

Modified CBCS Syllabus 2022

Journalism and Mass Communication (Honours)

Sem-1

JORA-CC1: Introduction to Journalism

Credit : 6 (4Th + 2Practicals); Marks : 75

Course Code – JORACOR01T

4 hours per week

4 credits , 50 Marks, 60 classes

[Marks Division (50)= End Sem (40) + Internal Assessment (8)+ Attendance (2)]

Course contents:

UNIT-1: 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; Organizing 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. Citizen Journalism

Internal Assessment:

Marks : 8

Project 1 : Each student would collect different news stories of minimum 10 different categories (accident, business and commerce, calamity, courts, crime, culture, education, event, incident, politics, science, sports, society, war, women etc.) from newspaper cutting and present in the workbook by category and analyse the 5 W 1 H in the workbook.

Course Code – JORACOR01P

4 hours per week

2 credits, 25 Marks, 60 classes

[Marks Division (25):External Assessment (10)+Internal Assessment (12)+Attendance (3)]

Course Content

UNIT -4 (Computer Practical) :

Basic knowledge of Computer for print journalism; Handling Page Making Software and Photo Editing Software; Drawing a Dummy Front Page of a Daily using a Page-making Software; Editing a given piece of News Report or Agency Copy using word-processing software (including suitable lead and headline); Picture Editing

UNIT-5 (Practical): Rewriting and Summarizing a given piece of news with headlines and suitable intro; Writing a News Report from given points; Writing Headlines from News Stories; Writing Intro; Writing Anchor Story; Writing a news features; (Project 2 :Students must maintain a record book on each exercise of this unit.)

Practical Exercise:

1. External Assessment : 10 marks

- Viva-Voce on Media related General Knowledge and Current Affairs.(5 marks)
- Project 2 Record book (Unit-5) (5 marks)
- Candidates failing to appear with the record book (duly signed by the college authority) on the day of examination will be treated as absent.

2. Internal Assessment : 12 marks

Based on computer practical exercises related to Unit- 4 .

Readings:

- John Hohenberg: Professional Journalists; Thomson Learning.
- M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- Sourin Banerjee: Reporting and Editing Practice;
- M.K. Joseph: Outline of Reporting;
- K.M. Srivastava News Reporting and Editing;
- Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- Tony Harcup: Journalism: Principles and Practice; Sage

JORA -CC2 : HISTORY OF THE MEDIA

Credit : 6 (5 TH +1 TU); Marks: 75

Course Code – JORACOR02T

Total Class : TH: 5hrs.+ TU:1 hr. per week

Marks: 50

UNIT-1: Early History of Print Journalism and Indian Press:

Media and Modernity: Print Revolution, Telegraph;

History of the Press in India: Contributions of James Augustus Hickey, James Silk Buckingham, Serampore Baptist Missionary Press, Raja Rammohan Roy, H.L.V.

Derozio and Young Bengal Movement, Iswar Chandra Gupta

UNIT-2 : Emerging of Nationalist Press in India and its Contribution:

Contribution of Harish Chandra Mukherjee, Movement against Vernacular Press Act,

Sisir Kumar Ghosh, Amrita Bazar Patrika, Sandhya, Jugantar, Contribution of Bal

Gangadhar Tilak Mahatma Gandhi and Ambedkar in Indian Journalism

UNIT-3: History of Sound Media:

Early history of Radio in India; History of AIR: Evolution of AIR Programming, Penetration of radio in rural India - Case studies; Patterns of State Control; Demand for Autonomy; FM: Radio Privatization. Music: Cassettes to the Internet.

UNIT-4: History of Visual Media:

- Photography: The early years of Photography,
- Cinema: From Silent Era to the talkies in India, Cinema in later decades
- Television : The coming of Television and the State's Development Agenda; Commercialization of Programming (1980s); Satellite Television and DTH, Formation of Prasar Bharati

Readings:

- J.N. Basu: Romance of Indian Journalism; University of Calcutta.
- Sushovan Sarkar: Bengal Renaissance and Other Essays;
- J. Natarajan: History of Indian Journalism; Publication Division.
- Rangaswamy Parthasarathi: Journalism in India; Sterling Publishing, New Delhi.
- Mohit Moitra: A History of Indian Journalism; National Book Agency
- David Page and William Crawley, Satellites Over South Asia, (Sage, 2001) Chapter 2, Chapter 8 and Chapter 9.
- 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
- Neurath P. —Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol. 10, No. 3 (pp 275-283).
- Eric Barnouw and Krishnaswamy, Indian Film, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started".

