

# **Department of Journalism and Mass Communication**

**Syllabus**

**for**

**Bachelor of Journalism & Mass Communication**

**(Semester: I – VI)**

**Applicable to Admissions in 2019**



**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**

- B. A. Journalism & Mass Communication (BA JMC) - 3 years (6 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

## **Bachelor of Journalism & Mass Communication**

### **Preamble**

The syllabus of this course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the professional work. 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.

### **Mission of the Program:**

The primary mission of the program is to develop an understanding and knowledge of Journalism and its various functions in society. Curriculum is developed at par with UGC model curriculum and UNESCO model curriculum for Journalism. The primary purpose is always to prepare students for employability in diverse area of Journalism and Mass Communication. Therefore, the curriculum is developed with an industry-based approach. The department of Journalism and Mass Communication aims at providing scholarly instructions along with industry experiences. Excellence, innovation, analytical ability, critical thinking are the core values which we endeavour to imbibe among students.

### **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.

## **Program Learning Outcomes:**

Students of Journalism and Mass communication will have the opportunities to learn various skills required in the field of Journalism along with following specific outcomes:

- Understand the key role played by the media in strengthen and development of a democratic society.
- Recognize the techniques of print, electronic and digital and identify the available positions in all areas of journalism.
- Ability to write news, articles, feature in detailed and accurate manner.
- Identify the journalistic ethics and responsibilities to report truth.
- Understand the challenges in industry and revenue model for digital/online platforms.
- Create and publish content for designated media platforms.
- Identify the problems of a developing society like India and develop skills as per the need of Indian society.
- Familiar with global media scenario and international news reporting standards.

## **Duration**

6 semesters (3 Academic Years)

## **Eligibility**

Pass with 50% aggregate marks in 10+2 or equivalent (with English). 45% marks for SC/ST students.

### Semester I

S. No.	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 101A	Introduction to Journalism	C	4	0	0	4
2	JMC 102A	Introduction to Journalism (Practical)	C	0	0	4	2
3	JMC 104	Introduction to Media and Communication	C	4	0	0	4
4	EVS 100	Environmental Studies	AECC	4	0	0	4
5	ENG 151A	Communication Skills	AECC	3	0	0	3
6	ENG 152A	Communication Skills Practical	AECC	0	0	2	1
			<b>Total Cr</b>				18

### Semester II

S.No	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 105	Introduction to Print Journalism	C	4	0	0	4
2	JMC 105A	Introduction to Print Journalism (Practical)	C	0	0	4	2
3	JMC 106	History of the Media	C	4	1	0	5
4	JMC 107	Design and Graphics for Media	C	4	0	0	4
5	JMC 108	Design and Graphics for Media (Practical)	C	0	0	4	2
6	<b>General Elective</b>						<b>6</b>
			<b>Total Credits</b>				<b>23</b>



**General Elective (choose one)****GE-I**

CSA106	Web Designing	<b>GE-I</b>	4	0	0	<b>4</b>
CSA109	Web Designing Laboratory	<b>GE-I</b>	0	0	4	<b>2</b>

**GE- II**

ENG131A	Indian Writing	<b>GE-II</b>	5	1	0	<b>6</b>
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**Second Year (Semester III)**

S. No.	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 221	Introduction to Broadcast Media	<b>C</b>	4	0	0	4
2	JMC 222	Media and Indian Political System	<b>C</b>	3	1	0	4
3	JMC 223	Photo Journalism	<b>C</b>	4	0	0	4
4	JMC 224	Photojournalism (Practical)	<b>C</b>	0	0	4	2
			<b>Total Credits</b>				<b>18</b>

**Department Specific Elective (choose one)****DSE-I**

5	JMC 225	Radio Production	<b>DSE-I</b>	2	0	0	<b>2</b>
6	JMC 226	Radio Production (Practical)	<b>DSE-I</b>	0	0	4	<b>2</b>

