

**Syllabus for  
Master of Arts  
(Journalism and Mass Communication)  
based on CBCS with LOCF  
(Two Years/Four Semesters)**

**(To be implemented from the Academic Session: 2021-2022)**

**Degree: M.A. ( Journalism and Mass Communication)**

**Department of Journalism and Mass Communication  
School of Studies of Arts  
Guru Ghasidas Vishwavidyalaya,  
Bilaspur (C.G.) - 495009**

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**Semester-I**

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)
Core-1	JMPATT1	History of Journalism	5	4:1:0	30	70
Core -2	JMPATT2	Theories of Mass Communication	5	4:1:0	30	70
Core -3	JMPATT3	Media Writing	5	4:0:1	30	70
Open Elective	JMPATO1	Multimedia Journalism	5	4:1:0	30	70
*Additional Credit Courses			2			
Other if any						
<b>TOTAL</b>			<b>22</b>			

**Semester-II**

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-4	JMPBTT1	Print Media-I (Reporting)	5	4:0:1	30	70
Core -5	JMPBTT2	Print Media-II (Editing)	5	4:0:1	30	70
Core -6	JMPBTT3	Media Law and Ethics	5	4:1:0	30	70
Soft Core/Discipline Specific elective 1	JMPBTD1	(a)Radio Communication (b)T.V. Communication (c) Film studies	5	4:0:1	30	70
Research Methodology	JMPBTT4	Communication Research	2		30	70
*Additional Credit Courses			2		30	70
Other if any						
<b>TOTAL</b>			<b>24</b>			

**Semester-III**

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-7	JMPCTT1	Internet Journalism	5	4:0:1	30	70
Core -8	JMPCTT2	Internship	5	0:0:5	--	100
Soft Core/Discipline Specific elective 2	JMPCTD1	(a)Women, Children and Media (b)Human Rights & Media (c) Folk Media & Community Media	5	4:1:0	30	70
Soft Core/Discipline Specific elective 3	JMPCTD2	(a)Citizen Journalism (b)Corporate Communication (c) Digital Journalism	5	4:1:0	30	70
*Additional Credit Courses			2		30	70

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Other if any					
		TOTAL	22		

Semester-IV

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-9	JMPD TT1	Advertising and Public Relations	5	4:0:1	30	70
Core-10	JMPD TT2	Development Communication	5	4:1:0	30	70
Soft Core/Discipline Specific elective 4	JMPD TD1	(a)Global Communication (b)Community Radio (c) Documentary Production	5	4:1:0	30	70
**Dissertation /Project	JMPD D1	Dissertation /Project	6	0:0:6	--	100
Other if any						
		TOTAL	21			

L= Lecture, T= Tutorial, P = Practical (Lab)

\* Additional Credit courses (not mandatory in nature)

\*\* Departments may allot 4 to 20 credits for dissertation /project work. Dissertation/Project would be of 100 marks.

Please refer 6.3 of the CBCS PG Regulation 2021-22 for deciding number of core / softcore / discipline specific and dissertation courses.

The departments have liberty to decide the number of these courses as per their requirements. The above table is suggestive in nature.

The number of teaching hours per week preferably should not exceed 26-28 hours.

The soft core / Discipline specific courses will be treated as special paper of old pattern as and when needed.

MOOC's courses will be offered as per university guidelines

\*\*\*Dissertation and Internship exams will be conducted of 100 marks each.

\*\*\*\*Internal assessment Exam will be conducted twice in each semester, each will be of 15 marks.

The above syllabus is based on CBCS system with LOCF.

**PO's**

**PO1.** To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication

**PO2.** To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .

**PO3.** To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

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PSOs(Programme Specific Outcomes):

**PSO1.** Students will learn the concept of journalism and different aspects of mass communication

**PSO2.** Students will acquaint with the required skills and practices of the journalism and the mass communication

**PSO3.** Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents

**PSO4.** Students will understand the different creative and constructive roles that communication professionals play specifically for development

**PSO5.** Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

**Note:** Abbreviations-

PO=Programme Outcome

PSO=Programme Specific Outcome

CO= Course Outcome

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## SYLLABUS FOR SEMSTER- I

### Core-1: JMPATTI- HISTORY OF JOURNALISM

#### Course Objectives

1. To acquaint students with the glorious journey of Journalism.
2. To enhance understanding of the origin of the Print media.
3. To inculcate the knowledge of growth of Print Journalism.
4. To acquaint students with Chhattisgarhi Press and journalist of Chhattisgarh.

