

B.A. (Honors)

Mass Communication and Journalism

University of North Bengal

Under

Choice Based Credit System

Course Instruction

1. **Course:** Mass Communication and Journalism (Honours)

1.1 Duration of the Course: Three years BA (Hons) Degree (6 Months term X 6 Semesters)

Credit& Marks Distribution:

COURSES	NO. OF COURSE (a)	CREDIT (b)	TOTAL CREDIT (a) X(b)
Core Course (C)	14	6	84
DSE	4	6	24
GE	4	6	24
SEC	2	2	4
AECC	2	2	4
TOTAL	26		140

**B. A. (HONS) MASS COMMUNICATION and JOURNALISM SYLLABUS FOR
CBCS**

Core Course:

- **C 1 Introduction to Journalism**
- **C2 Introduction to Media and Communication**
- **C3 History of the Media**
- **C4 Media Ethic and Law**
- **C5 Introduction to Broadcast Media**
- **C6 Reporting and Editing for Print**
- **C7 Advertising and Public Relations**
- **C8 Introduction to New Media**
- **C9 Development Communication**
- **C10 Media and Cultural Studies**
- **C11 Global Media and Politics**
- **C12 Film Studies**
- **C13 Media Industry and Management**
- **C14 Communication Research and Methods**

Discipline specific Elective (DSE) (any four)

- **DSE 1 Alternative Media**
- **DSE 2 Print Journalism and Production**
- **DSE 3 Photography**
- **DSE 4 Media, Gender and Human Rights**
- **DSE 5 Multimedia Journalism**
- **DSE 6 Advanced Broadcast Media**
- **DSE 7 Specialized Reporting**
- **DSE 8 Dissertation**

Generic elective (GE)

- **GE Paper 1 Basics of Journalism**
- **GE Paper 2 Film Studies**

Ability Enhancement Compulsory Course (AECC)

- **Environmental Science**
- **English/MIL Communication**

Skill Enhancement Course (SEC)

- **SEC 1 Radio Production**
- **SEC 2 Documentary/Short Film Production**

INTERNAL ASSESSMENT:**Core Course:**

C1	Introduction to Journalism	Seminar Presentation
C2	Introduction to Media and Communication	Class Test
C3	History of the Media	Project: Poster Presentation
C4	Media Ethic and Law	Project: Case Study Presentation
C5	Introduction to Broadcast Media	Project: Preparation of News Capsule (Radio or Television)
C6	Reporting and Editing for Print	Project: Publication of Dummy Newspaper
C7	Advertising and Public Relations	Project: Design an ad copy for print media or Script writing for electronic media for a product or service or Planning and designing PR campaign
C8	Introduction to New Media	Project: Creation of a Blog with minimum 5 posts
C9	Development Communication	Term Paper
C10	Media and Cultural Studies	Seminar Presentation
C11	Global Media and Politics	Term Paper
C12	Film Studies	Class Test (Film Review)
C13	Media Industry and Management	Project: Case Study Presentation
C14	Communication Research and Methods	Class Test

Skill Enhancement Course (SEC)

SEC 1	Radio Production	Class Test
SEC 2	Documentary/Short Film Production	Class Test

Discipline specific Elective (DSE) (any four)

DSE 1	Alternative Media	Term Paper
DSE 2	Print Journalism and Production	Class Test
DSE 3	Photography	Project: Theme based photography assignment
DSE 4	Media, Gender and Human Rights	Project: Representation of Human Rights issues and violations in International and media
DSE 5	Multimedia Journalism	Project: Incorporating elements from all the unit —taking a story and adding audio, photo and video to compliment it for online publication
DSE 6	Advanced Broadcast Media	Project (any one) a) Script writing b) Presentation of experimental genre in Radio/ TV c) Presentation about PSBT and such organizations. d) Script on Music Presentation e) Presentation of Commercial Channel functions. f) Presentation on global broadcasting models & Indian Broadcasting Models
DSE 7	Specialized Reporting	Class Test
DSE 8	Dissertation	Report submission

Generic elective (GE)

GE Paper 1	Basics of Journalism	Class Test
GE Paper 2	Film Studies	Class Test (Film Review)

B. A. (HONS) MASS COMMUNICATION and JOURNALISM**Proposal Semester wise Structure**

Semester	Course Title	AECC	SEC	DSE	GE
I	C1 Introduction to Journalism C2 Introduction to media and Communication	English/MIL Communication Environmental Science			GE Paper 1: Basics of Journalism
II	C3 History of the Media C4 Media Ethics and Law	English/MIL Communication Environmental Science			GE Paper 2: Film Studies
III	C5 Introduction to Broadcast Media C6 Reporting and Editing for Print C7 Advertising and Public Relations		SEC-1 Radio Production		
IV	C8 Introduction to new media C9 Development Communication C10 Media and Cultural Studies		SEC -2 Documentary / Short Film Production		
V	C11 Global media and Politics C12 Film Studies			DSE1: Alternative Media DSE 2: Print Journalism and Production DSE 3: Photography DSE4: Media, Gender and Human Rights	

Semester	Course Title	AECC	SEC	DSE	GE
VI	C13 Media Industry and Management C14 Communication Research and Methods			DSE 5: Multimedia Journalism DSE 6: Advanced Broadcast Media DSE 7: Specialized Reporting DSE 8: Dissertation	

SEMESTER I

C 1 Introduction to Journalism

Course contents:

Unit 1 - Understanding News

Ingredients of news

News: meaning, definition, nature

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

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

Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Different forms of print-A historical Perspective

Yellow Journalism

Penny press, tabloid press

Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula-skills to write news

Unit 3 - Understanding the structure and construction of news

Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet

Unit 4 – Different mediums-a comparison

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

Citizen journalism

Unit 5 - Role of Media in a Democracy

Responsibility to Society

Press and Democracy

Contemporary debates and issues relating to media

Ethics in journalism

Internal Assignment:

- a. Seminar Presentation

Suggested Readings:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook*:

- An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
 4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
 5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

C2 Introduction to Media and Communication

Course contents:

Unit I Media and Everyday Life

Introduction to Radio, Television, Film, Mobile phones, Social Media
The Internet - discussion around media and everyday life
Discussions around mediated and non mediated communication

Unit II Communication and Mass Communication

Forms of Communication, Levels of Communication
Mass Communication and its Process

Unit III Introduction to Communication Theories

Bullet Theory
Individual Difference Theory,
Personal Influence Theory
Cognitive Dissonance Theory
Agenda Setting Theory

Unit IV Introduction to Communication Models

Aristotle Model
Berlo's Model
Laswell's Model
Shanon & Weaver's Model

Unit V Media and Technologies

Folk Media as a form of Mass Culture, live performance; Audience in live
Performance Media technologies; Medium is the Message; Technological
Determinism; New Media and Cultural forms

Internal Assignment:

- a) Class Test

Suggested Readings:

1. Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72
2. John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38
3. Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133(fourth Edition)
4. Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning, 2006) pages 42-64; 71-84; 148-153; 298-236
6. Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188

7. Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
8. Ravi Sundaram, The Art of Rumour in the Age of Digital Reproduction, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1)
9. Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

SEMESTER II

C3 History of the Media

Course contents:

Unit I History of Print Media

Media and Modernity: Print Revolution , Telegraph, Morse Code
History of the Press in India:
Colonial Period, National Freedom Movement
Gandhi and Ambedkar as Journalists and Communicators

Unit II National Freedom Movement

Baptist Missionary, Buckingham, Metcalfe
Tilak, Hickey, Raja Rammohun Roy, Aurobindo, Surendranath
Statesman, Amrit Bazar Patrika

Unit III Media in the Post Independence Era

Emergency and Post Emergency Era
Changing Readership, Print Cultures, Language Press

Unit IVEvolution of Media

Evolution of Radio, Television, Film, Internet

Internal Assignment:

- a. Project: Poster Presentation

Suggested Readings:

1. Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press , 2010)(Chapter 2 and Chapter 5)
2. ParthasarthyRangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
3. Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)
4. Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1-32 Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57
6. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *EconomicDevelopment of Cultural Change*, vol 10, No. 3 (pp 275-283)
8. David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 andChapter 9.
9. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"

10. *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
11. *Parthasarathi, G. Poitevin (Ed.) (Sage 2005)*
12. *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
13. Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
14. John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000).
15. Elen McDonald "The modernizing of communication: Vernacular Publishing in Nineteenth Century
16. Maharashtra" *Asian Survey*, 8-7, (1968) pp 589-606
17. Francis Robinson (1993) *Technology and Religious change: Islam and the impact of Print; Modern*
18. *Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251. *Seminar* Issue October 1997, Indian Language Press
19. *Hindi Dalit Literature and the Politics of Representation* by Sarah Beth Hunt (New Delhi: Routledge), 2014; pp 264.

Topics for Student Presentations

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

C4 Media Ethics and Law

Course contents:

Unit-I Ethical Framework and Media practice

Freedom of expression (Article 19(1)(a) and Article 19(1)(2))

Freedom of expression and defamation- Libel and slander

Issues of privacy and Surveillance in Society

Right to Information

Idea of Fair Trial/Trial by Media

Parliamentary Privilege

Contempt of Court

Intellectual Property Rights

Media ethics and cultural dependence

Student Presentations-

Photocopied material for Study Packs in India; Aaron Swartz.

Attack on Freedom of artists and authors

Unit 2 Media Technology and Ethical Parameters

Live reporting and ethics

Legality and Ethicality of Sting Operations, Phone Tapping etc

Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court

) Discussion of Important cases-eg- Operation Westend

Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Student Presentations-

Tehelka's Westend .

School Teacher Uma Khurana case

Unit 3- Representation and ethics

Advertisement and Women Pornography

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

Objectionable Advertisements, Drugs and Magic Remedies

Student Presentations-

Students will submit on above mentioned topics.

Unit 4- Media and Regulation

Regulatory bodies, Codes and Ethical – ASCI, TRAI, RNI

Guidelines Self Regulation

Media Content- Debates on morality and

Accountability: Taste, Culture and Taboo

Censorship and media debates

Unit 5- Media and Social Responsibility

Economic Pressures

Media reportage of marginalized sections- children, dalits, tribals, Gender

Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition- incitement to violence, hate Speech.

Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists

Internal Assignment:

- a. Project: Case Study Presentation

Essential Reading list:

1. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
4. VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
5. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
6. William Mazarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. RaminderKaur, William Mazarella, Censorship in South Asia: Cultural Regulation from Sediton to Seduction
8. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

SEMESTER III

C5 Introduction to Broadcast Media

Course contents:

Unit 1 - Basics of Sound

Concepts of sound-scape, sound culture
Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound Sound Design-Its
Meaning with examples from different forms Sound recording techniques
Introduction to microphones Characteristics of Radio as a medium

Unit 2 - Basics of Visual

What is an image, electronic image, television image Digital image, Edited Image(politics of
an image) What is a visual?(still to moving)Visual Culture
Changing ecology of images today Characteristics of Television as a medium

Unit 3 - Writing and Editing Radio News

Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News
Bulletins
Working in a Radio News Room
Introduction to Recording and Editing sound. (Editing news based capsule
only).

Unit 4 - Writing and Editing Television News

Basics of a Camera- (Lens & accessories)
Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept)
Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective.
Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a
Television News Bulletins
Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news
capsule).

Unit 5- Broadcast News: Critical Issues and Debates

Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on
National Broadcasters)
Changing Character of Television News (24 -hrs news format, News Production cycle,
News 'Lingo', News 'Formulae' ?
News as Event, Performance and Construction.

Internal Assignment:

- a. Project: Preparation of News Capsule (Radio or Television)

Suggested Readings:

1. Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)

2. Robert c Allen and Annette Hill (Ed- 2004),
3. The Television Reader, Routledge (Pgenos: 10-40)
4. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
5. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)

Suggested Resources & Documentaries-

-News Bulletins in English and Hindi on National and Private channels (as teaching material) -
Documentary- 'The future of Television News.'

C6 Reporting and Editing for Print

Course contents:

UNIT 1 Covering news

Reporter- role, functions and qualities

General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences

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

UNIT 2 Interviewing/Types of news leads

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

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

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

UNIT 3 The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

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

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

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

Opinion pieces, Op. Ed page

UNIT 4 Trends in sectional

News Week-end pullouts,

Supplements, Backgrounders

columns/columnists

UNIT 5 Understanding media and news

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

Objectivity and politics of news Neutrality and bias in news

Internal Assignment:

- a. Project: Publication of Dummy Newspaper

Suggested Readings

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication

4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press The Newspaper's Handbook, Richard Keeble, Routledge Publication
5. Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
6. Mass Communication Theory, Denis McQuail, Sage Publications
7. Reporting for the Print media'. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

C7 Advertising and Public Relations

Course contents:

Unit 1-Introduction to Advertising

Meaning and history Advertising

Importance and Functions - Advertising as a tool of communication, Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising

Types of advertising and New trends

Economic, cultural, Psychological and Social aspects of advertising

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

Unit 2- Advertising through Print, electronic and online media Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding

Advertising department vs. Agency-Structure, and Functions

Advertising Budget

Campaign Planning, Creation and Production

Unit-3 Public Relations-Concepts and practices

Introduction to Public Relations

Growth and development of PR Importance,

Role and Functions of PR Principles and Tools of Public relations, CSR

Organisation of Public relations: In house department vs consultancy.

