

**Department of Journalism and Mass
Communication**

**Syllabus
for
BA in Journalism & Mass Communication
(Semester: I – VI)**

Applicable to Admissions in 2015



DAV UNIVERSITY, JALANDHAR

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Brief information about Department

Department of Journalism & Mass Communication strives for excellence in media education, training & research by upholding media work/study, values and the nobility of the profession along with the multidisciplinary approach. Department envisages itself to be a leader in media education producing media scholars, researchers and professionals with global competencies, foresight, dynamism and value-laden personalities. Its vibrating culture and creative ambience provides unique blend of contemporary media knowledge, skills, innovativeness and sensitivity to social issues.

The department is fully dedicated to create a generation of media experts, professionals and scholars who are distinct in their vision and bringing a new wave in media. It is about blossoming the talent, nurturing the wisdom, sharpening the skills and developing a passion for effectiveness. The Dept is hub of activities focussing at academic and professional excellence and practical skills development and character building to produce professionals who are epitome of fineness crowning jewels of media industry.

Salient features of the Programme

- Strong academic-industry interface
- Media lab and studio for providing exposure to apply knowledge
- Summer internships in industry
- Placement support
- Project work
- Proficiency in language skills

Courses of study

- Bachelor of Journalism & Mass Communication (BJMC) - 3 years (6 semesters)
- Masters in Journalism & Mass Communication (MJMC) - 2 years (4 Semesters)
- Short term Vocational courses- 6 months to 1 year
 - Basics of Non Linear Editing
 - Basic Videography
 - Photo Journalism
 - Basics of Acting
 - Basic Sound designing for Media Productions
 - Multi camera TV Studio operation and Production
 - News anchoring & reporting
 - Script Writing
 - Packaging & Promo for TV Programs
 - Language of Media translation
 - Basic Course on Make-Up for TV

Preamble

The syllabus of this course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the field. The learning process aims to strike a balance between the theoretical and practical approach to the field and enable the students to create, a foyer in the market of contention.

The programme aims to prepare students who will enter the world of media with a critical perspective and analytical mind and with an introduction to various media technologies and narratives. This course would enable student to pursue further studies or careers in media related domains and production of films, documentaries, radio and TV programmes. Depending on their individual interests, the students will find wide-ranging openings in the media industry and associated domains.

The course strives to carve a niche for itself and envisions to be one of the most sought after courses of the DAV University. The overall goal is to realize not only the professional but the intellectual and creative growth of the students and develop a vibrant chord with the media industry.

Objectives:

- To develop a clear grasp of the key concepts of Journalism, Media and Communication studies.
- To help understand the media dynamics with the help of contemporary theory and to equip with students the analytical tools to study diverse media and communication practices.
- To provide an exposure to various forms of mass communication and a hands on experience of media production.
- To develop critical and analytical abilities through case studies focused on contemporary journalistic practices.
- To train students in latest media technologies and methods.
- To train students in conceptual and/or practical aspects of Television, Radio, Photography and Documentary from script writing to post-production.

Duration

6 semesters (3 Academic Years)

Eligibility

Pass with 50% aggregate marks in 10+2 or equivalent (with English).

Semester I

S. No	Paper Code	Course Title	Course Type	L	T	P	Cr.
1.	JMC101	Introduction to Journalism	Core	5	1	0	6
2.	JMC102	Introduction to media and Communication	Core	4	0	0	4
3.	JMC103	Introduction to media and Communication Lab	Core	0	0	4	2
4.	ENG151 A	Communication Skills	AECC	3	0	0	3
5.	ENG152	Communication Skills Practical		0	0	2	1
6.	EVS100	Environmental Studies	AECC	4	0	0	4
7.	Generic Elective – I			4	1	2	6
Total							26

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

Generic Electives

S. No	Paper Code	Course Title	Course Type	L	T	P	Cr.
1.	JMC106	Mass Communication: Concept and Processes	5	1	0	6	1.
2.	ENG121	Indian Classical Literature	5	1	0	6	2.

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

JMC 101- Introduction to Journalism

Unit 1

News: meaning, definition, nature; The news process: from the event to the reader ; Hard news vs. Soft news; basic components of a news story; Journalistic jargon including dateline, credit line, byline, print line .

Unit 2

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 3

Features- meaning and definition; Types of features; Subject matter or idea generation for writing features; How to write features; Difference between news stories, features and articles

Unit 4

Robert Gunning: Principles of clear writing, Rudolf Flesch formula

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

Role of Media in a Democracy

Suggested Readings:

Flemming, Carole. *Introduction to Journalism*. Vistaar Publications, 2006.

Hilliard, Robert L. *Writing for Television, Radio and New Media*. Wadsworth, 2011.