#### Unit-I

Journalistic practices in ancient civilizations. Invention of printing press. News Books in United Kingdom. Growth of printing in India.

#### Unit-II

Origin of newspapers in India. Hicky's *Gazette*. Growth of language journalism and contribution of Raja Ram Mohan Ray. Bal Gangadhar Tilak and early struggle for freedom of press. Mahatma Gandhi and role of press during the freedom movement. Major trends in post-independence press in India.

#### Unit-III

Growth and development of press in Chhattisgarh. Problems and prospects. Renowned Journalist Of Chhattisgarh – Sri. Madhav Rao Sapre, Sri Swaraj Prasad Trivedi , Sri. Mayaram Surjan etc

#### Unit-IV

Chhattisgarhi Press: History, status, challenges and prospects of Chhattisgarhi Press, Present Scenario of Press in Chhattisgarh. Various awards in the field of Journalism in Chhattisgarh.

#### Course Outcomes

1. Students would be able to acquaint themselves with the glorious journey of Journalism.
2. Students would be able to enhance understanding of the origin and of the Print Journalism.
3. Students would be able to enhance the knowledge of history of Chhattisgarhi Print Media.
4. Students would be able to enhance understanding of Chhattisgarhi Journalists during the freedom movement.

#### BOOKS FOR REFERENCE

International Commission for Study of Communication. *Many Voices, One World: Communication and Society, Today and Tomorrow*. London: Kogan Page, 1980  
Krushnamurty, Nadgi. *Indian Journalism (Origin, Growth and Development of Indian Journalism from Ahoka to Nehru)*, Mysore: University of Mysore, 1967.  
Natrajan, J. *History of Indian Journalism*, New Delhi: Publications Division, 2000 (2<sup>nd</sup> Reprint Edition).  
Bhatt, S.C. *Indian Press since 1955*, New Delhi: Publication Division, 2000 (Reprint).  
Press Council of India. *Future of Print Media: A Report*, New Delhi: Press Council of India, 2000  
Jeffrey, Robin. *India's Newspaper Revolution*, New Delhi : Oxford, 200.  
Rajan, Nalini: *21<sup>st</sup> Century Journalism in India*, New Delhi , Sage Publications, 2007.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	3	1	3	1	2
CO2	3	1	1	3	1	3	1	2
CO3	3	1	1	3	1	3	1	1
CO4	3	1	1	3	1	3	1	2

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**Core-2: JMPATT2 Theories of Mass Communication**

**Course Objectives**

- 1.To have a basic understanding of key communication and persuasion theories.
- 2.To trace the development of various theoretical schools and communication models.
3. To develop a critical perspective for analyzing and understanding media texts.
4. To understand the process, elements, characteristics, importance, function and role of mediated communication in society.

**Unit-I**

Human communication: meaning, definition, nature, process, elements; Verbal and non-verbal Communication; Types of communication settings-intrapersonal, interpersonal, small group and mass communication, characteristics of audience, Functions and characteristics of mass communication.

**Unit-II**

Models of Communication: Aristotle, Lasswell, Shannon and Weaver, Osgood, Schramm, Dance, Berlo, Gerbner, Newcomb, Melvin, De Fleur, Westly and Mclean and Kincaid's convergence model.

**Unit-III**

Theories of Communication: Magic Bullet Theory, Two-step flow and Multistep Flow, Agenda Setting, Individual difference theory, Selectivity and Gate-keeping, Diffusion of Innovation, Personal Influence theory, Cultivation theory.

**Unit-IV**

Normative theories: Authoritarian, Libertarian, Communist media, Social Responsibility, Development media, Democratic participant theory. Media and communication policy in India. Communication convergence and its impact.


**Course Outcomes**

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.
4. Students would be able to acquaint themselves with the various types of Communication, their functional role.

