

Inter-Cultural Communication – Definition, Process, Philosophical & Functional Dimensions – Cultural Symbols in Verbal & Non-Verbal Communication.

### UNIT III

Modern Mass Media as Vehicles of Inter-Cultural Communication – Barriers – Religious, Political & Economic Pressure – Conflicts.

### UNIT IV

Impact of New-Technologies on Culture – Globalization Effects on Culture and Communication. Mass Media as a Culture Manufacturing Industry. Communication & Folk Media – Character – Context & Functions.

### Suggested readings:

- Sitaram K S, Culture & Communication : A World View, McGraw Hill Incorporated, 1995
- Hiriyanna, M., An Outlines of Indian Philosophy, Motilal Banarsudass Publisher Pvt Ltd, Delhi, 1994,
- Joshi, P C. Culture, Communication & Social Change, Vikas Publishing House, 1989
- Klapper, J T, The Effects of Mass Communication, Free Press, 1960
- Apte, M L, Mass Culture, Language & Arts in India, Sangam Books Ltd, 1983

- Collins, R. Curran, Kames. Sparks, Collins. Media, Culture & Society: A Critical Reader (Edited), Sage Publications, 1986
- Parmer, Shayam. Folk Music & Mass Media, Communication Publications, 1078
- Saraswathi, T S, Cross Cultural Prospective in Human Development (ed), Sage Publications, New Delhi, 2003
- Mukhopadhyay, Durgadas., Folk Arts and Social Communication, Publications Division, Ministry of Information and Broadcasting, Government of India, 1994
- Ranganath H.K, Folk Media & Communication, Chinthana Prakashana, 1980

### **MJC303 Print Journalism II (Reporting and Editing practice)**

#### **Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

#### **Learning Outcomes:**

- *Acquire skills to make news attractive and readable*
- *Teaching the techniques of writing news making sense to the readers to effective language. Every student is expected to produce Practical records*
- *1 leaf lab journal individually*
- *10 leaf lab journal as a team*

#### UNIT I

News man's Language: Structure of the editorial room; Functions of news editors, Sub-editors process of editing; Sentences and structure; Negative and double negative expressions, adjectives, modifiers, split infinitives and identification of sources, punctuation, paraphrasing and transition devise in writing; Journalistic jargons, sources, punctuation, paraphrasing and transition devise in writing.

#### UNIT II

Editing Process: Checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent's copies, rewriting hand-outs, mofussil copies and electronic editing.

#### UNIT III

Creating Headlines: Headlines styles, Headlines rules, Effective headlines; Making it accurate, preventing overstatement, commanding, Avoiding editorializing, Avoiding sensationalization, Headline and context, Avoiding bad phrases, Use of proper nouns (with examples from day to day newspaper stories). Trend in headline writing.

## UNIT IV

### Practical

Lab Journal: Use of typography, editing pictures, graphics and designs: Newspaper layout; principles of layout, Front page-inside pages, inside page make up. Special page designs, Total design concepts, Picture editing, Caption editing guidelines, Selection of appropriate photos, Contemporary Indian newspaper designs and layout.

### Suggested readings:

- John Ostrous 2004 Better Paragraphs, London Harper And Row
- Basket, Scissors And Brooks (Eds), 2002. Book Of Art Editing, London, Harper And Row.
- Outlines Of Editing ,Joseph 2002., New Delhi. Amol Publication.
- Beyond Those Headlines, M V Desai & Sevanti Nainan 1996.
- Basic Journalism, Rangaswamy Parthasarathy, 1984, Macmillan India Ltd, New Delhi.
- Editing, A Hand Book For Journalist, George 1998. TJS, New Delhi IIMC.
- Digital Sub Editing & Design, Quinn 1999., New Delhi, Sage Publication

### **MJC304 Internship (4 weeks compulsory)**

A student has to go for an Internship of 4 weeks as a semester assignment in any of the related organization and submit the job profile, which will be assessed as course credits.

### **Learning Outcomes:**

- It helps in integrate classroom knowledge and theory with practical application and skills developed in professional settings
- To develop the Professional communications and Networking.
- Get to know about the specific techniques learned in the classroom before entering the working world.
- An opportunity to apply what you have learned in a safe environment where mistakes are expected.

### **MJS305 Any course from DCEC 'A'**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- Plan, produce and broadcast programs of different genres in coordination with various communities in the broadcast area.
- Use of radio for the community work.
- Understand and connect the rural community.
- Create and plan Radio for the rural development.