PR in govt. and Private Sectors

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

Unit 4-PR-Publics and campaigns

Research for PR

Managing promotions and functions

PR Campaign-planning, execution, evaluation

Role of PR in Crisis management

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

Unit 5 – Social Media Marketing

Social Media Technologies and Management

Integrated Marketing Communication

Developing Social Networks

Social Media Strategies, Tactics and Ethics

Social Media Tools

Measurement Strategies and ROI

Internal Assignment:

- a. Project:
Design an ad copy for print media or Script writing for electronic media for a product or service
or
Planning and designing PR campaign

Readings

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

SEMESTER IV

C8 Introduction to New Media

Course contents:

Unit 1 Key Concepts and Theory

Defining new media, terminologies and their meanings – Digital media, new media, online media *et al.*;

Information society and new media, Technological Determinism, Computer-mediated-Communication (CMC), Networked Society.

Unit 2 Understanding Virtual Cultures and Digital Journalism

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

Unit 3 Digitization of Journalism

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

Unit 4 Overview of Web Writing

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

Unit 5 Visual and Content Design

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

Internal Assignment:

- a. Project: Creation of a Blog with minimum 5 posts

Suggested Readings:

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
4. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.

5. O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. O'Reilly.com, retrieved from <http://oreilly.com/web2/archive/whatis web-20.html>
6. Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
7. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian
8. Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

C9 Development Communication

Course contents:

UNIT 1 Development:

Concept, concerns, paradigms Concept of development
 Measurement of development
 Development versus growth Human development
 Development as freedom Models of development
 Basic needs model
 Nehruvian model
 Gandhian model
 Panchayati raj
 Developing countries versus developed
 countries UN millennium dev goals

UNIT 2 Development communication:

Concept and approaches
 Paradigms of development: Dominant paradigm, dependency, alternative
 paradigm Dev comm. approaches – diffusion of innovation, empathy, magic
 multiplier
 Alternative Dev comm. approaches:
 Sustainable Development
 Participatory
 Development Inclusive
 Development Gender and
 development
 Development support comm. – definition, genesis, area woods triangle

UNIT 3 Role of media in development

Mass Media as a tool for development
 Role of development agencies and NGOs in development communication
 Critical appraisal of dev comm. programmes and govt. schemes: SITE, KrishiDarshan,
 Kheda, Jhabua, MNREGA;
 Cyber media and dev –e-governance, e chaupal, national knowledge network, ICT for dev
 narrow casting Development support communication in India in the areas of: agriculture,
 health & family welfare, population, women empowerment, poverty, unemployment, energy
 and environment, literacy, consumer awareness, Right to Information (RTI).

UNIT 4 Practising development communication

Strategies for designing messages for print Community radio and dev
 Television programmes for rural india (KrishiDarshan)
 Using new media technologies for development.
 Development Journalism and rural reporting in India

UNIT 5 Rural Journalism

Information needs in rural areas;
 Use of traditional media for development in rural areas;
 Rural newspapers;
 Critical appraisal of mainstream media's reportage on tribal problems and issues;

Internal Assignment:

- a. Term Paper

Suggested Readings:

1. Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
2. SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
3. Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
4. Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
5. UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.
6. World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
7. Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ StanfordUniversity Press, 1964.
8. AmartyaSen : Development as freedom, Alfred A Knopf, New York, 1999. DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
9. D V R Murthy : Development Journalism, What Next? Kanishka Publication,New Delhi, 2007.
10. Ghosh&Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.
11. ShivaniDharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
12. What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.
13. Modern Media in Social Development : Harish Khanna.

C10 Media and Cultural Studies

Course contents:

Unit I Understanding Culture

Mass Culture, Popular Culture,
Folk Culture Media and Culture

Unit II- Theories of Media

Sociological Theories
Normative Theories

Unit III Communication Models

Newcomb
Westley & MacLean
Schramm & Osgoods
Gerbner

Unit IV Representation Media as Texts

Signs and Codes in Media
Discourse Analysis
Genres
Representation of nation, class, caste and gender issues in Media

Unit V Audiences

Uses and Gratification
Approach Reception Studies
Active Audiences Women as Audiences
Sub Cultures; Music and the popular, Fandom

Internal Assignment:

- a. Seminar Presentation

Suggested Readings

1. *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
2. John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
3. Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)
4. Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)
5. John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009
6. Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV)
Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
7. James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey

8. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, Mcluhan
9. Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books

SEMESTER V

C11 Global Media and Politics

Course contents:

Unit 1: Media and international communication:

The advent of popular media- a brief overview

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

Unit II: Media and super power rivalry:

Media during the Cold War, Vietnam War,

Disintegration of USSR;

Radio free Europe,

Radio Liberty,

Voice of America

Communication debates: NWICO, McBride Commission and UNESCO

Unequal development and Third World concerns: North-South, Rich – Poor

Unit III : Global Conflict and Global Media

World Wars and Media Coverage post 1990: Rise of Al Jazeera

The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media

Unit IV: Media and Cultural Globalization

Cultural Imperialism, Cultural politics: media hegemony and Global cultures

Chomsky's idea of manufacturing concept

Homogenization, the English language Local/Global, Local/Hybrid

Unit V: Media and the Global market

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

Media conglomerates and monopolies: Ted Turner/Rupert Murdoch

Global and regional integrations: Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Internal Assignment:

- a. Term Paper

Suggested readings:

1. DayaKishanThussu. *International Communication: Continuity and Change*, Oxford University Press ,2003.

2. Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
3. Communication and Society, Today and Tomorrow “ *Many Voices One World*” Unesco Publication, Rowman and Littlefield publishers, 2004.
4. Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and Francis Publication, 2012.
5. DayaKishanThussu .*War and the media : Reporting conflict 24x7*, Sage Publications,2003.
6. Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.
7. Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press,2003.
8. Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.
9. ZahidaHussain and Vanita Ray. *Media and communications in the third worldcountries*,Gyan Publications,2007.
10. **Additional Readings:**
11. Choudhary, Kameswar (ed) *Globalisation, Governance Reforms and Development inIndia*, Sage, New Delhi, 2007.
12. Patnaik, B.N &ImtiazHasnain(ed). *Globalisation: language, Culture and Media*,
13. Indian Institute of Advanced Studies, Shimla,2006.
14. Monroe, Price. *Media Globalisation’ Media and Sovereignty*, MIT press, Cambridge,2002.
15. Singh, Yogendra. *Culture Change in India: Identity and Globalisation*, Rawat Publication, New Delhi, 2000.
16. Lyn Gorman and David McLean. *Media and Society into the 21st Century: A*
17. *HistoricalInroduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.