**DSE- II**

JMC 227	Documentary Production	<b>DSE-II</b>	2	0	0	<b>2</b>
JMC 228	Documentary Production Practical	<b>DSE-II</b>	0	0	4	<b>2</b>

**Semester IV**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
1	JMC 231	Development Communication	<b>C</b>	4	0	0	4
2	JMC 232	Media Laws and Ethics	<b>C</b>	4	0	0	4
3	JMC 233	Media and Cultural Studies	<b>C</b>	4	1	0	5
4	JMC 234	Introduction to Video production I	<b>C</b>	0	0	6	3
5	JMC 235	Development Communication (Practical)	<b>C</b>	0	0	2	1
			<b>Total Credits</b>				<b>17</b>

**Third Year (Semester V)**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
1	JMC 321	Advertising: Concept and Principles	<b>C</b>	3	0	0	3
2	JMC 322	Media and Event Management	<b>C</b>	3	0	0	3
4	JMC 323	Communication Research and Methods	<b>C</b>	4	0	0	4
5	JMC 324	TV and Video Production	<b>C</b>	3	0	0	3

6	JMC 325	Introduction to Video production II (Practical)		0	0	6	3
			<b>Total Credits</b>				<b>18</b>

### Semester VI

S. No.	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 331	Introduction to Web Journalism	C	3	0	0	3
2	JMC 332	Public Relations and Corporate Comm.	C	3	0	0	3
3	JMC 333	Media and Contemporary Issues	C	3	1	0	4
4	JMC 334	Synopsis presentation/ Project	C	0	0	12	6
5	JMC 335	Industrial Training	C	0	0	12	6
			<b>Total Credits</b>				<b>22</b>

**C** = Compulsory Course, **E** = Elective/ Optional Course, **Cr** = Credit, **L** = Lecture, **IL** = Integrated Lecture, **P** = Practical

## Semester I

### JMC 101A- Introduction to Journalism

#### Unit 1

News: meaning, definition, nature; The news process: from the event to the reader; News Structure, Hard news vs. Soft news; basic components of a news story.

#### Unit 2

Organizing a news story: 5W's and 1H, Inverted pyramid, News Beat, Journalistic jargon including dateline, credit line, byline, print line, Flag, Masthead.

#### Unit 3

Sources of news, news-elements, types, Problems in reporting, Criteria for news worthiness, principles of news selection.

#### Unit 4

Features- meaning and definition; Articles- meaning and definition; Difference between news stories, features and articles

#### 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.

### JMC102A- Introduction to Journalism (Practical)

1. Writing news stories
2. Writing features
3. Writing letters to the editor
4. Making a presentation and file on recent news coverage in light of concepts (news values, structure of news, sources of news etc.) studied in theory

## **JMC104 - Introduction to Media and Communication**

### **Unit I**

Communication: meaning, definition, functions and barriers; Mass Communication, Mass Media; Types of communication (Verbal- non-verbal, Audio, audio-visual); 7Cs of Communication, Process and elements.

### **Unit II**

Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication, Verbal, Non-Verbal Communication & Body Language.

### **Unit III**

Hypodermic Needle Theory, Two-step & Multi-step Theory, Uses & Gratification Theory Normative Theories of the Press- Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Totalitarian theory.

### **Unit IV**

SMR, SMCR Model, Lasswell formula and Braddock's extension, Osgood and Schramm's model, Newcomb's model, Gate Keeping model, Mathematical model of communication.

### **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.

Williams, Kevin. *Understanding Media Theory*. Hodder Education, 2003

## **Semester II**

### **JMC105 - Introduction to Print Journalism-II**

#### **Unit I**

The Newspaper newsroom- Organizational setup of a newspaper, different departments in newspaper organization with emphasis on Editorial department – Editor, News editor, Reporters, Columnists, Freelancers, Photojournalists, Bureau Chief, Sub-editors, Proof readers, etc.