## **(i) Community Radio**

### UNIT I

Introduction to Community Radio Need, Origin, Concept, Philosophy and Policy of CRS, CR as an alternative mass medium, Role of CR in development

### UNIT II

Community Radio in India Growth and development of CR in India, CR in NER, Community Radio versus Campus Community Radio, News and Current Affairs in Community Radio in India

### UNIT III

Community Radio in Practice, Principles of Community Radio Operations, Activities in Setting-Up a Community Radio, Community Radio Programming, Studio layout, Outdoor Broadcast, Narrow-casting

### UNIT IV

Community Radio Case Studies Well-known Community radio initiatives

## **(ii) ICT in Media**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

Students will able:

- Propose an ICT media campaign
- Pitch and approve a live ICT media campaign from an external organization
- Submit the proposal and approved ICT media campaign plan to department in a hypothesis article
- Submit a PPT encompassing any 3 digital media platforms in the final stage of the assignment
- Submit a hard bound report (digital and paperback) on the entire assignment
- Ensure mentors at the organization evaluate them by filling a form sent by the department

### UNIT – I

ICT and media - definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitization, Social networking

### UNIT – II

Economics and commerce of web enabled media, Mobile adaption and new generation telephony by media, ethics and new media.

### UNIT – III

ICT in education and development in India, online media and e-governance.

### UNIT – IV

#### **Practical**

Each student must design a complete ICT media campaign

## **MJI306 Any course from other discipline**

Faculty of commerce & management/Faculty of Indic studies/Faculty of Health and wellness

# SEMESTER IV

## **MJCE401 A. Development Communication**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *To inform the students about the different perspectives on development, specific national development issues and programs and the role of communication and media in it.*
- *To learn the art and craft of covering development issues.*

### UNIT I

The concept of development- approaches to development- sustainable development – development index. Third world countries – issues and challenges before third world countries.

### UNIT II

The concepts of communication, and development communication - Paradigms of development -from Modernisation to Participation, Modernisation Paradigm, The dependency theory, Participation Paradigm. Development Communication Paradigms - Dominant Paradigm, Alternative paradigm.

### UNIT III

Development Journalism- Tenets of Development Journalism. Types of Development Journalism - Investigative or Liberal development journalism, Benevolent-Authoritarian or Conservative development journalism, Attributes /characteristics of Development Journalism

### UNIT IV

Media for Development communication -The use of interpersonal channels for development communication, the use of print media, radio, television and video, folk-media. The use of New media technologies for development communication. Community Media in Development Communication

Thesis Submission: Experiments in development communication- impact and challenges ahead.

### Suggested Readings:

- P. Dahama and O.P.Bhatnagar, 'Educational and communication for development' Oxford and IBH Publishing Co.Pvt. Ltd. New Delhi, 2nd Edition.
- Srinivas R. Melkote and H.Leslie Steeves, 'Communication for Development in the Third world', Sage Publication, New Delhi, 2nd Ed.
- Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press.
- Srinivas Melkote and H. Laslie Steovs, Communication for Development in the Third World, 2<sup>nd</sup> Edition, Sage, ND.

## **MJCE401 B. Media management**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *To understand the corporate management with related to media.*
- *To aware with the policies of media management in various institutes.*

### UNIT I

Principles of media management and their significance: media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).

### UNIT II

Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination. Advertising (marketing), personnel management, production and reference sections; apexbodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.

### UNIT III

Economics of print and electronic media: management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

### UNIT IV

Planning and execution of programme production: production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques - human research development for media.

### Suggested Readings:

- The Indian Media Business, Vanita Kohli
- Newspaper Management in India, Gulab Kothari, Intercultural Open University, The Netherlands Electronic Media Management, Peter K Pringle / Michael F Starr / William E McCavitt, Focal Press, Boston.
- Management Prentice Hall of India - Stephen P. Robbins & Mary Coulter.

- The Indian Press – Profession to Industry - Anna Bhattacharyajee,
- Beyond Those Headlines: Insiders on the Indian Press.M. V. Desai & Sewanti,
- Economic Aspect of Indian Press - Ashok V. Desai.
- Surviving in the Newspaper Business - Jane Willis.
- Strategic Newspaper Management - Conard C Fink.
- Indian Broadcasting - H. R. Luthra.

## **MJC402 Documentary Production**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *Conceptualize and develop a short documentary audio and video*
- *Identify themes and conduct research for the documentary*
- *Execute audio, video picture and sound edit*
- *Write proposal to seek funding for documentary audio and video*

### UNIT I

What are documentaries: Documentary typologies– Features of Documentaries

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

### UNIT II

Production of drama programmes for radio and television– Characterization/casting  
– Location and sets– The Plot– Outline of the Actual drama production

### UNIT III

Production techniques for radio and television – Documentary production techniques– Documentary production process– What does it take to do a good documentary? – Where do good stories come from? – Choosing a subject matter– Documentary research: content research and conceptualizing the appropriate treatment and style, the use of music, narration and archival material

### UNIT IV

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.