Internal Assessment:

Marks : 20

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (Any-2)

- Viva on Current Affairs
 - PPT Presentation on Syllabus related topics
 - Seminar Presentation on syllabus related topics
 - Poster Presentation on syllabus related Topics
 - Assignments on syllabus related topics
 - Tests
-

Proposed Syllabus
Journalism and Mass Communication (General)
Semester-1

JORG-GE1/DSC1A : BASICS OF JOURNALISM

Credit : 6 (5 TH +1 TU); Marks: 75

Total Class : TH: 5hrs.+ TU:1 hr. per week

Marks: 50

UNIT-1: News: meaning, definition, nature, types; 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;

Duties and Responsibilities of Reporter, Chief Reporter, Foreign Correspondent, Special Correspondent, Editor, News Editor, Chief Sub Editor, Sub Editors

UNIT -3: Understanding the structure and construction of news; Organizing 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. Citizen Journalism

UNIT-4: Different mediums - a comparison: Language and principles of writing: Basic differences between the print, electronic and online journalism., Advantages and Disadvantages of each medium

UNIT-5: Feature: Definition, Importance, types; Column: Definition, Importance, types, Columnists; Newspaper Headlines: importance, functions, types; Interview and its types; Page Make up- importance, types, basic principles; Letters to the Editor

Readings:

- (1) K. M. Srivastava: News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sourin Banerjee: Reporting and Editing Manual;
- (4) Vir Bala Agarwal & V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (5) Baidyanath Bhattacharya: Adhunik Ganamadyam;

(6) Sanbad Bidya-Parthya Chattopadhyay-Paschimbanga Rajya Pustak Parshad

Internal Assessment:

Marks : 20

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (**Any-2**)

- Viva on Current Affairs
 - PPT Presentation on Current Topics/Syllabus related topics
 - Seminar Presentation on Current Topics/Syllabus related topics
 - Poster Presentation on Current Topics/Syllabus related topics
 - Assignments on Current issues/Syllabus related topics
 - Tests
-

Proposed Syllabus
Journalism and Mass Communication (Honours)
Semester-2
JORA -CC3 : Reporting and Editing for Print

Credit : 6 (5 TH +1 TU); Marks: 75

Total Class : TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

Unit 1 – Role, functions and qualities: Reporters, Chief Reporter, News Coordinator, Photo Journalists, Chief of News Bureau, Correspondents (Special, District, Foreign), Freelancers, Stringers; General assignment reporting/ working on a beat; news agency reporting. Covering Press Conferences; Covering of beats - crime, courts, city reporting, local reporting, hospitals, health, education, sports; Review- Book review, Film review, Review of television programmes ; Cartoon

Unit 2- Interviewing: Research, planning, framing questions, writing the piece; News Leads / intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification; Features: Meaning, types of features, leads for features, difference between news, columns and features; Advertorials. Columns: meaning, importance, types , Columnists; Trends in sectional news: Weekend pull-outs, Supplements, Backgrounders.

Unit 3- The Newspaper Newsroom: Organizational setup of a newspaper, Editorial department; Introduction to editing: Principles of editing; Headlines: types, importance, functions; importance of news pictures, selection of news pictures; Duties and responsibilities of Editor, News editor, Sub /Copy editor; Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, Opinion pieces, op. Ed page

Unit-4- Sociology of news: factors affecting news treatment, paid news, agenda setting, trial by media, gatekeepers. Objectivity and politics of news; Neutrality and bias in news. Role of Media in a Democracy; Responsibility to Society; Press and Democracy; Understanding new media: e-mail, social media; Ethics in journalism; Contemporary debates and issues relating to media Ethics in journalism

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom; Globe Pequot Pr; Subsequent edition.
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (7) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (8) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;

- (9) The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication.
- (10) Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications.
- (11) News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication.
- (12) Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press.
- (13) Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press.
- (14) The Newspaper's Handbook, Richard Keeble, Routledge Publication.
- (15) Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers.
- (16) News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003.
- (17) Mass Communication Theory, Denis McQuail, Sage Publications.
- (18) Reporting for the Print media. (2nd ed). ; Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.