**BOOKS FOR REFERENCE**

- Ghosh, Subir. *Mass Communication Today*  
Agarwal, Virbala. *Handbook of Journalism and Mass Communication*  
Narula, Uma. *Handbook of Communication*  
Narula, Uma. *Mass Communication Theories*  
Mc.Quaill, Dennis. *Mass communication*  
Narula., Uma. *Mass Communication-Theory & Practice*  
Murty, D.V.R. *Media and Accountability- An overview*  
Sharhe, Dhiraj. *Communication in the IT age*  
De.Fleur, Melvin. *Human Communication*  
Fiske, John. *Introduction to Communication Studies*  
Ault, Emery, Agee. *An Introduction to Mass Communication*  
Vilanilam, J.V. *Mass Communication in India*  
Rajan, Nalini. *21<sup>st</sup> Century Journalism in India*

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	1	2	2	2
CO2	3	2	2	3	1	2	2	2
CO3	3	3	2	3	1	3	3	2
CO4	3	2	2	3	1	3	2	2

  
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### Core-3: JMPATT3- Media Writing

#### Course Objectives

1. To understand basics of news writing.
2. To understand the theory, methods, and practice of gathering information and writing news.
3. To understand different writing techniques, media production etc..
4. To develop the knowledge of web writing.

#### Unit I

Media writing as communication, engaging the reader. Research and writing, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing. Principles of good media writings With revision of visual grammar, syntax and style. Drafting and revising.

#### Unit II

Ideas for writing: Explaining ideas and processes, News structure, concept of inverted pyramid, lead paragraph, quotations and back grounding, Headlines and caption writing.

#### Unit III

Writing for Print: Principles of news writing, News values, News story, Feature writing, types of feature, profile writing, book reviews and film reviews, writing columns. News sources, freelance, Writing for magazines - Writing for broadcast: Writing for eyes and ears.

#### Unit IV

Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism. Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release.

#### Course Outcomes

1. Students know about the basics of news writing.
2. Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
3. Students would be able to understand different writing techniques and media Production.
4. Students will have the knowledge of web writing.

#### Books

Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.  
Stovel J. (2006). *Writing for Mass Media*, 6<sup>th</sup> edition. Allyn and Bacon.

#### References

Melvin Mencher (2006). *News Reporting and Writing*. 10<sup>th</sup> edition. McGraw-Hill.  
Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.  
Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.  
Raman, Usha (2009). *Writing for the Media*, OUP.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	3	3	2
CO2	3	2	2	3	3	3	1	2
CO3	3	3	2	3	3	3	3	2
CO4	3	3	2	3	3	3	1	2

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## Open Elective JMPATO1 Multimedia Journalism

### **Course Objectives**

1. To understand the multimedia.
2. To understand the basics of multimedia reporting.
3. To understand writing and production techniques of audio-video content.
4. To learn the basics of mobile journalism

**Unit1:** Basics of Multimedia- Features of Multimedia, Uses of Multimedia in Print and Audio video Journalism, media writing, news writing for web, Quotes and Attributions, Interviewing Techniques etc.

**Unit 2:** Photo and Audio & Video Content: Rule of thirds, focal point, Composition etc.  
Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting.

### **Unit 3**

Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of story telling, 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.  
Final project incorporating elements from all the previous unit-taking a story and adding audio, photo and video to compliment it for online publication.

### **Course Outcomes**

1. Students know about the basics of Multimedia.
2. Students will be having the knowledge of writing and telling story in multimedia platforms.
3. Students would be able to understand different writing techniques and media Production.
4. Students would learn the basics of mobile journalism

### **Suggested readings:**

- 1.Savage, Terry Michael and Karla E.Vogel.(2013.) An Introduction to Digital Multimedia Jones & Bartlett Publication.
- 2.Flammarion-Pere Castor, Korolenko, Michael.(2002.) Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson.
3. Garrand, Timothy. (2006) Writing for Multimedia and the Web: A Practical Guide to Content Development for Media, CRC Press.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	2	3	3	3	3	2
CO4	1	3	1	1	3	3	3	1

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## SYLLABUS FOR SEMSTER- II

### Core-4 JMPBTT1: Print Media – I (Reporting)

#### **Course Objectives**

1. To understand the basics of reporting
2. To familiarize the students with different types of reporting.
3. To create understanding of specialized reporting.
4. To develop the general understanding of art culture and sports etc. reporting.

#### **Unit-I**

News: Definition, elements, values, structure of news report, headlines, Intro/Lead writing and kinds of lead, Body of news story, Objectivity and sources of news, Beat reporter, Qualities of a reporter.