Hohenberg, J. *The Professional Journalist*. Holt Rinehart & Winston. 1983.

Itule, Bruce D., Anderson, Douglas and Simon, James. *News Writing and Reporting for Today's Media*; McGraw Hill Publication, 2006.

Keeble, Richard and Reeves, Ian. *The Newspaper's Handbook*; New York: Routledge Publication, 2014.

Rodmann, George. *Mass Media in a Changing World*. McGraw Hill Higher Education, 2009.

Shrivastava, K.M. *News Reporting and Editing*. Sterling publisher. 2012.

Stein, M.L. et al. *NewsWriter's Handbook: An Introduction to Journalism*. Blackwell Publishing, 2006.

JMC102- Introduction to Media and Communication

Unit I

Important people and places in news; Follow-up of major stories and editorials during the term; Comparative study of issues covered by media; Important issues covered by print/ radio / television and new media; Major current international, national and regional developments during the term.

Unit II

Discussion on sports and business stories during the term; Follow-up/discussion of popular columns, write ups, articles, features, middles, letter to editors.

Unit III

Readings from popular magazines - news and infotainment; Discussion on photo feature, photo-journalism, cartoons and other materials of print media.

Unit IV

Discussion on writing style, angle placement/ display of print media content; Discussion on content/ footage/style/presentation etc. on the issues taken up by various television channels/ radio stations/news and other portals.

Suggested Readings:

Daily newspapers

Weekly and fortnightly magazines

JMC103- Introduction to Media and Communication Practical

1. Doing a comparative analysis of coverage of a major story in two different mediums.
2. Making a file on major international, national and regional developments.

JMC106 -Introduction to Media and Communication

Unit I

Communication: meaning, definition, functions and barriers; Levels of Communication with emphasis on Mass Communication and its process; Types of communication (Verbal- non-verbal, Audio, audio-visual); 7Cs of Communication

Unit II

Basic models of communication ---SMCR Model, Lasswell formula and Braddock's extension, Osgood and Schramm's model, Newcomb's model, Schramm's Field of Experience Model, Mathematical model of communication, Gerbner's model of communication

Unit III

Direct Effects Paradigm- Concept of mass, mass society theory, bullet theory, Propaganda and its devices

Two-step flow theory, Diffusion of Innovations

Cognitive Dissonance theory; Four rings of defence- selective perception, selective exposure, selective attention and selective retention

Unit IV

Agenda Setting, Spiral of Silence, Cultivation Analysis

Normative Theories of the Press- Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Totalitarian theory, Developmental Media theory, Democratic – Participant theory

Suggested Readings:

Baran, Stanley and Davis, Dennis. *Mass Communication Theory: Foundations, Ferment and Future*. Wadsworth Publishing Co Inc, 2014.

DeFleur, Melvin and Ball-Rokeach, Sandra. *Theories of Mass Communication*. Longman, 1989.

DeFleur, Melvin. *Mass Communication Theories*. Pearson College Div. 2009.

McQuail, Denis. *Mass Communication Theory*. London: Sage, 2010.

Schramm, Wilbur. *Process & Effects of Mass Communication*. University of Illinois Press, 1953.

Semester II

S. No	Paper Code	Course Title	Course Type	L	T	P	Cr.
1.	JMC104	Reporting and Editing for Print	Core	4	0	0	4
2.	JMC105	Reporting and Editing for Print Practical	Core	0	0	4	2
3.	JMC107	Media and Cultural Studies	Core	4	1	0	5
4.	JMC108	Media and Cultural Studies Practical	Core	0	0	2	1
5.	SHS107	Human Values and General Studies	AECC	4	0	0	4
6.	Generic Elective-II			GE			6
Total							22

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

Generic Electives

S. No	Paper Code	Course Title	Course Type	L	T	P	Cr.
1.	ENG131	Indian Writing	5	1	0	6	ENG131
2.	POL102A	Modern Political Theory	5	1	0	6	POL102A

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

JMC104-Reporting and Editing for Print

Unit I

The Newspaper newsroom- Organizational setup of a newspaper, different departments in newspaper organization with emphasis on Editorial department – editor, news editor , assistant editor, reporters, columnists, freelancers, photojournalists, bureau chief, sub-editors, proof readers, news analysts etc.

Unit II

Covering news- working on beats; Covering Speeches, Covering of beats- crime, courts, health, education, sports, weather, culture etc.; news agency reporting.

Interviewing/Types of news Interviewing: preparing for interview, setting up the interview, conducting the interview

Unit III

Editing- Principles of editing; Do's and Don'ts of editing; Leads- Importance of leads, functions and types of leads; Headlines- importance, functions and types; Importance of pictures, selection of news pictures

Unit IV

Editorial page: structure, purpose, editorials, middles, letters to the editor, special articles, Opinion pieces, OP.Ed page; Week-end pullouts, Supplements, Backgrounders columns/columnists; Style sheet

Suggested Readings:

Bruce Itule and Douglas Anderson. *News Writing and Reporting for Today's Media*. McGraw Hill Publication, 2006.