Internal Assessment: Marks : 20

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (Any-2)

- Viva on Current Affairs
 - PPT Presentation on Current Topics/Syllabus related topics
 - Assignment: Book review, Film review
 - Assignment: Feature writing
 - Assignment: Editorial writing
 - Assignment: Writing headlines for newspaper
 - Tests
-

JORA -CC4 : Introduction to Media and Communication

Credit : 6 (5 TH +1 TU); Marks: 75

Total Class : TH: 5hrs.+ TU:1 hr. per weekMarks: 50

Course Content

Unit 1 - Media and Everyday Life; Mobile phones, Television, Twitter, The Internet-discussion around media and everyday life; Discussions around mediated and non-mediated communication. Media for Mass Communication: Characteristics of Print Media, Electronic Media, Traditional and Folk Media, and New Media

Unit 2 – Communication-Meaning – Definition – Nature – Scope –Purpose- Process of communication; Forms of Communication: Oral & Written, Verbal and Non – Verbal, paralanguage, iconic, semiotic etc.; Levels of Communication: Intrapersonal – Interpersonal -

Group – Public-Mass Communication. Differences between levels of Communication; Mass Communication and its Process; Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)

Unit 3- Basic Models of Communication: Aristotle's Model, Harold D Lasswell's Model ,David Berlo's SMCR model, Shannon & Weaver's Mathematical model of communication, Schramm-Osgood's Interactive model of communication, Newcomb's Systematic model of communication, Westley-McLean's Mass Communication model, Roman Jakobson's communication model; Differences between Linear and Non – Linear Models;

Unit 4- Normative theories of press; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common-sense theory; Mass Society Theory; Individual Difference Theory, Personal Influence Theory. Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model;

Unit 5- Cultivation theory, Hypodermic series of models, One-step flow theory, Two-step flow theory, multi-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model, Agenda Setting series of model (Priming-Framing-Gatekeeping-Agenda Setting), Spiral of Silence, Corporate (organizational) Communication models: Conduit Model, Grapevine model

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 1-38.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning)2006, pages 42-64; 71-84; 148-153; 298-236.
- (9) Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.
- (10) Morley, D. (1992) Television, Audiences and Cultural Studies. London and New York: Routledge.
- (11) Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72. 1
- (12) Kevin Williams, Understanding Media Theory, (2003), pp.168-188.
- (13) Robin Jeffrey, Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013)
- (14) 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-digitalreproduction/article3792723.ece> (Unit 1).

(15) Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures" in No Limits: Media Studies from India, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

Internal Assessment : Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.) (Any-2)

- Viva on Current Affairs.
- PPT. Presentation on Syllabus related Topics.
- Seminar Presentation on Syllabus related Topics.
- Poster Presentation on Syllabus related Topics.
- Assignments on Syllabus related Topics.
- Tests.

Modified CBCS Syllabus 2022

Journalism and Mass Communication (Honours)

Sem-3

JORA-CC5: Introduction to Broadcast Media

Credit : 6 (4Th + 2Practicals); Marks : 75

Course Code – JORACOR05T

4 hours per week

4 credits , 50 Marks, 60 classes

[Marks Division (50)= End Sem (40) + Internal Assessment (8)+ Attendance (2)]

Course contents:

Unit 1 - Basics of Radio :

- Types of sound - Sync, Non-Sync, Natural sound, Ambience Sound;
- Introduction to microphones;
- Characteristics of Radio as a medium
- Elements of a Radio News Story: Gathering, Writing/Reporting.
- Elements of a Radio News Bulletins;
- Working in a Radio News Room;

Unit 2 - Basics of Television:

- What is an image? Electronic image, television image, Digital image, Edited Image;
- What is a visual? (Still to moving), Visual Culture;
- Characteristics of Television as a medium.
- 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 Bulletin;

Unit 3 - 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 an Event, Performance and Construction.

Internal Assessment:

Marks : 8

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (Any-1)

- Viva on Current Affairs
- PPT Presentation on Current Topics/Syllabus related topics

- Seminar Presentation on Current Topics/Syllabus related topics
- Report Presentation on Current Topics
- Assignments on Current issues/ Syllabus related topics
- Tests

Course Code – JORACOR05P

4 hours per week

2 credits, 25 Marks, 60 classes

[Marks Division (25):External Assessment (10)+Internal Assessment (12)+Attendance (3)]

Unit 4 - Writing and Editing Radio News:

- Radio Script
- News Production
- Introduction to Recording and Editing sound. (Editing news capsule).
- Sound recording techniques
- Sound Design - Its Meaning with examples from different forms;

Unit 5 - Writing and Editing Television News:

- Camera and Shooting techniques,
- TV Script Writing.
- Basics of Editing for TV - Basic Soft-wares and Techniques (Editing news capsule).