C12 Introduction to Film Studies

Course contents:

Unit I - Language of Cinema

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

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

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- Film Authorship with a special focus on Ray and 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 (Mrinal Sen, Ritwik Ghatak, Adoor Gopalakrishnan, Syam Benegal, Govind Nihalini, Gautam Ghosh)

Globalisation and Indian Cinema

Film Culture

Unit V Film Bodies

CBFC
NFDC

Internal Assignment:

- a. Class Test (Film Review)

Recommended Screenings or clips

Unit I

- a. *Rear Window* by Alfred Hitchcock (Language of Cinema)
- b. *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema) o *Man with a Movie Camera* by Dziga Vertov
- c. *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)
- d. *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)

Unit IV

- e. *PatherPanchaliby* Satyajit Ray
 - f. *The hour of the Furnaces* by Fernando Solanas
- a. *Nishant*by ShyamBenegal/*Aakrosh* by GovindNihalani (Indian New wave)
 - b. *Pyasaby* Guru Dutt

Suggested Readings:

1. Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol.I*
2. Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
3. Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays inFilm*
4. *Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: AHarvest/HarcourtBrace Jovanovich, Publishers: 1977, 45-63
5. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"inThomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990,86-94.
6. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip
7. Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.
8. Paul Schraeder "Notes on Film Noir" in John Belton ed. *Movies and Mass Culture* New Brunswick,
9. New Kersey: Rutgers University Press: 1996 pg.153-170
10. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
11. Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts &Oxford : BlackwellPublishers: 2000, 83-91 & 123-129.
12. 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
13. Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008

SEMESTER VI

C 13 Media Industry and Management 1

Course contents:

UNIT - 1 Media Management: Concept and Perspective

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

UNIT - 2 Media Industry: Issues & Challenges

Media industry as manufacturers- Manufacturing Consent, news and content management.
Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
Changing Ownership patterns
Foreign Direct Investment

UNIT - 3 Structure of news media organizations in India.

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

UNIT - 4 Media Economics, Strategic Management and Marketing

Understanding Media Economics
Personnel Management, Strategic Management, Market forces

UNIT - 5 Case Studies

Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.
Indian and International Media Giants- Case Studies
Digital Media Entrepreneurs

Internal Assignment:

- a. Project: Case Study Presentation

Suggested Readings

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

C14 Communication Research and Methods

Course contents:

Unit I – Introduction to Research

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

Unit II – Methods of Media Research

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

Unit III – Sampling

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

Unit IV- Methods of analysis and report writing Data

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

Unit V - Ethnographies and other Methods

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

Internal Assignment:

- a. Class Test

Readings:

1. Wimmer, Roger, D and Dominick, Joseph,R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
2. Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
3. John Fiske. *Introduction to Communication Studies*, Routledge Publications,1982.
4. David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon,2002.
5. Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
6. Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences,institutions, Texts*. New York; Palgrave

**Skill Enhancement Course
Semester III**

SEC 1 Radio Production

Course contents:

Unit I- Broadcast Production Techniques

Working of a Production Control Room & Studio:

Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Personnel in Production process – Role and Responsibilities

Unit II- Stages of Radio Production

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

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

Editing, Creative use of Sound Editing.

Unit III - Broadcast Formats

Group A

Radio magazine

Interview

Talk Show

Discussion

Feature

Documentary

Radio Drama

Group B

Public Service Advertisements

Jingles

Suggested Exercise-

Producing any one Radio format mentioned in Group A which should include Public Service Advertisement and/or Jingle mentioned in Group B of Unit III . (Duration-5 minutes).

Internal Assignment:

a. Class Test

Suggested reading list-

1. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
2. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.

3. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
4. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
5. Nisbett, A. (1994) *Using Microphones*, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) *Radio Production Work*, London: Focal Press.
5. Siegel, E.H. (1992) *Creative Radio Production*, London: Focal Press

**Skill Enhancement Course
Semester IV**

SEC 2 Documentary / Short Film Production

Course contents:

Unit 1: Understanding Audio-Visual Production
 Introduction to Documentary / Short Film
 Introduction to Shooting styles
 Introduction to Editing styles
 Structure and scripting the documentary

Unit 2- Stages of Production
 Pre-Production, Production, Post Production
 Research: Library, Archives, location, life stories, ethnography
 Writing a concept: telling a story
 Treatment
 Writing a proposal and budgeting

Suggested Practical Exercise- Shooting a Documentary / Short Film (Duration 10 - 15 minutes) and Editing the same.

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

Internal Assignment:

- a. Class Test

Suggested Screenings

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Nightmail by Basil Wright
4. Bombay Our City by Anand Patwardhan
5. Black Audio Collective
6. City of Photos by Nishtha Jain
7. Films by PSBT

Semester V
Discipline Specific Elective

DSE 1 Alternative Media

Course contents:

UNIT I – Community concept and Importance

Community as Place
Community as Identity
Community as Ideology

UNIT II – Community Media as Alternative Media

Concept, need and origin
Types of Alternative media
Alternative Media vis-à-vis Mainstream Media
Alternative Media and Civil society

UNIT III – Types of Alternative Media

Alternative Print Media – Strengths, Weakness, Prospects, Examples.
Alternative Radio – Strengths, Weakness, Prospects, Examples.
Alternative Audi-Visual Media – Strengths, Weakness, Prospects, Examples.

UNIT IV – Case Studies

Local
National
International

Internal Assignment:

a. Term Paper

Suggested Readings:

1. Kevin Howley - Understanding Community Media: SAGE Publications.
2. Pavarala, Vinod and Malik, Kanchan K - Other Voices: The Struggle for Community Radio in India.
3. Linda K. Fuller - Community Media: International Perspectives.
4. Kevin Howley - Community Media: People, Places, and Communication Technologies.
5. Ole Prehn - Community media in the information age: perspectives and prospects.
6. Janey Gordon- Notions of Community: A Collection of Community Media Debates and Dilemmas.
7. Ellie Rennie - Community Media: A Global Introduction.
8. Steve Buckley - Community media: A good practice handbook.

Semester V
Discipline Specific Elective

DSE 2 Print Journalism and Production

Course contents:

Unit I: Trends in Print journalism

Investigative journalism/ Sting operations and related case studies
Impact of Technology on newspapers and Magazines
Ethical debates in print journalism: ownership and control.

Unit II: Production of Newspaper

Principles of Layout and Design: Layout and format, Typography, Copy preparation
Design process (size, anatomy, grid, design)
Handling text matter (headlines, pictures, advertisements)
Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit III: Technology and print

Modern Printing Processes
DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.)
Picture Editing and Caption Writing,

Unit IV: Advanced Newspaper and Magazine Editing

Classification of Newspapers and Magazines
Current trends in Newspapers and Magazines with respect to content
Photographs and Cartoons in Newspapers and Magazines

Internal Assignment:

a. Class Test

Suggested Readings

1. *Editing: A Handbook for Journalists* – by T. J. S. George, IIMC , New Delhi, 1989
2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. *Professional Journalism*, by M.V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N.N. Sarkar, Oxford University Press

Semester V
Discipline Specific Elective

DSE 3 Photography

Course contents:

UNIT I Introduction to Photography

A brief History of Photography- Camera Obscura to the daguerreotype process

Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse).

The photographic process (The Silver Halide Photography Process)

A brief glimpse into the Dark Room Development of a Photograph

Modernization of Photography and its use in Mass Media

UNIT II Understanding the mechanisms of Photography

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)

Lenses (types and their perspective/angle of view)

Aperture (f-stop & T-stop) Shutters (Focal plane & Lens shutter)

Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

UNIT III Understanding Light and Shadow

Natural light and Artificial Light

The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.

Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes

Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc)

Three Point Lighting Technique and Metering for Light

Filters and Use of a Flash Unit

UNIT IV DIGITAL Photography and Editing

Sensor Sizes, Formats and Storage

Introduction to Editing and Digital Manipulation

Brightness, Contrast, Mid tones, Highlights, Colour tones

Basics of Photoshop Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud))

UNIT V Photojournalism

Brief History – Global & Indian

Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.)

Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation) War Photojournalism

Internal Assignment:

- a. Project: Theme based photography assignment

Suggested Readings:

1. Camera Lucida: Reflections on Photography- Roland Barthes
On Photography- Susan Sontag
The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
2. Basic Photography- Michael Langford.
3. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
4. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
5. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Semester V
Discipline Specific Elective
DSE 4 Media, Gender and Human Rights

Course contents:

Unit I Media and the social world

Media impact on individual and society
Democratic Polity and mass media Media
and Cultural Change
Rural-Urban Divide in India: grass-roots media

Unit II Gender

Conceptual Frameworks in Gender studies Feminist Theory
History of Media and Gender debates in India (Case studies)
Media and Gender - Theoretical concerns.
Media and Masculinity
Media and Social Difference: class, gender, race etc

Unit III Media: Power and Contestation Public Sphere and its critique

“Public sphere” of the disempowered?
Genres – Romance, Television , Soap Opera, Sports
Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for
representation of Family.
b) Project on use of internet by the marginalized groups.

Unit IV Media and Human Rights

Human Rights- Theoretical perspectives, Critique
Universal Declaration of Human Rights
Human Rights and Media (Case Studies)

Internal Assignment:

a. Project:: Representation of Human Rights issues and violations in International and media

Essential Readings

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

Readings:

1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thoms Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.
7. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278-290.
8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004. 53-61.
9. Bannerjee, Menon & Priyameds. *Human Rights, gender and Environment*, Pearson & Co. 2010

Semester VI
Discipline Specific Elective
DSE 5 Multi-Media Journalism

Course contents:

Unit 1 Introduction to Multimedia

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

Unit 2 Print

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

Unit 3 Photograph

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

Unit 4 Audio & Video Content

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

Unit 5 Mobile Journalism

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

Internal Assignment:

a. Project: Incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

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

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

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

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

Semester VI
Discipline Specific Elective

DSE 6 Advanced Broadcast Media

Course contents:

Unit I- Public Service Broadcasting

Public Service Model in India (Policy and laws)
Global Overview of Public Service Broadcasting
Community Radio, Community Video
Participatory Communication
Campus Radio

Unit II-Private Broadcasting

Private Broadcasting Model in India; Policy and Laws
Structure, Functions and Working of a Broadcast Channel
Public and Private partnership in television and Radio programming (India and Britain case studies)

Unit III: Broadcast Genres-

Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre
Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.

Unit IV - Advanced Broadcast Production I - (Radio)

Writing and Producing for Radio
Public Service Advertisements
Jingles
Radio Magazine shows

UNIT V - Advanced Broadcast Production II - (Television)

Mixing Genres in Television Production-
Music Video for social comment/as documentary
Mixing ENG and EFP
Reconstruction in News based Programming

Internal Assignment: Suggestive projects (any one)

- g) Script writing
- h) Presentation of experimental genre in Radio/ TV
- i) Presentation about PSBT and such organizations.
- j) Script on Music Presentation
- k) Presentation of Commercial Channel functions.
- l) Presentation on global broadcasting models & Indian Broadcasting Models

Suggested Readings

1. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
2. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
3. AmbrishSaxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) , Pg- 92-138,
4. 271-307
5. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286
6. Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-208
7. F.VinodPavarala, Kanchan K Malik, FACILITATING COMMUNITY RADIO IN INDIA:
8. Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)
9. Mc Leash, Robert, Radio Production (US: Taylor & Francis)

Semester VI
Discipline Specific Elective
DSE 7 Specialized Reporting

Course contents:

UNIT I: Business Journalism

- Business Industry as a Beat
- Sources of news on Business
- Developing Business story idea
- Writing stories from Press Releases

UNIT II: Science Journalism

- Science as a Beat
- Sources of news on Science
- Developing Science story idea
- Writing stories from Press Researches

UNIT III: Environment Journalism

- Environment as a Beat
- Sources of news on Environment
- Developing Environment story idea
- Writing stories on Environment

UNIT IV: Sports Journalism

- Sports as a Beat
- Sources of news on Sports
- Developing Sports story idea
- Writing stories on Sports

UNIT V: Development Journalism

- Development Journalism as a Beat
- Sources of news on Development Journalism
- Developing Development Journalism story idea
- Writing stories on Development

Internal Assignment:

- a. Class Test

Suggested readings:

1. M V Kamath, The Journalist's Handbook, Vikas Publishing
2. M V Kamath ,Professional Journalism Vikas Publishing
3. Edward Gold Smith, Nicholas Hildyard(Edt). 1988. The Earth Report, London Oxford University Press

4. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company. Kiran B Chhokar, Mamata Pandya and Meena Rangunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
5. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources And Environmental Degradation, 2001. New Delhi. Sage Publication.
6. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
7. Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.
8. Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India's Forests, New Delhi Sage Publication.
9. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004. Commucation & Conservation, New Delhi. Sage Publication.
10. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co.
11. Manual of Development Journalism – Alan Chalkley.
12. Participatory Communication, Working for change and development – Shirley A . White, K
13. Sadanandan Nair and Joseph Ascroft.
14. Development Communication and Media Debate – MridulaMeneon.
15. India, the Emerging Giant – ArvindPanagariya.
16. Participatory Video, Images that Transform and Empower – Shirley A. White
17. (Editor).
18. The Art of Facilitating Participation – Shirley A . White (Editor).
19. Television and Social Change in Rural India – Kirk Johnson.
20. Communication, Modernization and Social Development– K. Mahadevan,
21. Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
22. Everybody Loves a Good Drought – P. Sainath.
23. Designing messages for development communication: An audience participation-based
24. approach (communication and human values)– by Bella M Mody.

**Semester VI
Discipline Specific Elective**

DSE 8: Dissertation

Every student will have to submit a dissertation in any area of Mass Communication detailed in the curriculum under the guidance of any faculty of the Department. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of Mass Communication. Word limits maximum 3000 words.

Internal Assignment:

- a. Report: synopsis report submission.