Chaturvedi, S.N. *Dynamics of Journalism and Art of Editing*; Cyber Tech Publications, 2007.

Fred, Bender, John R., Davenport, Lucinda, Drager, M Fedler. *Reporting for the Media*; Oxford University Press, 2004.

Floyd K. Baskette, Jack Z. Sissors and Brian S. Brooks. *The Art of Editing*. Allyn and Bacon Publication, 1991.

Keeble, Richard. *The Newspaper's Handbook*; Routledge Publication, 2014.

Puri, M. *The Art of Editing*. Pragun Publication, 2006.

Rabindranath, *Editing Principles and Practices*. Regal Publications, 2014.

Stein, M.L. et al. *Newswriter's Handbook: An Introduction to Journalism*. Blackwell Publishing, 2006.

JMC105-Reporting and Editing for Print Practical

1. Coverage news stories from allotted beats /putting them on a board in a form of telenews board.
2. Editing of stories
3. Exercises on writing different components of editorial page

JMC107-Media and Cultural Studies**Unit I**

Understanding Culture- Mass Culture, Popular Culture, Folk Culture; Media and Culture; Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony

Unit II

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

Unit III

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

Unit IV

Media and Technologies- Folk Media as a form of Mass Culture, live performance; Audience in live Performance; Media technologies; New Media and Cultural forms; Demassification

Suggested Readings:

Baran, Stanley and Davis, Denis. *Mass Communication Theory*. Wadsworth Publishing Co Inc, 2014.

McLuhan, Marshal. *Understanding Media: The Extensions of Man*. Taylor & Francis Ltd, 2005.

McQuail, Denis. *Mass Communication Theory*. London; Sage, 2010.

Rayner, Philip et al. Ed. *Media Studies: An Essential Introduction*. Routledge, 2001.

Stevenson, Nick. *Media Cultures*. Sage, 2002.

Storey, John. *Cultural Theory and Popular Culture: An Introduction*. Pearson Longman, 2009.

JMC108-Media and Cultural Studies Practical

1. Making posters/presentations on topics covered with special reference to present- day culture and media
2. Making a file on any type of culture and media

Semester III

S. No	Paper Code	Course Title	Course Type	L	T	P	Cr.
1.	JMC201	Introduction to Broadcast Media	Core	4	0	0	4
2.	JMC202	Introduction to Broadcast Media Practical	Core	0	0	4	2
3.	JMC203	History of the Media	Core	3	1	0	4
4.	JMC204	Advertising and Public Relations	Core	4	0	0	4
5.	JMC205	Advertising and Public Relations Practical	Core	0	0	4	2
6.	Skill Enhancement Course – I		SEC	2	0	4	4
7.	Generic Elective-III		GE				6
Total							26

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

SEC (Skill Enhancement Course)

S. No	Paper Code	Course Title	L	T	P	Cr.
1.	JMC206	Radio Production	2	0	0	2
2.	JMC207	Radio	0	0	4	2

		Production Practical				
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L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

Generic Electives

S. No.	Paper Code	Course Title	L	T	P	Cr.
1.	ENG222	Indian Literature in Translation	5	1	0	6
2.	ECO101A	Micro Economics	5	1	0	6

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

JMC201-Introduction to Broadcast Media

Unit 1

Characteristics of Radio as a medium --- Basics of Sound- Concepts of sound-scape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-meaning with examples from different forms; Introduction to microphones

Unit 2

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

Unit 3

Writing and Editing Radio News - Elements of a Radio News Story: News Gathering, Writing, Elements of a Radio News Bulletins; Working in a Radio News Room; Editing news based capsule

Unit 4

Writing and Editing Television News-Basics of a Camera- (Lens & accessories) Electronic News Gathering & Electronic field Production ; Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: News Gathering, Writing. Elements of a Television News Bulletins; Basics of Editing for TV-Editing a news capsule.

Suggested Readings:

Allen, Robert C and Hill, Annette (Ed). *The Television Reader*. Routledge, 2004.

Chatterjee , P.C. *Broadcasting in India*. New Delhi: Sage. 1991.

Fleming, Carrol. *The Radio Handbook*; Routledge, 2002.

Shrivastava, K.M. *Broadcast Journalism in the 21st Century*. Sterling publisher, 2010.

Zettl, Herbert. *Television Production Handbook*. Cengage Learning, 2014.