Practical Exercise:

1. External Assessment : 10 marks

- Prepare a Television News Script (Duration: 5min) with Viva Voce
- Candidates failing to appear with the script (duly signed by the college authority) on the day of examination will be treated as absent.

2. Internal Assessment (Any 1): 12 marks

- Radio News Script (5min)
- Radio Talk (5min)
- Sound Designing of any audio production

Readings:

- Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135).
- Robert c Allen and Annette Hill (Ed-2004),The Television Reader, Routledge (Pgenos:10-40)
- P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78).
- The Radio Handbook, by Carrol Fleming, Routledge (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.

JORA-CC6: Media and Cultural Studies

Credit : 6 (5 TH + 1 TU); Marks : 75

Total Class : TH :5 hrs. + TU: 1 hr. per week

Marks: 50

Semester - III

Course Code – JORACOR06T

Course contents:

Unit I Understanding Culture

- Mass Culture, Popular Culture, Folk Culture, Elite Culture, Commercial Culture
- Media and Culture

Unit II- Critical Theories

- Frankfurt School, Media as Cultural Industries
- Political Economy,
- Ideology and Hegemony

Unit III Representation

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

Unit IV Audiences

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

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

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Dan Laughey: Key Themes in Media Theory; Rawat Publication.
- (9) Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers
- (10) John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009.
- (11) AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- (12)Hartley, J. (2002) Communication, Cultural and Media Studies: The Key Concepts (3rd Edition). London: Routledge.
- (13) Ang, I. (1990) `Culture and Communication' in European Journal of Communication, Vol.5, Nos. 2 and 3, pp.239-260.
- (14) Siebert, F., Schramm, W. and Peterson T. (1956) Four Theories of the Press. Urbana, Illinois: University of Illinois Press.

Internal Assessment:**Marks : 20**

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (Any-2)

- Viva on Current Affairs
- PPT Presentation on Current Topics/Syllabus related topics
- Seminar Presentation on Current Topics/Syllabus related topics
- Group Discussion on Current Topics/ Syllabus related topics
- Assignments on Current issues/ Syllabus related topics
- Tests

JORA-CC7: Advertising and Public Relations

Credit : 6 (5 TH + 1 TU); Marks : 75

Total Class : TH :5 hrs. + TU: 1 hr. per week

Marks: 50

Semester - III

Course Code – JORACOR07T

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;
- Organization 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 and its 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.

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. Wilcose & 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

Internal Assessment:

Marks : 20

➤ **Compulsory Project: (10 Marks)**

- Design a Display ad copy for a product by using Photoshop or similar software (10 Marks)

And

➤ **Any 1 from the following list of Projects (10 Marks)**

- Script writing for electronic media (Radio jingle, TV Commercial)
 - 3 Planning & Designing advertising campaigns
 - Critical evaluation of advertisements
 - Writing a press release.
 - Planning and designing PR campaign
 - Assignment on crisis management
-

Modified CBCS Syllabus 2022

Journalism and Mass Communication (Honours)

Sem-3

GE3/DSC 1C : Film Appreciation

Credit : 6 (5Th + 1 Tutorial);

Marks : 75

Sem-III

Course Code – JORHGEC03T/JORGCOR03T

Total Class : TH :5 hrs. + TU: 1 hr. per week

Marks: 50

Course Contents

Unit-1

Film as a Medium of Mass Communication, The First Movies, 1908- 1927 : Origins of the Classical Hollywood Style -The Silent Period, History of Indian Motion Pictures.

Unit-2

Film Form, Style and Movement - 1919–1931 : German Expressionism, 1924–1930 : The Soviet Montage Movement, 1927–1947 : Classical Hollywood Style in Hollywood’s Golden Age, 1942–1951 : Italian Neorealism, 1959–1964 : French New Wave, Film Noir, Third Cinema and Non Fiction Cinema, Cahier du Cinema Group, [Auteur Theory-Ray]

Unit-3

Hindi Film-Early Cinema and the Studio Era, 1950s – Bimal Roy, Guru Dutt, Raj Kapoor, Mehboob Khan, V. Shantaram, A Short Overview of Indian New Wave-Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Aparna Sen, Mira Nair, Adoor Gopalkrishnan, [Contemporary Hindi Film Narratives-Satire, Action, Family Melodrama, Masala Films, Gangster Films, Nationalist, Underworld Drama, N.R.I. Narratives, Animation Cinema,] N.F.D.C., Films Division, C.B.F.C.