#### **Unit II**

Covering news- working on beats; Covering of beats- crime, courts, health, education, sports, weather, culture, Investigating and Interpretative reporting. legislative and parliamentary, news agency reporting. Interviewing/Types of news Interviewing: preparing for 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, Editorials, Middles, Letters to the editor, Special articles, Opinion pieces, OP.Ed page; Week-end pullouts, Supplements, 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.

### **JMC105A- 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

### **JMC106- -History of the Media**

#### **Unit I**

Origin and development 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 and television in India - History of AIR, Evolution of AIR Programming Penetration of radio in rural India-Case studies; Privatization and FM Radio, Formation of Prasar Bharati, Doordarshan, SITE.

#### **Unit IV**

Indian Cinema - From Silent Era to the talkies; Cinema in later decades; Dadasaheb Phalke.

#### **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.

## **JMC107- Design and Graphics for Media**

### **Unit I**

MS office and applications; MS Word, Excel; Presentation Manager. Character generation

### **Unit II**

Basic elements and principles of Graphics, Design Lay-Out, Production. Typeface, Kinds, Principles of Good Typography, Spacing, Measurement, Point System.

### **Unit III**

Type Composition - Manual - Mechanical - Lino-Mono-Ludlow, Printing Methods Letterpress, Cylinder, Gravure, Screen, Offset printing, Plate Making.

### **Unit IV**

PageMaker, working with text, Page setup, Corel Draw, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics.

### **Suggested Readings:**

Principles of Printing Technology- N. Ghosh

Art in Production- N.N. Sarkar

Newspaper & Magazine Layout- S.S. Kumar

## **JMC108- Design and Graphics for Media (Practical)**

1. Word Processing-MS Office, MS Word, Other word processing programs
2. Basics of Adobe Photoshop, Adobe PageMaker, Quark Xpress.
3. Scanning images. Editing pictures.
4. Working with images.



## **Semester III**

### **JMC221- Introduction to Broadcast Media**

#### **Unit 1**

Characteristics of Radio as a medium – Characteristics, Strength & weaknesses, Radio technology, Types of Broadcast, AM & FM, Radio Waves, Analogue & Digital, Microphones, Basics of Sound, Types of sound- Sync & Non-Sync, Natural sound, Ambience Sound.

#### **Unit 2**

Characteristics of Television as a medium - Basics of Visual- image, electronic image, television image, Digital image, Edited 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 of Television news, Electronic News Gathering & Electronic field Production; Visual Grammar, Elements of a Television News Bulletins; Basics of Editing for TV- Editing a news capsule. News Script, Piece to camera.

#### **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.

## **JMC 222 Media and Indian Political System**

### **Unit 1**

Impact of media on political system of India: Parliamentary / Legislative reporting, Rajya Sabha and Lok Sabha Television, Tools of Communication for political parties, strengths and weaknesses, Propaganda and lobbying, Paid News.

### **Unit 2**

Constitution and Governance: Union & its territories, Citizenship, Fundamental Rights & Duties, President & Vice President, Prime Minister, Council of Ministers, Cabinet, Functions of Parliament.

### **Unit 3**

Administrative Set-Up: Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats, General Elections. Four pillars of democracy.

### **Unit 4**

Indian Politics: Major national and regional parties in India and their changing trend. Political Ideologies: Liberalism, Socialism, Marxism, Fascism, Gandhism, Feminism

### **Suggested Readings:**

Foundations of Politics by Andrew Heywood (Mac Millan Foundation)

State & Politics in India edited by Parth Chatterjee, (Oxford University Press)

Betrayal of Indian Democracy by M B Chande (Atlantic Publishers), India-2000 Om Heritage by Bhartiya Vidya Bhawan's series of Publications.

Our Parliament by Subash Kashyap, National Book Trust

## **JMC 223 - Photojournalism**

### **Unit 1**

History of Photography, Definition and origin of Photography, The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media Invention of Digital Photography.