JMC202-Introduction to Broadcast Media Practical

1. Use of camera, microphones and editing softwares- recording events happening in the campus and editing them to make news stories
2. Writing TV and radio news scripts
3. Production of edited capsules for Radio or a brief news bulletin

JMC203-History of the Media

Unit I

Origin and Evolution of print media - Important events from history of Press in United States and Britain including Penny Press and Yellow Journalism

Unit II

History of Press in India: Colonial Period, National Freedom Movement; Media in the Post Independence Era; Emergency and Post Emergency Era ; Latest trends in Print Media

Unit III

History of Radio in India - History of AIR: Evolution of AIR Programming Penetration of radio in rural India-Case studies; Patterns of State Control; the Demand for Autonomy; FM: Radio Privatization; Formation of PrasarBharati

Unit IV

Indian Cinema - From Silent Era to the talkies ; Cinema in later decades; The coming of Television and the State's Development Agenda; Recent trends in TV

Suggested Readings:

Bel, Bernard and Brouwer, Jan. *Media and Mediation*. Sage, 2005.

Briggs, Asa and Burke, Peter. *Social History of Media: From Gutenberg to the Internet*. Polity Press , 2010.

French, David and Richards, Michael (Ed.) .*Television in Contemporary Asia*. Sage, 2000.

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

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

JMC204-Advertising and Public Relations

Unit 1

Introduction to Advertising- Meaning importance and functions
a) Advertising as a tool of communication b) Place of Advertising in Marketing mix, -AIDA formula, DAGMAR Model, Ethics in Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

Unit 2

Advertising through Print, electronic and online media; Non-carrier media and advertising; Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling, Marketing Strategy and Research and Branding, Advertising Agency-Structure and Functions

Unit-3

Introduction to Public Relations – Concept and Practice; Importance, Role and Functions of PR; Principles and Tools of Public relations; PR in govt. and Private Sectors; Government's Print, Electronic, Film and Related Media Organizations

Unit-4

PR Publics, 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.

Suggested Readings:

Cutlip, Scott M et al. *Effective Public Relations*, Prentice Hall, 1999.

Heath, Robert L. *Handbook of Public Relations*. Sage Publications, 2000.

Malcolm Gladwell. *The Tipping Point: How Little Things Can Make a Big Difference*. Little, Brown Book Group, 2002.

Ogilvy, David. *Ogilvy on Advertising*. RHUS; 1st Vintage Books, 1985.

Ogilvy, David. *Confessions of an Advertising Man*. Southbank Publishing, 2011.

Ogilvy, David. *Unpublished David Ogilvy*. Hachette Book Publishing, 2015.

Ries, Al and Trout, Jack. *Positioning: The Battle for Your Mind: How to Be Seen and Heard in the Overcrowded Marketplace*. Business Book Summaries, 2014.

Wilcox, Dennis L et al. *Public Relations: Strategies and Tactics*. Pearson Education, 2014.

JMC205- Advertising and Public Relations Practical

1. Making a presentation/file on ethical violations in advertisements
2. Making a presentation/file on advertising either through carrier media/non-carrier media
3. Making a presentation/file on Public Relations by anyone organization.
4. Making a presentation/file on Public Relations done by any one organization during crisis management.

JMC206-Radio Production

Unit 1

Broadcast Formats---Public service advertisements, Jingles, Radio magazine, Interview, Talk Show , Discussion , Feature , Documentary ; Broadcast Production Techniques

Unit 2

Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Unit 3

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

Unit 4

Post-Production ---Editing, Creative use of Sound Editing; Personnel in Production process – Role and Responsibilities

Suggested Readings:

Aspinall, R. *Radio Production*, Paris: UNESCO, 1971

Flemming, C. *The Radio Handbook*. London: Routledge, 2002

Ford, Meg. *Radio Broadcast*. On Demand Publishing, LLC-Create Space, 2013.

Gilmurray, B. *The Media Student's Guide to Radio Production*. UK: Mightier Pen Pub, 2010.

Keith, M. *Radio Production, Art & Science*. London: Focal Press, 1990.

McLeish, Robert. *Techniques of Radio Production*, London: Focal Press, 2005.

Siegel, E.H. *Creative Radio Production*. London: Focal Press. 1992.

JMC207-Radio Production Practical

1. Coming up with ideas for various Radio formats and writing scripts for the same.
2. Producing any one format (4-6minutes) in groups.