#### **Unit-II**

Basics of reporting: Meaning, elements, types; Reporting, (a) Specialised reporting (Science, health, education, Economics/Business, development, sports, agriculture, rural, urban) (b) Crime and Accident (c) Disaster, (d) Political (e) Court, (f) Religion and Culture (g) Human Interest Stories (h) Administration-Municipality, local administration etc.

#### **Unit – III**

Interpretative reporting: purposes and techniques; Investigative reporting: purposes, sources, styles and techniques, Columns and columnists, on the spot reporting, table reporting, Mobile reporting, Internet reporting, citizen reporting, Civic reporting

#### **Unit – IV**

Interview- Types, purpose and techniques. Reviews and criticism: Books, Films, TV programs, Feature: Elements, types and writing; Pannel discussion, Community discussion, Speech, Lecture, Seminar and Symposia, Press release, Press notes,

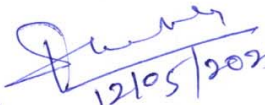
#### **Course Outcomes**

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to develop the general understanding of art culture and sports etc. reporting.

#### **BOOKS FOR REFERENCE**

Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.  
Kamath, M.V. *Journalists Handbook*.  
Srivastava, K.M. *News Reporting & Editing*  
Fedlen. F. *Reporting for Print Media*  
Charnley, Mitchell V. *Reporting*  
Kamath, M.V. *Professional Journalism*  
Puri, G.K. *Journalism*  
Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3

  
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**Core-5, JMPBTT2 - Print Media – II (Editing)**

**Course Objectives**

1. To familiarize the students with the basics of editing.
2. To understand the process of editing for various platforms.
3. To inculcate the knowledge of dummy , printing and layout.
4. To develop the knowledge of photography.

**Unit – I**

Introduction to News editing, Fundamentals of editing, Proof reading, Rewriting news, Newspaper style sheet, Different types of copies: copy of reporters, Press releases and article, news agencies, Glossary of journalistic terms,

**Unit – II**

Newsroom organization. Editorial staff pattern and division of work. Edition planning. News Editor and Sub Editors: their role as gatekeepers. Contents of the editorial page: editorials, features, columns and letters to the editor, planning editorial content for newspapers and magazines. E-newspaper

**Unit – III**

Headlines: Types and techniques of writing, Intro/Lead: Types and techniques of writing, Body, Dummy, Layout, Design, Page make-up, Principles of page make-up, types of page make-up/layout, planning the front page and inside pages, designing special pages, supplements and tabloids newspaper and magazine.

**Unit – IV**

Concept of photo journalism, news value of photograph, types and sources, legal and ethical aspects of photography. Photo cropping and captioning. Qualities and responsibilities of a photo journalists, Still, Digital and Drone photography; Photo story; Photo feature; eminent photo journalist of India; Cartoon and cartoonist.

**Course Outcomes**

1. Students would be able to familiarize themselves with the basics of editing.
2. Students would be able to understand the process of editing for various platforms.
3. Students would be able to understand about the dummy, printing and layout.
5. Students would be able to develop the knowledge of photography.

**BOOKS FOR REFERENCE**

Baskette, Floyd & Jack Sissors. New York: MacMillan Publishing Co. Inc, 1977.  
Butcher, Judith. *Copy Editing* Cambridge: Cambridge University Press, 1975.  
Keeble , Richard (Ed). *Print Journalism: A Critical Introduction*. London: Routledge, 2005  
Harcup, Tony. *Journalism: Principles and Practice*, New Delhi: Vistaar Publications, 2005.  
Saxena, Sunil. *Headline Writing*. New Delhi, Sage Publications, 2006.  
Rivers, Willa m L. *News in Print : Writing & Reporting* New York : Harper & Raw Publishers Inc.,1984.  
Mencher, Melvin. *News Reporting and Writing*. McGraw-Hill, 2006.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3

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**Core-6, JMPBTT3 - Media Laws and Ethics**

**Course Objectives**

1. To provide understanding of knowledge of the Indian constitution.
2. To familiarize students with the fundamental rights and duties and legal aspects of media.
3. Students will know Press laws and understand the importance of media related laws .
4. Students will know the Codes of ethics of news papers, television and Press Council of India.