### **Unit 2**

Camera Components – Shutter Speed, Aperture, Focal Length. Cameras – SLR, TLR, DSLR, Large Format, Polaroid. Camera mounts- Tripods, Monopods, Lenses: Normal, Zoom, Telephoto, Wide Angle, Fish Eye, Lighting: different types, Natural lighting and Artificial Lighting, Essentials of Good Photography, Framing, Rule of Thirds, Depth of Field.

### **Unit 3**

Photography and Photojournalism: News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography, Types of Shots, Angles & Composition, Qualities of a Good Photo Journalist, Photo Features and Caption Writing, Candid, Ethical Aspects of Photo Journalism.

### **Unit 4**

Editing, Photo editing software: Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye. Glossary of Photography.

### **Suggested Readings:**

Digital Photographer's Handbook – Tom

The Photography - Graham Clarke,

Creative Photography Work Book - John Hedgecoe's,

Photography - Bill Apton

Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag

The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

Basic Photography- Michael Langford.

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC, 14 March 2003.

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

## **JMC 224 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.

## **JMC 225 -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.

## **JMC226-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.

## **JMC 227-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.

## **JMC228-Documentary Production Practical**

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

## Semester IV

### JMC 231 Development Communication

#### Unit 1

Development- Concept & Process Definition & Meaning, Concept of development: Historical background in India, Third World Context, Models of development: Eastern, Western and Gandhian Model, Process of development.

#### Unit 2

Development communication: Concept and Approaches; Paradigms of development: Dominant paradigm, dependency, alternative paradigm; Development communication approaches, diffusion of innovation, empathy and magic multiplier. Significance, Roadblocks, future of development communication, Communication: a trickle-down approach

#### 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 (Krishi Darshan);

#### Unit 4

Using new media technologies for development; Cyber media and development – e-governance, e-choupal, national knowledge network, ICT for development narrowcasting; Critical appraisal of mainstream media's reportage on rural 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 : BhartiPrakashan Upadhyay , 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.

Media & Development: M.R. Dua & V.S. Gupta

## **JMC 232- Media Laws and Ethics**

### **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, Vernacular Press Act, Gagging Act. Copyright Act (India)

### **Unit 2**

Press, Law, Society & Democracy, Constitutional Safeguards to Freedom of Press, Press Commissions & their Recommendations: Press Council of India. NBA guidelines, Contempt of Court, Press Council Act, Official Secret Act.

### **Unit 3**

Sec 67 of IT Act 2000 and 292 IPC, Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007.

### **Unit 4**

Ethics, Self-Regulation by Media & Freedom of Expression, Code of Conduct: AIR, TV and Cable, Press Commissions & their Recommendations, Press Council Act, Social Responsibility of Press.

## **Suggested Readings:**

Thakurta, Paranjoy Guha, *Media Ethics*, Oxford University Press, 2009

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, Paranjoy Guha. *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.

## **JMC 233 - Media and Cultural Studies**

### **Unit I**

Culture- Mass Culture, Popular Culture, Folk Culture; Media and Culture; Critical Theories Frankfurt School: The Culture Industry- Enlightenment as Mass Deception

### **Unit II**

Culture, Ideology, and Hegemony: The Ruling Class and the Ruling Ideas, The Concept of “Ideology”, Political economy of mass communication and A propaganda model, cultural identities and media representation

### **Unit III**

The Politics of Representation: Representation of nation, class, caste and gender issues in Media, Texts and signs in media and culture, production and consumption Of media and culture, Subcultures, Audiences in media and cultural studies

### **Unit IV**

Media and Technologies- Folk Media as a form of Mass Culture, New Media and Cultural forms; Demassification, Media convergence and participatory culture



### **Suggested Readings:**

- Durham, M. G., & Kellner, D. M. (Eds.). (2012). *Media and cultural studies: Keywords*. John Wiley & Sons.
- 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.

### **JMC 234- Introduction to Video production-I (Practical)**

Camera Operation; Cameras controls, shooting techniques. Lighting techniques, rules & principles of quality lighting, creative use of back-lighting, Placement of lights & lighting equipment and sets both on location/studio. Operation of audio recording equipment, Creative use of sound effects & music tracts.