Semester IV

S. No	Paper Code	Course Title	Course Type	L	T	P	Cr.
1.	JMC208	Introduction to New Media	Core	4	0	0	4
2.	JMC209	Introduction to New Media Practical	Core	0	0	4	2
3.	JMC210	Development Communication	Core	4	1	0	5
4.	JMC211	Development Communication Practical	Core	0	0	2	1
5.	JMC212	Media Ethics and Laws	Core	4	1	0	5
6.	JMC213	Media Ethics and Laws Practical	Core	0	0	2	1
7.	Skill Enhancement Course – I		SEC	2	0	4	4
8.	Generic Elective-III		GE				6
Total							28

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

SEC

S.No	Paper Code	Course Title	L	T	P	Cr.
1.	JMC214	Documentary Production	2	0	0	2
2.	JMC215	Documentary Production Practical	0	0	4	2

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

Generic Electives

Sr. No.	Paper Code	Course Title	L	T	P	Cr.
1.	ECO102A	Macro-Economics I	5	1	0	6
2.	MGT210	Event Management	5	1	0	6

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

JMC208-Introduction to New Media

Unit 1

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

Unit 2

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, Open Source, Digital archives, New Media and Ethics

Unit 4

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures ; Visual and Content Design Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog

Suggested Readings:

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

Lev Manovich. "What is New Media?" In *The Language of New Media*. Cambridge: MIT Press, 2001.

O'Reilly, Tim. *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>, 2005.

Siapera, Eugenia. *Understanding New Media*. Sage, 2011.

Vincent Miller. *Understanding Digital Culture*. Sage Publications, 2011.

JMC209-Introduction to New Media Practical

1. Analysis of any one form of computer mediated communication/new media/ new media and ethics
2. Making a presentation on (content) analysis of social media (in light of it being used as a mass medium or interpersonal medium)
3. Writing content on online media/blogs

JMC210-Development Communication

Unit 1

Development communication: Concept and Approaches---- Paradigms of development: Dominant paradigm, dependency, alternative paradigm; Development communication approaches – diffusion of innovation, empathy, magic multiplier

Unit 2

Alternative Development communication approaches: Sustainable Development, Participatory Development, Inclusive Development; Gender and development
Role of media in development----Mass Media as a tool for development; Role of development agencies and NGOs in development communication

Unit 3

Role and performance of each media-comparative study of pre and post liberalization eras; Role of each medium- print, radio, TV, video, traditional media; Strategies for designing messages for print Community radio and development Television programmes for rural India (KrishiDarshan);

Unit 4

Using new media technologies for development; Cyber media and development – e-governance, e chaupal, national knowledge network, ICT for development narrowcasting; Critical appraisal of mainstream media's reportage on rural problems and issues; Critical appraisal of mainstream media's reportage on tribal problems and issues;

Suggested Readings:

Belmont, C. A. *Technology Communication Behaviour*. New Delhi : Wordsworth Publication, 2001.

Dharmarajan, Shivani. *NGOs as Prime Movers*. New Delhi: Kanishka Publication, 2007.

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

Harris, R.J. *Pulitzer's Gold: Behind the Prize For Public Service Journalism*. Columbia : University of Missouri Press, 2007.

Kumar, Anil. *Mass Media and Development Issues*. Varanasi :BhartiPrakashanUpadhyay , 2007.

Melkote, Srinivas R and Steeves, H. Leslie. *Communication for Development in The Third World*. Sage Publications, 2001.

Ninan, S. *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. Los Angeles: Sage Publications,2007.

Rogers, Everett M. *Communication and Development- Critical Perspective*. New Delhi: Sage, 2000

Schramm, Wilbur. *Mass Media and National Development- The Role Of Information In Developing Countries*. UNESCO/ Stanford University Press, 1964.

Thussu, Daya. *Media on The Move: Global Flow and Contra Flow*. London: Routledge, 2006.

UNDP : Human Development Report. New Delhi: Oxford University Press, 2014.

World Bank: World Development Report. New Delhi: Oxford University Press, 2014.

JMC211-Development Communication Practical

1. Making presentation/file on role of any one medium in development communication.
2. Making presentation/file on critical appraisal of mainstream media's reportage on any one rural problem/ tribal problem.

JMC212-Media Ethics and Laws

Unit-1

Freedom of speech and expression (Article 19(1) (a) and Article 19(1)2) ; Defamation- Libel and slander; Issues of privacy; Right to Information; Intellectual Property Rights Media ethics and cultural dependence

Unit 2

Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical issues in Social media; Discussion of important cases-eg- Operation Westend---some related laws- Relevant sections of Broadcast Bill, NBA guidelines

Unit 3

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

Unit 4

Codes and Ethical Guidelines by regulatory bodies; Self Regulation by media; Debates on morality and accountability of media, Media, Social Responsibility and Economic Pressures; Media reportage of marginalized sections- children, dalits, tribals, Gender

Suggested Readings:

Basu, D. D. *Law of the Press*. Lexis-Nexis India, 2010.

Iyer, Vekat, *Mass Media Laws and Regulations in India*. Singapore: Asian Media Information and Communication Centre, 2000.