**Unit I**

**Indian Constitution** - Basic principles of the Preamble, Fundamental rights – freedom of speech and expression and their reasonable restrictions; Directives Principles of State Policy, provisions of declaring emergency and their effects on media.

**Unit II**

**Media Ethics** - Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, Conflict of Interest. Paid Journalism, Role of press and/or media councils; press ombudsmen, Ethical reporting on Children

**Unit III**

**Press Council of India and Press Commissions of India** – Objectives and functions of PCI, Accountability and independence of media. Covering Conflict, First Press Commission, Second Press commission; Code of Conduct by Associations of Media professionals

**Unit IV**

**Press Laws** - Contempt of Courts Act 1971, Law of defamation, relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, RTI, Press and Registration of Books Act, 1867; Copyright Act, Cyber Laws.

**Course Outcomes**

1. Students will have understanding of our Indian Constitution.
2. Students will be aware to understand rights, duties, legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.

**Textbooks**



Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.  
Guha Thakurta, Paranjay (2011). *Media Ethics: Truth, Fairness and Objectivity*, 2<sup>nd</sup> Second, New Delhi: OUP.

Manna, B. (2006). *Mass Media and Related Laws in India*, Academic Publishers.

**References**

Singh, P.P. et. al. (1998). *Media, Ethics and Laws*, Anmol.  
Prabhakar, M. et. al. (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.  
Fackler, Mark et. al. (1995). *Media Ethics -Cases and Moral Reasoning*, Longman.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	1	3	3	1	1	1	3
CO3	3	1	3	3	1	1	1	3
CO4	3	1	3	3	1	1	1	3

  
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## DSE- JMPBTD1- (A) Radio Communication

### Course Objectives

1. To understand the development and role of radio as a mass media
2. To understand radio, instrument and transmission modes.
3. To impart the knowledge about news bulletin and writing for radio.
4. To acquaint the students with the functions and responsibilities of various performers .

### Unit – I

Development of radio as a medium of mass communication. Emergence of All India Radio. Growth of radio in the post-independence era. FM Radio: state and private initiatives. Radio broadcasting in Chhattisgarh.

### Unit- II

Studio and operating facilities for radio programme production, AM and FM transmission, Internet Radio. Microphones and recorders. Field recordings and voice dispatches.

### Unit-III

Various formats for radio programs, News and current affairs, entertainment, business, sports; programs for special audience and commercials. Organization of radio newsroom, structure and types of radio news bulletins. Writing radio scripts. Print punctuation vs. broadcast punctuation.

### Unit-IV

Performers for radio: announcers, newscasters, commentators, talk show hosts and entertainers including disc jockeys. Broadcasting ethics, codes and social responsibilities, Radio in education and development. Community Radio-Need and importance.



### Course Outcomes

1. Students will be able to understand the development and role of radio.
2. Students will understand setup of radio studio and its operating facilities and components
3. Students will be able to learn about news room bulletin writing and various other writing for radio.
4. Students will be able to perform for radio announcer, radio jockey, news caster etc.

### BOOKS FOR REFERENCE

Parthasarathy, Rangerswamy. *Here is the New*. New Delhi: Sterling Publishers Pvt. Ltd., 1994.  
Chatterji, P.C. *Broadcasting in India*. New Delhi: Sage Publications, 1987.  
Srivastava, K.M. *Radio and TV Journalism*.  
Rabindran, R.K. *Handbook of Broadcast Journalism*.  
Hilliard, Robert. *Radio Broadcasting*. New York: Long man.  
Hansman, Carl, Philip Benoit & Lewis B. O'Donnell *Radio Production: production, programming and performance*. Belmont: Wadsworth / Thomson Learning, 2000.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	2	1	1	1	1
CO2	3	3	2	3	3	3	3	2
CO3	3	3	2	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3

  
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## DSE- JMPBTD1- (B) - Television Communication

### Course Objectives

1. Understand Television journalism and how to handle and use various television gadgets.
2. To introduce students with techniques and skills for T.V programme production.
3. Students will know the procedure and techniques of different programme formats of T.V news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.
4. Students will acquire skills and learn the techniques for editing television Programmes.

### Unit I

Introduction to Television communication, Characteristics of Television; basic rules of composition, television aspect ratio, different video tapes and standards, different formats of TV programs, classification of shots.