### **JMC 235- Development Communication (Practical)**

Documentary on Social/rural development and issues, Field visit, communication for development with peoples and News coverage related to development.

## Semester V

### JMC 321 Advertising: Concepts and Principles

#### Unit 1

Introduction to Advertising, Meaning, Definition and functions, Origin and development, Growth of advertisement in India, Benefits of advertising: To Seller, Buyer & Media. David Ogilvy 7 commandments of advertising.

#### Unit 2

Advertising Objectives, Place of Advertising in Marketing mix, AIDA formula, DAGMAR Model, Ethics in Advertising, Apex Bodies in Advertising, DAVP and Bureau of outreach communication, AAAI, ASCI and their codes.

#### Unit-3

Advertising media, Types of Advertising- Commercial & Non-commercial, Product & Consumer, Classified, Display and Display Classified, Retail & Wholesale, Regional, National & Co-operative, Govt. advertising, Comparative advertising.

#### Unit-4

Advertising Agency- Structure and Functions Nation and International advertisement agency, Media scheduling and planning, Role & Effects of Advertising, Advertising & Society, Public service advertising, advertising campaign, advertising as a tool of communication.

#### Suggested Readings:

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.

## **JMC 322- Media and Event Management**

### **Unit 1**

Media Management: Concept, Origin of Media Management; Fundamentals of management; SWOT analysis, various forms ownership: Sole proprietorship, Partnership, Company, Cooperatives, Trusts and Societies, Performance evaluation (TAM, TRP, BARC and HITS)

### **Unit 2**

Media Management, Structure of news media organizations in India; Role responsibilities & Hierarchy; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines, Media Ownership- TRAI recommendations, Changing Media Ownership, Management of Govt. departments under I&B Ministry.

### **Unit-3**

Event Management: Introduction, Event Marketing, 5 Cs of Events, Events as a Marketing Communication Tool, Brand Building, Marketing Plan, Relationship Building, Target Audience. Positioning in Events.

### **Unit-4**

Definition and scope of event management, Conferences, Trade Fair, Fashion Shows, Corporate Meeting, Political events, Budgeting and Buffer, Concept of clean zone, Role, Objectives & importance of exhibitions, Advantage of exhibition over other devices, Importance of direct contact. PR for an exhibition, Role of the Press in promotion of an event, Print & Display material, Stand Design.

### **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, Pradip Ninan. *Political Economy of Communications in India*. Sage, 2010.
- Stephen P. Robbins & Mary Coulter, *Management*, Prentice Hall of India.
- Anna Bhattacharyajee, *The Indian Press – Profession to Industry*.
- P.R. Tools, Concepts Tools and Strategies- NN Sarkar
- Handbook on Public Relations- D.S. Mehta

## **JMC323-Communication Research and Methods**

### **Unit 1**

Introduction to Media Research, Definition, Role and Function, Research Designs, Processing & Analysis of data, Basic and Applied Research, Steps of Research, Hypothesis, Review of Literature. Findings, Report Writing.

### **Unit 2**

Survey; Meaning, Concept, Planning, Organizing & Conducting survey, Public Opinion and Readership Survey. Basic methods of Media Research; Qualitative, Quantitative, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, 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, Questionnaire, Schedule, Interview, Case study, Observation, Surveys, Online Polls, Published work.

### **Unit 4**

Measuring Impact, Evaluation, Monitoring, and Feedback, 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.

## **JMC324- TV and Video Production**

### **Unit –I**

Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment, depth of field and aperture control, Lenses– functions and its types. Compositions –different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject – camera relationship.

### **Unit –II**

Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting

### **Unit III**

Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects, Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.

### **Unit IV**

Developing Programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.