Unit-4

Language of Cinema-Visual Language-Basic Camera Shots-Angles-Sequence-Scene-Mise-en-Scene-Editing- Montage, Dubbing, Light, Sound Effect, Music, Colour, Direction, Film Production-Pre-Production-Production-Post-Production.

Suggested Readings:

- Film Art: An Introduction by David Bordwell & Kristin Thomson
- How to read a film by James Monaco
- Understanding Movies by Louis Giannetti
- Filmmaker’s Handbook by Steven Ascher & Edward Pincus

- Grammar of the Shot by Roy Thompson & Christopher J. Bowen
- Grammar of the Edit by Roy Thompson & Christopher J. Bowen
- History of Narrative film by David A. Cook
- Our Films & Their Films by Satyajit Ra
- The Classical Hollywood Cinema: Film Style & Mode of Production to 1960 by David Bordwell, Kristin Thomson Janet Staiger
- Film Genre: Theory & Criticism by Barry Keith Grant
- Selected essays from Movies & Methods by Bill Nichols
- A History of the Cinema: From its Origin to 1970 by Eric Rhode
- Ritwik Ghatak: A Return to the Epic by Ashish Rajadhyaksha

Internal Assessment :

Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.)

(Any-2)

- Viva on Current Affairs.
 - PPT. Presentation on Syllabus related Topics.
 - Seminar Presentation on Syllabus related Topics.
 - Poster Presentation on Syllabus related Topics.
 - Assignments on Syllabus related Topics.
 - Tests.
-

Modified Syllabus
Journalism and Mass Communication (Honours)

Semester-4

JORA -CC8 : Introduction to New Media

Credit : 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week

Marks: 50

Course Contents

Unit 1 : Key Concepts and Theory

Defining new media, terminologies and their meanings – Digital media, new media, online media ; Information society and new media, Technological Determinism, Computer mediated-Communication (CMC),

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

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

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.

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, 2011.24. Introduction

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

(5) Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3

(6) O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis web-20.htm>

(7) Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380

(8) Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1

Internal Assessment :

Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.)

(Any-2)

- Viva on Current Affairs.
- PPT. Presentation on Syllabus related Topics.
- Seminar Presentation on Syllabus related Topics.
- Poster Presentation on Syllabus related Topics.
- Assignments on Syllabus related Topics.
- Tests.

Modified Syllabus

Journalism and Mass Communication (Honours)

Semester-4

JORA -CC9: Development Communication

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week

Marks: 50

Course Contents

UNIT 1: Development: Concept, concerns, paradigms

- Concept of development,
- Models of development;
- *Basic needs model*: Nehruvian model, Gandhian model, Panchayati raj;
- Developing countries versus developed countries, UN millennium dev goal

UNIT 2: Development communication: Concept and approaches

- *Paradigms of development*: Dominant paradigm, dependency, alternative paradigm;
- *Dev comm. models* – 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;
- Creativity, role and performance of each media-comparative study of pre and post liberalization eras;
- *Role, performance record of each medium-* print, radio, tv, video, traditional media;
- Role of development agencies and NGOs in development communication;
- *Critical appraisal of dev comm. programmes and govt. schemes:* SITE, Krishi Darshan, 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

UNIT 4: Practising development communication

- Strategies for designing messages for print
- Community radio and dev
- Television programmes for rural India (Krishi Darshan)
- 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 rural problems and issues;

Readings:

1. Arvind Singhal, Everett M Rogers: *India's Communication Revolution: From Bullock Carts to Cyber Marts.*
2. J V Vilanilam: *Development Communication in Practice, India and the Millennium Development Goals.* Sage. 2009.
3. K. Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. *Communication, Modernisation and Social Development: Theory Policy and Strategies* (2 volumes), BR Publishing Corporation, New Delhi. 2002.
4. Kiran Prasad. *Communication for Development: Reinvesting Theory and Action* (2 volumes,) BRPC: New Delhi. 2009.
5. Melkote Srinivas R., H. Leslie Steeves. *Communication for Development in the Third World: Theory and Practice for Empowerment:* Sage. 2001
6. Schramm, Wilbur: *Mass Media and National Development,* Stanford UP, Stanford, 1964.