### Unit II

**Anatomy of Camera** - different parts of camera, working of camera, support and accessories of camera, different Lenses for camera, focus, aperture, depth of field, shutter speed, summing up.

**Lighting**- importance of lighting, different lighting methods, sources of light, different types of lights for studio and out-door.

### Unit III:

**Sound**- production equipment for sound, audio recording systems, functions of sound, types and uses of microphones, advantages of different microphones in shooting locations, sound effects.

### Unit IV

Program production: Understanding ENG and EFP, understanding pre-production, production and post-production; developing a new idea into a news story, basic interviewing and news writing techniques, news story modules and production, shot planning, coordination between cameraperson and the reporter, piece to the camera, shooting for written script, Video editing techniques-editing news story, dubbing and subtitling sound bites, signature tune, packaging, cut-away and uses.

### Course Outcomes

1. Students will be able to learn tv Journalism and how to use various television gadgets.
2. Students will be able to learn the functions of camera and cover events and news based stories using mobile phones, video cameras.
3. Students will acquire skills and techniques of television media production
4. Students will be able to do the editing both offline and online programme of television with using the softwares.

### BOOKS FOR REFERENCE

Zettl, H.(2006). *Handbook of Television Production*. Wadsworth.

Shelley, S.L. (1999). *A Practical Guide to Stage Lighting*. Focal Press.

Srivastava, K.M. *Radio and TV Journalism*

Kaushik, S. *Introduction to TV Journalism*

Kumar, S. *Radio and TV Journalism*

Rabindran, R.K. *Handbook of Broadcast Journalism*

Raiteni, Charles. *Writing for Broadcast News: A Story telling Approach to crafting TV and Radio News Reports*. Masani, Mehar. *Broadcasting and the people*.

### References

Compesi, Ronald J. and et.al. (1997). *Video field Production and Editing*, Allyn & Bacon.

Burrows, Thomas D. and et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

CO	PO			PSO				
	PO 1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3	3	2	1
CO2	3	3	1	3	3	3	1	1
CO3	3	3	1	3	3	3	2	1
CO4	3	3	2	3	3	3	3	2

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## **DSE- JMPBTD1 (C) – Film Studies**

### **Course objectives**

1. The courses offers a foundation for understanding cinema, its grammar, theories and forms.
2. Students will learn to create and analyse movie images.
3. Students will understand the relation of cinema with audience and know the various regulations of film production
4. Students will have the idea of preproduction and creation of regional cinema.

### **Unit-I**

Origin and development of cinema-film language and theories, aesthetic theories, Soviet formalist theories, semiotic theories and ideological theories. Film and society, film movements, new wave films.

### **Unit-II**

Film and technology, short history of technological development, film shooting, sound recording, set designing and set lighting; camera movements. Film crew-Director, Producer, Film star, Writer, Music director, Choreographer, Editor, Cinematographer, Art Director, Costume designer and others, Techniques of script writing.

### **Unit-III**

Film audiences. Film Censorship. Regulation and finance of film production, film magazines, film festivals, film awards, reviews of select Indian and foreign films, CBFC, Training institution

### **Unit-IV**

Regional Cinema- history and technological developments, personalities of regional cinema, cinema and local culture, problems of Chhattisgarhi cinema. Review of select Chhattisgarhi films.

### **Course Outcomes**

1. Students will have the understanding of cinema, its form and theories and so that they can analyse the critical study of cinema, filmmaking and film production to enhance their work as film scholars and analysts.
2. Students will demonstrate the relationship between film form and aesthetic effect through both film analysis and the creation of motion pictures.
3. Students will have the understanding of the pre-production, production, and postproduction filmmaking process
4. Students will demonstrate a broad knowledge of film history, national cinemas and modes of production.