Mode of Evaluation: Full write –up along with power point presentation and Viva Voce

**Semester I
Elective Generic**

GE Paper 1 Basics of Journalism

Course contents:

Unit 1 - Understanding

News Ingredients of news

News: meaning, definition, nature

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

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

Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Different forms of print-A historical Perspective

Yellow journalism Penny press, tabloid press Language of news- Robert Gunning:

Principles of clear writing, Rudolf Flesch formula- skills to write news

Unit 3 - Understanding the structure and construction of news

Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness,

principles of news selection Use of archives, sources of news, use of internet

Unit 4 – Different mediums-a comparison

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

Unit 5 - Role of Media in a Democracy

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

Internal Assignment:

a. Class Test

Readings

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

**Semester II
Elective Generic**

GE Paper 2 Film Studies

Course contents:

Unit I - Language of Cinema

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

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

Unit II - Film Form and Style

German Expressionism and

Film Noir Italian

Neorealism

French New-Wave

Genre and the development of Classical

Hollywood Cinema

Unit III - Alternative Visions

Third Cinema and Non

Fiction Cinema Introduction

to Feminist Film Theory

Auteur- Film Authorship with a special focus on Ray and Kurusawa

Unit IV - Hindi Cinema

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

New-Wave (Mrinal Sen, Ritwik Ghatak, Adoor Gopalakrishnan, Syam Benegal, Govind Nihalini, Gautam Ghosh)

Globalisation and Indian Cinema, The multiplex Era Film Culture

Unit V Film Bodies

CBFC

NFDC

Recommended Screenings or clips

Unit I

a. *Rear Window* by Alfred Hitchcock (Language of Cinema)

b. *Battleship Potempkin* by Sergei Eisenstein
(Language of Cinema) o *Man with a Movie
Camera* by Dziga Vertov

- c. *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)
- d. *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)
- e. *Pather Panchaliby* Satyajit Ray
- f. *The hour of the Furnaces* by Fernando Solanas

Unit IV

- a. *Nishant* by Shyam Benegal/*Aakrosh* by Govind Nihalani (Indian New wave)
- b. *Pyaas* by Guru Dutt

Internal Assignment:

- a. Class Test (Film Review)

Suggested Readings:

1. Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol. I*
2. Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
3. Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film*
4. *Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt
5. Brace Jovanovich, Publishers: 1977, 45-63
6. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in
7. Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990,
8. 86-94.
9. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip
10. Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.
11. Paul Schraeder "Notes on Film Noir" in John Belton ed. *Movies and Mass Culture* New Brunswick,
12. New Jersey: Rutgers University Press: 1996 pg.153-170
13. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
14. Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford : Blackwell
15. Publishers: 2000, 83-91 & 123-129.
16. 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
17. 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.

B.A. Program

Mass Communication and Journalism

University of North Bengal

Under

Choice Based Credit System

**B. A. PROGRAM MASS COMMUNICATION and JOURNALISM SYLLABUS
FOR CBCS**

Discipline Specific Core (DSC)

- DSC 1/ Paper 1: Introduction to Journalism
- DSC 1/ Paper 2: Media Ethics and Law
- DSC 1/ Paper 3: Advertising and Public Relations
- DSC 1/Paper 4: Introduction to New Media

Skill Enhancement Course (SEC)

- SEC1/ Paper 1: Radio Production
- SEC 1/Paper 2: Documentary Production

Discipline Specific Elective course (DSE)

- DSE 1/ Paper 1: Print Journalism and Production
Or
Alternative Media
Or
Media, Gender and Human Rights
- DSE 1/ Paper 2 : Dissertation
Or
Specialized Reporting
Or
Multimedia Journalism

Generic Elective Course (GE)

- GE 1/Paper 1 : Basics of Journalism
- GE 1/ Paper 2: Film Studies

Year	Semester	Discipline Specific Core Course (DSC)	Language Core Course (LCC 1)	Language Core Course (LCC 2)	Ability Enhancement Course (AECC)	Skill Enhancement Course (SEC)	Discipline Specific Elective Course (DSE)	General Elective Course (GE)
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1	1	DSC 1: Introduction to Journalism (Paper 1)	Bengali/San skrit/Nepali /Hindi (Paper 1)		AECC 1			
		DSC 2 (Paper 1)						
	2	DSC 1: Media Ethics and Law (Paper 2)		English (Paper 1)	AECC 2			
		DSC 2 (Paper 2)						
2	3	DSC 1: Advertising and Public Relations (Paper 3)	Bengali/San skrit/Nepali /Hindi (Paper 2)			SEC 1 Radio Production (Paper 1)		
		DSC 2 (Paper 3)						
	4	DSC 1: Introduction to New Media (Paper 4)		English (Paper 2)		SEC1 Documentary Production (Paper 2)		

		DSC 2 (Paper 4)						
3	5					SEC 2 (Paper 1)	DSE 1 Print Journalism and Production Or Alternative Media Or Media, Gender and Human Rights (Paper 1)	GE 1 Basics of Journalism (Paper 1)
							DSE 2 Paper 1	
	6					SEC 2 (Paper 2)	DSE 1 Dissertation Or Specialized Reporting Or Multimedia journalism (Paper 2)	GE 1 Film Studies (Paper 2)
							DSE 2	

							(Paper 2)	
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INTERNAL ASSESSMENT

Discipline Specific Core (DSC)		
DSC 1/ Paper 1	Introduction to Journalism	Seminar Presentation
DSC 1/ Paper 2	Media Ethics and Law	Project: Case Study Presentation
DSC 1/ Paper 3	Advertising and Public Relations	Project: Design an ad copy for print media or Script writing for electronic media for a product or service or Planning and designing PR campaign
DSC 1/ Paper 4	Introduction to New Media	Project: Creation of a Blog with minimum 5 posts
Skill Enhancement Course (SEC)		
SEC 1/ Paper 1	Radio Production	Class Test
SEC 1/ Paper 2	Documentary Production	Class Test
Discipline Specific Elective course (DSE)		

DSE 1/ Paper 1	Print Journalism and Production OR	Class Test
	Alternative Media OR	Term Paper
	Media, gender and Human Rights	Project:: Representation of Human Rights issues and violations in International and media
DSE 1/ Paper 2	Dissertation OR	Report submission
	Specialized Reporting OR	Class Test
	Multimedia Journalism	Project: Incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.
Generic Elective Course (GE)		
GE 1/Paper 1	Basics of Journalism	Class Test
GE 1/ Paper 2	Film Studies	Class Test (Film Review)

SEMESTER I
DSC1 Paper 1
Introduction to Journalism

Course contents:

Unit 1 - Understanding

News Ingredients
of news

News: meaning, definition, nature

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

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

Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Different forms of print-A historical Perspective

Yellow Journalism

Penny press, tabloid press

Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news

Unit 3 - Understanding the structure and construction of news

Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet

Unit 4 – Different mediums-a comparison

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

Citizen journalism

Unit 5 - Role of Media in a Democracy

Responsibility to Society

Press and Democracy

Contemporary debates and issues relating to media Ethics in journalism

Internal Assignment:

b. Seminar Presentation

Suggested Readings:

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

SEMESTER II

DSC1 Paper 2 Media Ethics and Law

Course contents:

Unit-I Ethical Framework and Media practice

Freedom of expression (Article 19(1)(a) and Article 19(1)(2))
Freedom of expression and defamation- Libel and slander
Issues of privacy and Surveillance in Society
Right to Information
Idea of Fair Trial/Trial by Media
Parliamentary Privilege
Contempt of Court
Intellectual Property Rights
Media ethics and cultural dependence

Student Presentations-

Photocopied material for Study Packs in India; Aaron Swartz.
Attack on Freedom of artists and authors

Unit 2 Media Technology and Ethical Parameters

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

Student Presentations-

Tehelka's Westend .
School Teacher Uma Khurana case

Unit 3- Representation and ethics

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

Student Presentations-
Students will submit on above mentioned topics.