Kaur, Raminder and Mazzarella, William. *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*. Routledge India, 2012. Thakurta, ParanjyGuha. *Media Ethics*. Oxford University Press, 2009

Padhy, K.S. *Legislative Privileges and Freedom of Press*. Dominant Publishers and Distributors, 2012.

Raghvan, Vikram. *Communication Law in India*. Lexis Nexis Publication, 2007

Sarat, Austin. *Where Law Meets Popular Culture (ed.)*. The University of Alabama Press, 2011

Sawant, Justice P.B. *Advertising Law and Ethics*. Universal Law Publishing Co Ltd, 2002.

JMC213-Media Laws and Ethics Practical

1. Making presentation/file on violation of ethics by present-day media
2. Making file /presentation on any media organization/media person tried under any law

JMC214-Documentary Production

Unit 1

Understanding the Documentary- Introduction to Realism debate, Observational and Verite documentary; Introduction to Shooting styles;

Unit 2

Introduction to Editing styles; Structure and scripting the documentary

Unit 3

Documentary Production-Pre-Production, Researching for documentary : Library, Archives, location, life stories, ethnography;

Unit 4

Writing a concept: telling a story; Treatment; Writing a proposal and budgeting

Suggested Readings:

Bernard, Sheila. *Documentary Storytelling : Creative Non-fiction on Screen*. Taylor & Francis Ltd, 2010

Das, Trisha. *How to Write a Documentary Script*. Public Service Broadcasting Trust, 2007.

Musser, Charles. "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of World Cinema*. Oxford University Press: 1996.

Renov, Michael. *Theorizing Documentary AFI Film Readers*. New York and London: Routledge: 1993.

JMC215-Documentary Production Practical

1. Coming up with ideas for documentary making
2. Shooting a documentary (5-6 minutes) and editing it – Group activity

Semester V

S. No	Paper Code	Course Title	Course Type	L	T	P	Cr.
	JMC301	Global Media and Politics	Core	4	1	0	5
	JMC302	Global Media and Politics Practical	Core	0	0	2	1
	JMC303	Communication Research and Methods	Core	4	0	0	4
	Department Specific Elective –I		DSE-I	5	1	0	6
	Department Specific Elective –II		DSE-I	5	1	0	6
Total							24

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

DSE – Choose any two

S.No	Paper Code	Course Title	L	T	P	Cr.
1.	JMC304	Media Industry and Management	4	1	0	5
	JMC305	Media Industry and Management Practical	0	0	2	1
2.	JMC306	Photojournalism	3	1	0	4
	JMC307	Photojournalism Practical	0	0	4	2
3.	JMC308	Specialized Reporting and	3	1	0	4

		Print Production				
	JMC309	Specialised Reporting and Print Production Practical	0	0	4	2
4.	JMC310	Media, Gender and Human Rights	3	1	0	4
	JMC311	Media, Gender and Human Rights Practical	0	0	4	2
5.	JMC312	Dissertation I	0	1	11	6

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

JMC301- Global Media and Politics

Unit 1

Media and super power rivalry; Communication debates: Unequal development and Third World concerns: North-South, Rich – Poor ; NWICO, McBride Commission and UNESCO

Unit 2

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 3

Media and Cultural Globalization----Cultural Imperialism, Cultural politics: Media hegemony and Global cultures, homogenization, English language, Local/Global, Local/Hybrid

Unit 4

Media and the Global market ---- Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide; Media conglomerates and monopolies: Ted Turner/Rupert Murdoch; Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Suggested Readings:

Artz, Lee and Yahya R. Kamalipour. *The Globalization of Corporate Media Hegemony*. New York Press ,2003.

Hussain, Zahida and Ray, Vanita Ray. *Media and Communications in The Third World Countries*.Gyan Publications, 2007

Stuart, Allan and Zelizer, Barbie. *Journalism after 9/11*. Taylor and FrancisPublication,2012.

Stuart, Allan and Zelizer, Barbie. *Reporting War: Journalism in War Time*, Routledge Publication, 2004.

Thussu, DayaKishan. *International Communication: Continuity and Change*.Oxford University Press ,2003.

Thussu, DayaKishan .*War And The Media: Reporting Conflict 24x7*.Sage Publications, 2003.

Yadava, J.S, Politics of news, Concept Publishing and Co.1984. .

Yahya, R. Kamalipour and Snow, Nancy. *War, Media and Propaganda-A Global Perspective*. Rowman and Littlefield Publishing Group, 2004.

JMC302-Global Media and Politics Practical

1. Making presentation/file depicting coverage of national issues in international media
2. Making a poster on global media and politics

JMC303-Communication Research and Methods

Unit 1

Introduction to Media Research---Definition, Role, Function, Basic and Applied Research, Scientific Approach, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit 2

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

Unit 3

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 4

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) ; Writing Citations, Bibliography; Writing the research report

Suggested Readings:

Berger, Arthur Asa. *Media Research Techniques*. Sage Publications, 1998.