7. Uma Narula, W. Barnett Pearce. *Development as communication: A perspective on India*. Southern Illinois University Press, 1986
8. Uma Narula. *Development Communication: Theory and Practice*. Har Anand. 2004.
9. K. Sadanandan Nair & Shirley A. White (Ed.): *Perspectives on Development Communication*; Sage.
10. Dipankar Sinha: *Development Communication, Contexts for the 21st Century*; Orient Black Swan.
11. Rogers Everett M : *Communication and Development- Critical Perspective*, Sage, New Delhi, 2000.
12. Dr. Anil Kumar: *Mass Media and Development Issues*; Bharti Prakashan, Upadhyay Varanasi, 2007.
13. Amartya Sen : *Development as freedom*, Alfred A Knopf, New York, 1999.
14. Daya Thussu : *Media on the move: Global flow and contra flow*; Routledge, London, 2006.
15. D V R Murthy : *Development Journalism, What Next?*; Kanishka Publication, New Delhi, 2007.
16. *What Do We Mean By Development: An Article by Nora C Quebral in International Development Review*, Feb, 1973, P-25
17. *Modern Media in Social Development* : Harish Khanna.
18. Shivani Dharmarajan : *NGOs as Prime Movers*; Kanishka Publication, New Delhi, 2007.

Internal Assessment :

Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.)

(Any-2)

- Viva on Current Affairs.
 - PPT. Presentation on Syllabus related Topics.
 - Seminar Presentation on Syllabus related Topics.
 - Poster Presentation on Syllabus related Topics.
 - Assignments on Syllabus related Topics.
 - Tests.
-

Modified Syllabus

Journalism and Mass Communication (Honours)

Semester-4

JORA -CC10: Media Ethics and the Law

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week

Marks: 50

Course Contents

Unit-1 : 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

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

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 and Act 2013, Sec 67 of IT Act 2000 and 292 IPC

Unit 4- Media and Regulation

- Regulatory bodies, Codes and Ethical 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), Seditious- incitement to violence, hate Speech.

Essential Reading list:

- Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication,2007
- Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity

- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"
- Durgadas Basu: Press Laws in India; Prentice Hall of India.
- Bansii Manna: Press Laws in India; Academic Publisher.
- Bansii Manna: Bharater Press Aain; Academic Publisher.
- Debanjan Banerjee: Justice and Journalist; S.B. Enterprise

Internal Assessment : (Any 2)

Marks : 20

- Student Presentation: Attack on Freedom of Press/Trial by Media/[Intellectual Property Rights]
 - Student Presentation: Sting Operation/Ethical issues in Social Media
 - Student Presentation: Advertisement and Women
-

Modified Syllabus 2021

Journalism and Mass Communication (Honours)

Sem-5

JORA-CC11: Global Media and Politics

Credit : 6 (5 TH + 1 TU); Marks : 75

Total Class : TH :5 hrs. + TU: 1 hr. per week

Marks: 50

Semester - V

Course Code – JORACOR11T

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, 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: Zee TV as a Pan-Indian Channel;
- ❖ Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Fear Factor

Readings:

- Daya Kishan Thussu. *International Communication: Continuity and Change*, Oxford University Press, 2003.
- Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow “*Many Voices One World*” Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and Francis Publication, 2012.
- Daya Kishan Thussu. *War and the media: Reporting conflict 24x7*, Sage Publications, 2003.
- Stuart Allan and Barbie Zelizer. *Reporting war: Journalism in war time*, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipour. *The Globalization of Corporate Media Hegemony*, New York Press, 2003.
- Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.
- Zahida Hussain and Vanita Ray. *Media and communications in the third world countries*, Gyan Publications, 2007.

Additional Readings:

- Choudhary, Kameswar (ed.) *Globalization, Governance Reforms and Development in India*, Sage, New Delhi, 2007.
- Patnaik, B.N & Imtiaz Hasnain (ed). *Globalization: language, Culture and Media*, Indian Institute of Advanced Studies, Shimla, 2006.
- Monroe, Price. *Media Globalization' Media and Sovereignty*, MIT press, Cambridge, 2002.
- Singh, Yogendra. *Culture Change in India: Identity and Globalization*, Rawat Publication, New Delhi, 2000.
- Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135,208-283.