Unit 4- Media and Regulation

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

Unit 5- Media and Social Responsibility

Economic Pressures
Media reportage of marginalized sections- children, dalits, tribals, Gender
Media coverage of violence and related laws - inflammatory writing (IPC 353),
Sedition-incitement to violence, hate Speech.
Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals
and social activists

Internal Assignment:

- b. Project: Case Study Presentation

Essential Reading list:

9. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
10. Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
11. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
12. VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
13. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
14. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
15. RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
16. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

SEMESTER III

DSC1 Paper 3

Advertising and Public Relations

Course contents:

Unit 1-Introduction to Advertising

Meaning and history Advertising
Importance and Functions - Advertising as a tool of communication, Role of Advertising in Marketing mix, PR
Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising
Types of advertising and New trends
Economic, cultural, Psychological and Social aspects of advertising
Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

Unit 2- Advertising through Print, electronic and online media

Types of Media for advertising
Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling
Marketing Strategy and Research and Branding
Advertising department vs. Agency-Structure, and Functions Advertising Budget
Campaign Planning, Creation and

Production

Unit-3 Public Relations-Concepts and practices

Introduction to Public Relations
Growth and development of PR Importance,
Role and Functions of PR Principles and Tools of Public relations, CSR
Organisation of Public relations: In house department vs consultancy. PR in govt. and Private Sectors
Govt's Print, Electronic, Publicity, Film and Related Media

rganizations

Unit 4-PR-Publics and campaigns

Research for PR
Managing promotions and functions
PR Campaign-planning, execution, evaluation Role of PR in Crisis management
Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

Unit 5 – Social Media Marketing

Social Media Technologies and Management Inetgrated Marketing Communication Developing Social Networks
Social Media Strategies, Tactics

and Ethics Social Media Tools
Measurement Strategies and ROI

Internal Assignment:

- b. Project:
Design an ad copy for print media or Script writing for electronic media
for a product or service or
Planning and designing PR campaign

Readings

7. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
8. Frank Jefkins, Advertising Made Simple, Rupa & Co.
9. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
10. Jethwaney Jaishri, Advertising, Phoenix Publishing House
11. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
12. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcose & Glen T, Public Relations, Pearson
10. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
11. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

**SEC 1 Paper 1
Radio Production**

Course contents:

Unit I- Broadcast Production Techniques

Working of a Production Control Room & Studio:
Types and functions, acoustics, input and output chain, studio console:
recording and mixing.
Personnel in Production process – Role and Responsibilities

Unit II- Stages of Radio Production

Pre-Production – (Idea, research, Radio script)
Production – Creative use of Sound; Listening, Recording, using archived
sounds, (execution, requisite, challenges)
Editing, Creative use of Sound Editing.

Unit III - Broadcast

Formats

Group A
Radio

magazi
ne
Intervi
ew
Talk Show
Dis
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Fea
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Do
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ry
Ra
dio Drama

Group B
Public Service Advertisements
Jingles

Suggested Exercise-

Producing any one Radio format mentioned in Group A which should include Public Service Advertisement and/or Jingle mentioned in Group B of Unit III . (Duration-5 minutes).

Internal Assignment:

a. Class Test

Suggested reading list-

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

SEMESTER IV
DSC 1 Paper IV
Introduction to New Media

Course contents:

Unit 1 Key Concepts and Theory

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

Unit 2 Understanding Virtual Cultures and Digital Journalism

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

Unit 3 Digitization of Journalism

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

Unit 4 Overview of Web Writing

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

Unit 5 Visual and Content Design

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

Internal Assignment:

- b. Project: Creation of a Blog with minimum 5 posts

Suggested Readings:

9. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
10. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
11. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
12. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
13. O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for

the next generations software. O'Reilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>

14. Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006. *Amateur Hour: Journalism without Journalists*.
15. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian
16. Information Technology Professionals. *Indian Journal of Gender Studies* 12: 357-380.

SEC 1 Paper 2

Documentary Production/ Short Film Production

Course contents:

Unit 1: Understanding Audio-Visual Production
Introduction to Documentary / Short Film
Introduction to Shooting styles
Introduction to Editing styles
Structure and scripting the documentary

Unit 2- Stages of Production
Pre-Production, Production, Post Production
Research: Library, Archives, location, life stories, ethnography
Writing a concept: telling a story
Treatment
Writing a proposal and budgeting

Suggested Practical Exercise- Shooting a Documentary/ Short Film (Duration 10-15 minutes) and Editing the same.

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

Internal Assignment:

a. Class Test

Suggested Screenings

8. Michael Moore: Roger and Me
9. Nanook of the North by Robert J Flaherty
10. Nightmail by Basil Wright
11. Bombay Our City by AnandPatwardhan
12. Black Audio Collective
13. City of Photos by Nishtha Jain
14. Films by PSBT

SEMESTER V

DSE 1 Paper 1

Print Journalism and Production

Course contents:

Unit I: Trends in Print journalism

Investigative journalism/ Sting operations and related case studies
Impact of Technology on newspapers and Magazines
Ethical debates in print journalism: ownership and control.

Unit II: Production of Newspaper

Principles of Layout and Design: Layout and format, Typography, Copy preparation
Design process (size, anatomy, grid, design)
Handling text matter (headlines, pictures, advertisements)
Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit III: Technology and print

Modern Printing Processes
DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.)
Picture Editing and Caption Writing,

Unit IV: Advanced Newspaper and Magazine

Editing

Classification of Newspapers and Magazines
Current trends in Newspapers and Magazines with respect to content
Photographs and Cartoons in Newspapers and Magazines

Internal Assignment:

a. Class Test

Suggested Readings

8. *Editing: A Handbook for Journalists* – by T. J. S. George, IIMC , New Delhi, 1989
9. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, NewDelhi
10. *Professional Journalism*, by M.V. Kamath, Vikas Publications
11. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
12. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
13. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
14. *Principles of Art and Production*, by N.N. Sarkar, Oxford University Press

OR

Alternative Media

Course contents:

UNIT I – Community concept and Importance

- Community as Place
- Community as Identity
- Community as Ideology

UNIT II – Community Media as Alternative Media

- Concept, need and origin
- Types of Alternative media
- Alternative Media vis-à-vis Mainstream Media
- Alternative Media and Civil society

UNIT III – Types of Alternative Media

- Alternative Print Media – Strengths, Weakness, Prospects, Examples.
- Alternative Radio – Strengths, Weakness, Prospects, Examples.
- Alternative Audi-Visual Media – Strengths, Weakness, Prospects, Examples.