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

Croteau, David and Hoynes, William. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon,2002.

Fiske, John. *Introduction to Communication Studies*, Routledge Publications,1982.

Kothari, C.R. *Research Methodology: Methods and Techniques*. New Age International Ltd. Publishers, 2004.

Wimmer, Roger, D and Dominick, Joseph,R. *Mass Media Research*, Thomson Wadsworth, 2006.

JMC304-Media Industry and Management

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 news and content management. Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts; Changing Ownership patterns

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- issue and concerns of media economics, Capital inflow, Budgeting, Financial management, and personnel Management, Indian and International Media Giants- Case Studies

Suggested Readings:

- Dennis F. Herrick. *Media Management in The Age Of Giants*. Surjeet Publications, 2005.
- Jennifer Holt and Alisa Perren, (Ed.) *Media Industries-History, Theory and Method*. Wiley-Blackwell, 2009.
- Khandeka, Vinita Kohli. *The Indian Media Business*. Sage, 2013.
- Lucy Kung, *Strategic Management In Media*, Sage, 2008.
- Thomas, PradipNinan. *Political Economy of Communications in India*. Sage, 2010.

JMC305-Media Management and Industry Practical

1. Making a chart of management of any one media organization.
2. Making a presentation/file on Economics of any one media organization/ on any national or international media giant

JMC306-Photojournalism

Unit 1

Origin and Definition of Photography; From Pinholes to Pixels: Camera and its Evolution, History of Photography; Basics of Photography: Working of a Camera, Lenses and Lighting Equipment. Understanding Light: Aperture, Shutter Speed, ISO, Exposure Compensation; Types of Lenses; Camera Accessories.

Unit 2

The Basics of Photojournalism; Importance of Timeliness, Context, Objectivity and Narrative in Photojournalism; Golden Age of Photojournalism; Ethical and Legal Considerations; Unethical Practices; Impact of New Technologies on Photojournalism.

Unit 3

Types of Photojournalism, News Photography, Sports Photography, Nature photography, Portrait Photography, Fashion Photography and Advertisement Photography.

Unit 4

Photo Editing: Altering Brightness, Contrast, Colour Correction, Red Eye Reduction and Cropping; Photo Editing Software: Adobe Photoshop; Corel Photo Paint; Software Developed by Camera Manufacturers: Nikon View NX2.

Suggested Readings:

Basic Photography by Michael Langford and Anna Fox (Focal Press).

Photojournalism: The Professional's Approach (6th edition) by Kenneth Kobre (Focal Press).

The Man, The Image & The World: A Retrospective by Henri Cartier-Bresson (Thames & Hudson Ltd)

The Photograph by Graham Clerke (Oxford University Press)

Digital Photojournalism by Zavoina, Susan C., and John H. Davidson (Allyn & Bacon).

JMC307-Photojournalism Practical

1. Making a file of self-clicked photos on different fields : Portrait, Studio photography, Commercial/advertisement photography, Sports, Slow & fast moving objects, Landscape, Architecture, Night photography, Children's, Nature- Animal and Birds, Product, Fashion.
2. Making a photo essay.

JMC308- Specialized Reporting and Print Production

Unit 1

Specialized Reporting---Business/economic, Parliamentary, Political; Investigative journalism/ Sting operations and related case studies Impact of Technology on newspapers and Magazines

Unit 2

Layout and format of newspaper, 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 3

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 4

Advanced Newspaper and Magazine Editing ; Classification of Newspapers and Magazines ; Current trends in Newspapers and Magazines with respect to content ; Photographs and Cartoons in Newspapers and Magazines

Suggested Readings:

Bruce Itule and Douglas Anderson. *News Writing and Reporting for Today's Media*. McGraw Hill Publication, 2006.

Chaturvedi, S.N. *Dynamics of Journalism and Art of Editing*; Cyber Tech Publications, 2007.

Fred, Bender, John R., Davenport, Lucinda, Drager, M Fedler. *Reporting for the Media*; Oxford University Press, 2004.

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

Hodgson, F.W. *Modern Newspapers Practice*. Heinemann London, 1984.

Sarkar, N.N. *Principles of Art and Production*. Oxford University Press, 2008.

JMC309- Specialised Reporting and Print Production Practical

1. Making a file/presentation on specialized reporting or investigative reporting.
2. Designing a front page of a newspaper on softwares taught (Quark Express, Adobe Photoshop, Adobe InDesign)
3. Designing any inside page of a newspaper on any software.