### **Reference Books**

Handbook of Television Production – Herbert Zettl

Television Field production and reporting – Fred Shook

Writing and Producing Television news – Eric. K.Gormly

Television Production – Gerald Millerson

Media Writing: Samuelson

Modern Radio Production: Carl Hansman Donnel. Broadcast Technology: Srivastava

## **JMC325- Introduction to Video Production-II (Practical)**

Post-production editing. Familiarizes with: Story treatment, Scripts, Story boards, Budgets, Floor plan, sets, make-up, costume, Jewelry, Lights, Audio, Graphic Rehearsals, Shooting schedules, Post-Production editing

### **Semester VI**

#### **JMC 331- New Media and Web Journalism**

##### **Unit 1**

Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Communication and Information technology, Computer- mediated-Communication (CMC); Information Super Highway,

##### **Unit 2**

Internet- its Beginnings and Protocols, World Wide Web, Web browsers and bookmarking, URL, Search Engine working, Hyperlinking, RSS, Social networking, Podcast, OTT, Artificial Intelligence, Pop-ups

##### **Unit 3**

Introduction to web journalism - features of web journalism - Approaches to web journalism, Features & Articles on the Web, interviewing on the Web, Linear and Non-linear writing, 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

##### **Unit 4**

Networked Journalism, Alternative Journalism; Activism and New Media, Networked Society, Online Communities, Digitization of Journalism Authorship and what it means in a digital age, Piracy, Copyright, Open Source, Digital archives, New Media and Ethics

## **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*. Oreilly.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.

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

## **JMC 332 – Public Relations and Corporate Communication**

### **Unit I**

Evolution and History of Public Relations, PR and Allied Disciplines: Publicity, propaganda, public affairs, lobbying, etc., Definitions of PR, Symmetrical and Asymmetrical theories of PR, PR tools: interpersonal, mass media and selective media, Publics in PR, Campaign planning

### **Unit II**

Writing for PR: Internal publics, house journals, bulletin boards, open houses, and suggestion boxes, video magazines, press release/Backgrounder, press brief, Rejoinders, Media relations: Organizing press conferences, Facility visits, Ethical issues in PR- Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

### **Unit III**

Concept of Corporate Communication, Meaning and definitions of corporate Communication, Corporate communication versus PR and advertising,

### **Unit IV**

Corporate identity and image, Corporate image repair, Corporate Social Responsibility (CSR), Corporate Culture, Case studies of crisis Management, Laws and Ethics in PR and Corporate Communication, (defamation, copyright) Role of technology in PR/CC

### **Suggested Readings:**

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

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

Wilcox, Dennis L et al. *Public Relations: Strategies and Tactics*. Pearson Education, 2014. PR concept, Tools, Strategies – NN Sarkar

Handbook on Public Relations – D. S Mehta Public Relations Management – C. S. Raydu  
Public Relations – Jaishree Jethwaney

## **JMC 333- Media and Contemporary Issues**

### **Unit I**

Education and Health: Right to Education Act 2009, UGC, Plagiarism: A Basic Idea Health: NRHM, National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

### **Unit II**

Social Issues- Women: Domestic and Family Violence Act of 2012, Hygiene and sanitation, The Criminal Law (Amendment) Act of 2018, Child Labour Act, Juvenile Justice (Care and Protection of Children Act) 2015

### **Unit III**

National and International Organizations: CIC, NSG, CVC, SAARC, ASEAN, G-20, WTO, WHO, UNESCO, ITU, UNICEF, Brexit, BRICS

### **Unit IV**

Current Issues (especially of last six months): Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media e.g. Paid News, Fake news, National Data Sharing and Accessibility Policy (NDSAP)



### **JMC 334 Synopsis presentation/Project**

**Synopsis presentation-** Students will select an area of research and prepare synopsis.

**Project Work** – to be assigned by the course teacher based on students' area of interest.

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

### **JMC 335 Industrial Training/Internship**

The students will attend minimum 30 days of internship/training in any media organization in their area of interest. The attendance for 30 days will be compulsory which will be issued from the training provider. The attendance pro forma will be issued from the department. The attendance and report of the training will be submitted in the department after the completion of the training.