UNIT IV – Case Studies

- Local
- National
- International

Internal Assignment:

- a. Term Paper

Suggested Readings:

9. Kevin Howley - Understanding Community Media: SAGE Publications.

10. Pavarala, Vinod and Malik, Kanchan K - Other Voices: The Struggle for Community Radio in India.
11. Linda K. Fuller - Community Media: International Perspectives.
12. Kevin Howley - Community Media: People, Places, and Communication Technologies.
13. Ole Prehn - Community media in the information age: perspectives and prospects.
14. Janey Gordon- Notions of Community: A Collection of Community Media Debates and Dilemmas.
15. Ellie Rennie - Community Media: A Global Introduction.
16. Steve Buckley - Community media: A good practice handbook.

OR

Media, Gender and Human Rights

Course contents:

Unit I Media and the social world

Media impact on individual and society Democratic Polity and mass media Media and Cultural Change
Rural-Urban Divide in India: grass-roots

media

Unit II Gender

Conceptual Frameworks in Gender studies Feminist Theory
History of Media and Gender debates in India (Case studies) Media and Gender - Theoretical concerns.
Media and Masculinity
Media and Social Difference: class, gender, race etc

Unit III Media: Power and Contestation Public Sphere and its critique

“Public sphere” of the disempowered?
Genres – Romance, Television , Soap Opera,

Sports

Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family.
b) Project on use of internet by the marginalized groups.

Unit IV Media and Human Rights

Human Rights- Theoretical perspectives,
Critique Universal Declaration of Human

Rights
Human Rights and Media (Case Studies)

Internal Assignment:

- a. Project:: Representation of Human Rights issues and violations in International and media

Essential Readings

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

Readings:

2. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
9. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
10. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
11. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
12. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thames Nelson, 1999. 42-55
13. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.
14. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278-290.
15. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004. 53-61.

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

GE I Paper 1 Basics of Journalism

Course contents:

Unit 1 - Understanding
News Ingredients
of news

News: meaning, definition, nature
The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story
Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Different forms of print-A historical Perspective
Yellow journalism Penny press, tabloid press Language of news- Robert Gunning: Principles of clear writing, Rudolf Flesch formula- skills to write news

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

Unit 4 – Different mediums-a comparison
Language and principles of writing: Basic differences between the print, electronic and online journalism Citizen journalism

Unit 5 - Role of Media in a Democracy
Responsibility to Society press and Democracy Contemporary debates and issues relating to media Ethics in journalism

Internal Assignment:

a. Class Test

Readings

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

SEMESTER VI

DSE 1 Paper 2

Dissertation

Every student will have to submit a dissertation in any area of Mass Communication detailed in the curriculum under the guidance of any faculty of the Department. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of Mass Communication. Word limits maximum 3000 words.

Internal Assignment:

- a. Report: synopsis report submission.

Mode of Evaluation: Full write –up along with power point presentation and Viva Voce

OR

Specialized Reporting

Course contents:

UNIT I: Business Journalism

- Business Industry as a Beat
- Sources of news on Business
- Developing Business story idea
- Writing stories from Press Releases

UNIT II: Science Journalism

- Science as a Beat
- Sources of news on Science
- Developing Science story idea
- Writing stories from Press Researches

UNIT III: Environment Journalism

- Environment as a Beat
- Sources of news on Environment
- Developing Environment story idea
- Writing stories on Environment

UNIT IV: Sports Journalism

Sports as a Beat
Sources of news on Sports
Developing Sports story idea
Writing stories on Sports

UNIT V: Development Journalism

Development Journalism as a Beat
Sources of news on Development Journalism
Developing Development Journalism story idea
Writing stories on Development

Internal Assignment:

a. Class Test

Suggested readings:

25. M V Kamath, The Journalist's Handbook, Vikas Publishing
26. M V Kamath ,Professional Journalism Vikas Publishing
27. Edward Gold Smith, Nicholas Hildyard(Edt). 1988. The Earth Report, London Oxford University Press
28. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company. Kiran B Chhokar, Mamata Pandya and Meena Ragunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
29. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources And Environmental Degradation, 2001. New Delhi. Sage Publication.
30. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
31. Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.
32. Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India's Forests, New Delhi Sage Publication.
33. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004. Commucation & Conservation, New Delhi. Sage Publication.
34. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co.
35. Manual of Development Journalism – Alan Chalkley.
36. Participatory Communication, Working for change and development – Shirley A . White, K
37. Sadanandan Nair and Joseph Ascroft.
38. Development Communication and Media Debate – MridulaMeneon.
39. India, the Emerging Giant – ArvindPanagariya.
40. Participatory Video, Images that Transform and Empower – Shirley A. White
41. (Editor).
42. The Art of Facilitating Participation – Shirley A . White (Editor).

43. Television and Social Change in Rural India – Kirk Johnson.
44. Communication, Modernization and Social Development– K. Mahadevan,
45. Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
46. Everybody Loves a Good Drought – P. Sainath.
47. Designing messages for development communication: An audience participation-based
48. approach (communication and human values)– by Bella M Mody.

OR
Multi-Media Journalism

Course contents:

Unit 1 Introduction to Multimedia

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

Unit 2 Print

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

Unit 3 Photograph

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

Unit 4 Audio & Video Content

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

Unit 5 Mobile Journalism

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

Internal Assignment:

- a. Project: Incorporating elements from all the previous unit —taking a story

and adding audio, photo and video to compliment it for online publication.

Suggested readings:

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

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

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

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

**GE 1 Paper 2
Film Studies**

Course contents:

Unit I - Language of Cinema

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

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

Unit II - Film Form and Style

German Expressionism and
Film Noir Italian
Neorealism
French New-Wave
Genre and the development of Classical

Hollywood Cinema

Unit III - Alternative Visions

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

Unit IV - Hindi Cinema

1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian
New-Wave (Mrinal Sen, Ritwik Ghatak, Adoor Gopalakrishnan, Syam Benegal,
Govind Nihalini, Gautam Ghosh)
Globalisation and Indian Cinema, The

multiplex Era Film Culture

Unit V Film Bodies

CBFC
NFDC

Internal Assignment:

a. Class Test (Film Review)

Recommended Screenings or clips

Unit I

- g. *Rear Window* by Alfred Hitchcock (Language of Cinema)
- h. *Battleship Potemkin* by Sergei Eisenstein
(Language of Cinema) o *Man with a Movie Camera* by Dziga Vertov
- i. *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)
- j. *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)
- k. *Pather Panchaliby* Satyajit Ray
- l. *The hour of the Furnaces* by Fernando Solanas