Suggested Screenings:

- *Nanook of the North* by Robert J Flaherty Nightmail by Basil Wright
- *Bombay Our City* by AnandPatwardhan Black Audio Collective
- *City of Photos* by Nishtha Jain
- *Roger and Me* by Michael Moore
- Films by PSBT

Suggested readings:

- Trisha Das How to Write a Documentary
- Double Take by PSBT
- *Filming Reality: The Independent Documentary Movement in India* by Shoma A. Chatterji, SAGE Publications India
- *Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries* by Barry Hampe, Henry Holt and Company

**MJS403 Communication Research**

**Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

**Learning Outcomes:**

- *Develop research aptitude in the field of communication as well as academically.*
- *Propose a hypothesis using data from any major medium of mass communication*
- *Carry out a research project in quantitative and qualitative methodology*

UNIT I

Definition – Nature and Meaning of Research – elements of research – scientific approach – research and communication theories – role – function – scope and importance of communication research – basic and applied research. Types of Communication Research - Print and Electronic Media Research.

UNIT II

Review of Related Literature - Defining Research Problem - Research Objectives - Hypothesis, Meaning, Characteristics and Importance - Research Design - Sampling: Meaning & Types of Sampling, Probability & Non-Probability - Types of Probability Sampling. Types of Research - Survey Research, Content Analysis, historical Research, Experimental Research, Ratings Research, Non-Ratings Research, Field Study.

UNIT III

Research types - descriptive, fundamental, applied, historical, action, holistic, participant observation, Qualitative and Quantitative research. Research techniques - Readership Research , Audience Survey, Public Opinion research and ratings research, Field Research, Focus Groups. Research Elements - Variables - Types of Variables, Measurement - Levels of Measurement (nominal, ordinal, interval and ratio), Reliability and Validity of Measurements, Scales - Types of Scales (summated, cumulative, Thurston and likert, semantic differential).

## UNIT – IV

Data - Sources of Data - Primary and Secondary Data. Data Collection Tools-Observation, Questionnaires and Interview Schedule. Statistical tools - Data Analysis - Importance of analysis. Report Writing - Contents of a Report, Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing, Ethics in conducting research, Ethical perspectives of mass media research.

### Suggested readings:

- Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Berger, Arthur Berger, Sage Publication, 2000, 2nd Edition.
- Methodology of Research in Social Sciences, Krishnaswami, O.R., Himalay Publishing House, 1993, 1<sup>st</sup> Edition.
- Research Methodology: A step by step guide for beginners, Kumar, Ranjith, Sage Publication, 2001.
- Qualitative Communication Research Methods, Lindof, Thomas R, Press New York, 1999.
- Doing Media Research: An Introduction, Priest, Susanna Horning, Sage Publication, 2000, 2<sup>nd</sup> Edition.
- Research Methodology Methods Techniques - C R Kothari

## **MJC404 Digital Journalism**

### **Teaching Methodology:**

This course is taught using a combination of lectures, creative Practical class exercises, team projects, and student participation. Classroom discussions will form an important part of the course, and students are expected to contribute to the dialogue.

### **Learning Outcomes:**

- *To develop understanding of digital information patterns, use and scope.*
- *To enable the students to write for the web platforms*

## UNIT I

Overview of online Communication, features of Online Communication, video conferencing, Webcasting, microblogging, Computer mediated communication, Mobile Journalism

## UNIT II

Social Media Digital culture and digital identity, User Generated Communication, Wiki, Blogs, YouTube, Participatory culture and Social Media, Citizen Journalism

## UNIT III

Emerging trends in New Media, New media & Public sphere, New Media & e-democracy, Mobile phone: a convergent technology, Internet censorship in India

## UNIT IV

### Practical

Each student must produce 1 fiction and 1 non-fiction 5 minutes story each. Developing web designs including web version of lab journals

### Suggested reading:

- Marshall, P. D. (2004). New Media Cultures, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- Felix, L. Stolarx, D. (2006). Video blogging & Podcasting, Focal Press.
- Mirabito, M., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press.
- Schmidt, E. & Cohen, J. (2013). The New Digital Age, John Murray.
- Ward, M. (2002). Journalism Online, Focal Press.
- Thornburg, R. M. (2011). Producing Online News: Stronger Stories, CQ Press, Washington.
- Hall, J. (2001). Online Journalism, A Critical Primer, Pluto Press, London.
- Shrivastava, K. M. (2013). Social Media in Business and Governance, Sterling Publishing

### **MJS405 Any course from DCEC 'B'**

#### **I. Project and Portfolio**

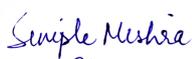
#### **II. Dissertation and Portfolio**

### **MJI406 A course from other discipline**

Faculty of Management Studies/Faculty of Arts, Communication and Indic Studies/Faculty of Health and wellness

  
24/9/19  
(KASTURI RAY)

  
24/9/19  
(Dr. MINNAL CHATTERJEE)

  
24.09.2019  
(SIMPLE SUJATA MISHRA)

  
24/09/19

  
24/9/19  
(Narsingh Majhi)