Internal Assessment:**Marks : 20**

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (Any-2)

- Viva on Current Affairs
- PPT Presentation on Syllabus related topics
- Seminar Presentation on syllabus related topics
- Poster Presentation on syllabus related Topics
- Assignments on syllabus related topics
- Tests

JORA-CC12: Advanced Broadcast Media***Credit : 6 (5 TH + 1 TU); Marks : 75******Total Class : TH :5 hrs. + TU: 1 hr. per week******Marks: 50******Semester - V******Course Code – JORACOR12T*****Course contents:****Unit I- Public Service Broadcasting**

- Public Service Model in India (Policy and laws)
- Global Overview of Public Service Broadcasting
- Community Radio
- 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 (Indian case studies)

Unit III: Broadcast Genres-

- Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television
- 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
- Reconstruction in News based Programming

Readings:

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

Internal Assessment:

Marks : 20

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (Any-2)

Suggestive projects:

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

DISCIPLINE SPECIFIC ELECTIVE (DSE)

Sem -V

DSE 1 and DSE 2

(Any Two from Papers I, II & III)

JORA-DSE01: Media Industry and Management

Credit : 6 (5 TH + 1 TU); Marks : 75

Total Class : TH :5 hrs. + TU: 1 hr. per week

Marks: 50

Semester - V

Course Code – JORADSE01T

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

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- Economic thought, Theoretical foundations, issue and concerns of media economics.

- Capital inflow, Budgeting, Financial management, and 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

Suggested Readings

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

Internal Assessment:

Marks : 20

[The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.] (Any-2)

- Viva on Current Affairs
- PPT Presentation on Syllabus related topics
- Seminar Presentation on syllabus related topics
- Poster Presentation on syllabus related Topics
- Assignments on syllabus related topics
- Tests

JORA-DSE02: Print Journalism and Production

Credit : 6 (5 TH + 1 TU); Marks : 75

Total Class : TH :5 hrs. + TU: 1 hr. per week

Marks: 50

Semester - V

Course Code – JORADSE02T

Course contents:

Unit 1: Specialized Reporting

- Business/economic/ Financial
- Parliamentary
- Political

Unit 2: 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 3: 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 4 Technology and print

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

Unit 5: 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

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

Internal Assessment:

Marks : 20

- Newspaper Front Page Make up by using any editing software.

JORA-DSE03: Photographical Appreciation

Credit : 6 (5 TH + 1 TU); Marks : 75

Total Class : TH :5 hrs. + TU: 1 hr. per week

Marks: 50

Semester - V

Course Code – JORADSE03T

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, Fresnel, 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
- Personalities: Mathew Brady, Robert Capa ,Nicolai Surovtsev, Raghu Rai, Goutam Rajadhyaksha

Readings:

- 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.

Internal Assessment:**Marks : 20**

- Photograph taking and editing the same by using any of the photo-editing software

Modified Syllabus
Journalism and Mass Communication (Honours)
Semester-6

JORA -CC13: Advanced New Media

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

UNIT 1: Basics of New Media Frameworks – Genres and Environments

- Understanding New Media Ecologies,
- Genres – Digital art, Digital Cinema – New Media Fiction and Documentary,
- Gaming and Player Culture, Virality and Memes, et al.;
- guerrilla media;

UNIT 2: Sociology of the Internet and New Media

- Social Construction of Technology,
- Digital inequalities – Digital Divide and Access,
- Economy of New Media - Intellectual value;
- digital media ethics,
- new media and popular culture.

UNIT 3 :Critical New Media

- 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 4 :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.

Readings:

- Vincent Miller. Understanding Digital Culture. Sage Publications, 2011.
- Lev Manovich. 2001. "What is New Media?" In The Language of New Media, Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010
- "New Media and New Technologies" by Lister Dovey, Giddings, Grant & Kelly. (2003).

- Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
- Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007
- Bosker, "Randi Zuckerberg: Anonymity online has to go away"
- Negroponte, N. (1996). Being Digital, Part 3 [pp. 163-233]
- Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.
- May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>
- "Privacy vs. the Internet: Americans Should Not Be Forced to Choose" (ACLU report, 2008)
- Nakamura, "Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet"

Internal Assessment : Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.) (Any-2)

- PPT. Presentation on Syllabus related Topics.
- Seminar Presentation on Syllabus related Topics.
- Poster Presentation on Syllabus related Topics.
- Assignments on Syllabus related Topics.
- Tests.

Modified Syllabus
Journalism and Mass Communication (Honours)
Semester-6
JORA -CC14: Communication Research and Methods

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

Unit 1 – 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 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- 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, textual analysis, discourse analysis, Ethical perspectives of mass media research

Readings:

(1) Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.

(2) Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.

(3) Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.

(4) John Fiske. Introduction to Communication Studies, Routledge Publications,1982.

(5) David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge

Press (For Case Studies) Amazon,2002

(6) Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

Internal Assessment : Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.) (Any-2)

- PPT. Presentation on Syllabus related Topics.
- Seminar Presentation on Syllabus related Topics.
- Poster Presentation on Syllabus related Topics.
- Assignments on Syllabus related Topics.
- Tests.