### **BOOKS FOR REFERENCE**

1. Robinson, David. *World Cinema: A Short History 11895-1980*. London: Eyre Methnen, 1973
2. Barnouw, Erik & S.Krishnaswamy. *Indian Film*. New York: Columbia University Press, 1963
3. Dickinson, Thorold. *A Discovery of Cinema*. London: Oxford University Press, 1971.
4. Robert, Stam & Toby Millev (Ed). *Film and Theory: An Anthology*. Malden : Blackwell Publishers Inc, 2000.
5. Andrew, J Dudley. *The Major Film Theories: An Introduction*. London: Oxford University Press, 1976.
6. Mast, Gerald & Marshall Cohen. *Film Theory and Criticism: Introductory Readings*. London: Oxford University Press, 1976.
7. Nichols, Bill (Ed). *Movies and Methods*. Calcutta: Seagull Books, 1993.
8. Mamer, Bruce. *Film Production Technique*. Belmont: Wadsworth/Thomson Learning, 2000.
9. Beltetini, Gianfranco. *The Language & Technique of the Film*. Hagne: Monton, 1973.
10. Bondanella, Peter (Ed). *Federico Fellini: Essays in Criticism*. New York: Oxford University Press, 1978.
11. Ray, Satyajit. *Our Films, Their Films*. Hyderabad: Orient Longman Ltd, 1976.
12. Ghatak, Ritwik. *Cinema and I*. Calcutta: Rupa & Co., 1987.
13. Hill, John & Gibson, Pamela Church. (2000). *Oxford Guide to Film Studies*. Oxford University Press.
14. Stam, Robert. (2000) *Film Theory: An Introduction*. BlackWell Publishers

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	2	2	2	2	1
CO2	3	2	3	3	3	3	1	1
CO3	3	2	3	3	3	3	1	3
CO4	2	3	3	2	2	1	2	3

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## **Research Methodology : JMPBTT4 – Communication Research**

### **Course Objectives**

1. To impart the definitions and basic concepts of research and communication, elements of research importers and role communication research.
2. Students will learn the various types of research and methodology and tools for data collection.  
research, social research and difference between communication research, media research.
3. To know the elements of research.
4. To impart the knowledge of basics of statistics and media metrics for analysis and report writing.

### **Unit I**

Definition and Elements of Research, Scientific approach of research, Research and Communication theories, role of communication research, Importance of communication research – Indian scenario. Formulation of research problem, review of literature, hypothesis, research design.

### **Unit II**

Qualitative and Quantitative Research Methods, Ethnography, Ethno methodology, Symbolic Interactionism, grounded Theory, Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

### **Unit III**

**Tools of Data Collection** – observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. Sampling methods. Media research: evaluation, feedback, feed forward. Public opinion surveys – pre-election studies and exit polls, Attitude Measurement – Thurstone, Likert, Guttman, Reliability and Validity Measurements.

### **Unit IV**

**Data Analysis and Report writing:** Data analysis techniques, coding and tabulation, Non–statistical methods- descriptive, historical. Statistical analysis – univariate, bi-variate, multi – variate tests of significance, central tendency, preparation of research reports/project reports/dissertations, Referencing and Citation Style. Ethical perspectives of communication research.

### **Course Outcomes**

1. Students would understand basic concepts, definitions of research and communication, element and their role of communication research.
2. Students would know the difference between communication research, media research and social research.
3. Students would gain the knowledge about various types of research methodology and tools for data collection.
4. Students will have the knowledge of basics of statistics and media metrics for analysis and report writing.

### **Textbooks for References**

1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
2. Wimmer and Domnick, (2011) *Mass Media 'Research: An Introduction*, 10<sup>th</sup> edition. Boston: Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.
1. Reinard, John C. (2006). *Communication Research Statistics*, California State University: Sage publication.
2. Fink, Arlene & Kos, J. B. (2005). *How to Conduct Surveys, A Step-By-Step Guide*, 3<sup>rd</sup> Edition. University of California: Sage publication.

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	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2	2	2	3
CO2	3	3	3	3	3	2	2	2
CO3	3	3	3	3	3	3	2	3
CO4	3	2	3	3	3	3	2	3

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### SYLLABUS FOR SEMSTER- III

#### Core-07: JMPCTT1 - Internet Journalism

##### **Course Objectives**

- 1.To understand the concept and distinct characteristics of Internet journalism
- 2.To learn the process of computer assisted reporting and uses of multimedia technology.
- 3.To understand the various types of cyber platforms and communities.
4. To understand the social media, its uses and cyber law.

##### **Unit – I**

Internet Journalism: Meaning, concept, scope; Growth of information technology and its impact on media, Evolution and growth of Internet, Internet penetration in India, Platforms of Internet Journalism.