JMC310-Media, Gender and Human rights

Unit 1

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 2

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: Power and Contestation

Unit 3

Public Sphere and its critique- “Public sphere” of the disempowered ; Media and Social Difference: class, gender, race etc.; Genres – Romance, Television , Soap Opera, Sports

Unit 4

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

Suggested Readings:

Asen, Robert & Brouwer, Daniel. *Counter Publics and the State*, SUNY Press, 2001.

Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. *Media Theories and Approaches: A Global Perspective*. Palgrave-Macmillan. 2009

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

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

Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004.

Ninan. *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. SAGE Publications Pvt. Limited, 2007.

Street, John. *Mass Media, Politics and Democracy*. Palgrave Macmillan, 2011.

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.

JMC311-Media, Gender and Human Rights Practical

1. Making a file/presentation on urban-rural divide or use of grassroots media.
2. Making a file/presentation on Human Rights issues and violations in media

JMC 312- Dissertation

1. Identifying the research problem
2. Doing Review of Literature and making objectives
3. Devising methodology
4. Submission of synopsis

Semester VI

S. No	Paper Code	Course Title	Course Type	L	T	P	Cr.
1	JMC313	Advanced New Media	Core	3	1	0	4
2	JMC314	Advanced Broadcast Media	Core	4	0	0	4
	JMC315	Advanced Broadcast Media Practical	Core	0	0	4	2
3	Department Specific Elective –III		DSE	4	0	4	6
4	Internship		Core	0	0	12	6
Total							22

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

DSE

S.No	Paper Code	Course Title	L	T	P	Cr.
1	JMC316	Multimedia Journalism	4	0	0	4
	JMC317	Multimedia Journalism Practical	0	0	4	2
3	JMC318	Dissertation II	0	0	12	6

L-Lecture, T- Tutorial, P- Practical, Cr.- Credit

Semester VI

JMC313-Advanced New Media

Unit 1

Basics of New Media Frameworks – Genres and Environments; Understanding New Media Ecologies, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Sociology of the Internet and New Media Social Construction of Technology, Utopian-Dystopian Interface

Unit 2

Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cybersecurity and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.

Unit 3

Participatory culture ,Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media- digital media and identities, new media campaigns.

Unit 4

Project and Production Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc., Research and developmental techniques, ideas for final project, scripting/production

Suggested Readings:

Bogost, Ian. *Persuasive Games: The Expressive Power of Videogames*. MIT Press, 2007.

Bosker, Randi. *Zuckerberg: Anonymity online has to go away*.

Lister Dovey, Giddings, Grant & Kelly. *New Media and New Technologies*. , 2003.

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

Rosen, J. *What Video Games Have To Teach Us About Language And Literacy*. New York, NY: Palgrave Macmillan.

Singer, J. et al. *Participatory Journalism: Guarding Open Gates at Online Newspapers*.

Oxford : Wiley-Blackwell. 2011.

JMC314-Advanced Broadcast Media

Unit 1

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 2

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 3

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 4

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

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

Suggested Readings:

Creeber, Glen, Toby, Miller and John Tulloch. *The Television Genre Book*. London: British Film Institute, 2009.

Menon, P.K. *Electronic Media & Broadcasting*. Pointer Publishers, 2006.

Menon, P.K. *Effective Media & Mass Communication*. Pointer Publishers, 2005. Musburger, Pavarala, Vinod and Malik, Kanchan K. *Facilitating Community Radio in India: Profiles of NGOs and their Community Radio Initiatives Other Voices*. New Delhi: Sage, 2007

Robert B and Kindem, Gorham. *Introduction to Media Production*. Elsevier: Focal Press Focal Press, 2009.

Saxena, Ambrish. *Radio in New Avatar- AM to FM*. Delhi: Kanishka, 2011

Singh, K.S. *History of Broadcasting in India Policies and Principles*. Kanishkapublishers, 2012.

White , Ted and Frank Barnas. *Broadcast News, Writing Reporting & Producing*. Elsevier: Focal Press, 2012.

Zettl, Herbert .*Television Production Handbook*. Delhi: Akash Press, 2007

JMC315-Advanced Broadcast Media Practical

1. Making a file/ presentation on any public broadcasting/ private broadcasting model
2. Writing script for radio news
3. Writing script for television news

JMC316-Multimedia Journalism

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

Unit 2

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

Unit 3

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

Telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing, Mobile journalism; Marketing websites, web feature stories, key points for web interactive narrative

Suggested readings:

Ahonen, Tomi. *Mobile as 7th of the Mass Media: Cellphone, Cameraphone, Iphone, Smartphone. Futuretext.* 2008.

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

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

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

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

JMC317-Multimedia Journalism Practical

1. Taking a story and adding audio, photo and video to make it for online publication.
2. Making a photo feature for online media.

JMC313 (2)–Project Report

1. Collection of data
2. Analyzing data
3. Writing the report