Modified Syllabus

Journalism and Mass Communication (Honours)

Semester-6

JORA -DSE4: Media, Gender and Human Rights

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

Unit 1- Media and the social world

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

Unit 2- Gender

- Conceptual Frameworks in Gender studies
- History of Media and Gender debates in India (Case studies)
- Media and Gender - Theoretical concerns.
- Media and Masculinity

Unit-3 -Media

- Power and Contestation
- 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- Media and Human Rights Human Rights

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

Readings:

- UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
- UN Centre for Human Rights, Minority Rights (Geneva: World Campaign for Human Rights, 1998).
- UNESCO, Human Rights of Women (Paris: UNESCO, 1999).
- Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994).
- Nagendra Singh, Enforcement of Human Rights (Calcutta : E L House, 1986).
- UNESCO, Yearbook on Human Rights.
- Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
- 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)
- Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
- Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137
- Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
- Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996).
- 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
- Nichols, Joe & Price, John, Advanced Studies in Media, Thomas Nelson, 1999. 42-55

- 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.
- Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278-290.
- Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004..53-61.
- Bannerjee, Menon Priya eds. *Human Rights, gender and Environment*, Pearson & Co. 2010

Internal Assessment : Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.) (Any-2)

- PPT. Presentation on Syllabus related Topics.
- Seminar Presentation on Syllabus related Topics.
- Poster Presentation on Syllabus related Topics.
- Assignments on Syllabus related Topics.
- Tests.

Modified Syllabus
Journalism and Mass Communication (Honours)
Semester-6
JORADSE05T: Multi-Media Journalism

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

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 note taking, 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 cut lines 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.

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 Digital Writer. Pearson. 2005.
 - Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.
-

Modified Syllabus
Journalism and Mass Communication (Honours)
Semester-6
JORA -DSE6: Introduction to Film Studies

Credit: 6 (5 TH +1 TU); Marks: 75

Total Class: TH: 5hrs.+ TU:1 hr. per week Marks: 50

Course Contents

Unit-1

Film as a Medium of Mass Communication, The First Movies, 1908- 1927 : Origins of the Classical Hollywood Style -The Silent Period, History of Indian Motion Pictures.

Unit-2

Film Form, Style and Movement - 1919–1931 : German Expressionism, 1924–1930 : The Soviet Montage Movement, 1927–1947 : Classical Hollywood Style in Hollywood's Golden Age, 1942–1951 : Italian Neorealism, 1959–1964 : French New Wave, Film Noir, Third Cinema and Non Fiction Cinema, Cahier du Cinema Group,

Unit-3

Hindi Film-Early Cinema and the Studio Era, 1950s – Bimal Roy, Guru Dutt, Raj Kapoor, Mehboob Khan, V. Shantaram, A Short Overview of Indian New Wave-Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Aparna Sen, Mira Nair, Adoor Gopalakrishnan, N.F.D.C., Films Division, C.B.F.C.

Unit-4

Language of Cinema-Visual Language-Basic Camera
Shots-Angles-Sequence-Scene-Mise-en-Scene-Editing- Montage, Dubbing, Light, Sound Effect, Music, Colour, Direction, Film Production-Pre-Production-Production-Post-Production.

Suggested Readings:

- Film Art: An Introduction by David Bordwell & Kristin Thomson
- How to read a film by James Monaco
- Understanding Movies by Louis Giannetti
- Filmmaker's Handbook by Steven Ascher & Edward Pincus
- Grammar of the Shot by Roy Thompson & Christopher J. Bowen
- Grammar of the Edit by Roy Thompson & Christopher J. Bowen
- History of Narrative film by David A. Cook
- Our Films & Their Films by Satyajit Ray
- The Classical Hollywood Cinema: Film Style & Mode of Production to 1960 by David Bordwell, Kristin Thomson Janet Staiger
- Film Genre: Theory & Criticism by Barry Keith Grant
- Selected essays from Movies & Methods by Bill Nichols
- A History of the Cinema: From its Origin to 1970 by Eric Rhode
- Ritwik Ghatak: A Return to the Epic by Ashish Rajadhyaksha

Internal Assessment : Marks : 20

(The Modes/Themes and/or Topics are to be decided by the concerned Faculty of respective Colleges.) (Any-2)

- Viva on Current Affairs.
 - PPT. Presentation on Syllabus related Topics.
 - Seminar Presentation on Syllabus related Topics.
 - Poster Presentation on Syllabus related Topics.
 - Assignments on Syllabus related Topics.
 - Tests.
-