##### **Unit- II**

Characteristics and Importance of Internet Journalism; Multimedia, Hypertext, Interactivity, Archives and Virtuality, Computer assisted reporting and editing, computer ; animation and its types, messaging through mobile phones, media convergence.

##### **Unit –III**

Cyber platform and communities, Social Networking Site; New Media Journalism: Broadcast news vs. news in print, history of internet; Feature of net: E-mail, www, search engine, directories, Internet addressing; search engine, blog.

##### **Unit – IV**

Social Media, types of social media, future of social media in journalism. Citizen Journalism. Civil Society, Political, economic and cultural aspects of the Internet, Advertising on the Internet. Internet and censorship, Cyber law,

##### **Course outcomes**

1. |Understanding of the concept and distinct characteristics of Internet journalism
2. Learning of the process of computer assisted reporting and uses of multimedia technology.
3. Understanding of the various types of cyber platforms and communities.
4. Knowing the social media, its uses and cyber law.

##### **BOOKS FOR REFERENCE**

- Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. New York, London: New York University Press.
- Hassan Robert (2004). *Media, Politics and the Network Society*, Open University Press.
- Hahn, Harley. *The Internet: Complete Reference*. New Delhi: Tata McGraw-Hill Publishing Company Ltd, 1997.
- Sengupta, Aditya. *Electronic Journalism: Principles and Practices*. New Delhi: Author Press, 2006.
- Sexena, Sunil. *Breaking News: The Craft and Technology of Online Journalism* New Delhi: Tata McGraw-Hill Publishing Company Ltd, 2004.
- Ramanujam, Dr R.C. *Multimedia Journalism*, New Delhi: APH Publishing Corporation, 2006.

##### **References**

- Hassan Robert, Thomas Julian (2006). *The New Media Theory Reader*. Open University Press.
- Warschauer Mark (2004). *Technology and Social Inclusion: Rethinking the Digital Divide*. MIT Press (MA).
- Marshall P David (2004). *New Media Cultures*, Hodder Stoughton Educational.
- Hamelink Cees J. (2001). *Ethics of Cyberspace*. Sage Publications.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	1
CO2	2	3	2	2	3	3	1	2
CO3	3	2	1	3	3	3	2	1
CO4	3	2	2	3	3	2	2	2

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**Core-08: JMPCTT2 - INTERNSHIP (Minimum 4 weeks)**

**Course Objectives**

1. To develop skill competencies specific to an occupation or profession.
2. To expand oral and written communication skills.
3. To learn the cultures and work effectively within diverse environments.
4. To acquire additional interpersonal communication and interaction skills.

**Internship**

Students will undertake a four-week internship in media and communication organisations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

**Course Outcomes:**

- As a result of the internship experience students will be able to:
1. Apply appropriate workplace behaviours in a professional setting.
  2. Demonstrate content knowledge appropriate to job assignment.
  3. Exhibit evidence of increased content knowledge gained through practical experience.
  4. Explain how the internship placement site fits into their broader career field.
  5. Evaluation of the internship experience in terms of their personal, educational and career needs.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	2	3	2	2	3	3	3	2
CO3	2	3	2	2	3	3	3	2
CO4	2	3	2	2	3	3	2	2
CO5	2	3	2	2	3	3	3	2

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**Soft Core/(Discipline Specific elective) DSE 2: JMPCTD1 – Women, Children and Media**

**Course Objectives:**

1. To know important social issues & problem and their reflection in media
2. To know the role of media in social issues
3. To know the rights and reforms process of children.
4. To know the role of media in women empowerment and portrayal of women and children in different platforms of media.

**Unit-I**

Media and social issues, problems of girl child and women-female infanticide and feticide, child marriage; dowry, divorce, widowhood, rape, prostitution, domestic violence, problems of elderly women, single women and working women, gender discrimination, reflections of such issues in media.

**Unit-II**

Rights of children and adolescents, child labour, exploitation of children and reform process.

**Unit-III**

Media and violence against women, media and women empowerment, Impact of media on women and children, women and children in advertising, reality shows-women and Children.

**Unit-IV**

Women as news makers, women and children's magazines, role portrayal of women in media, programmes on women and children on radio and TV, children's films, Women Journalists.

**Course Outcomes:**

1. Understanding of the important social issues & problem and their reflection in media
2. Learning of the role of media in social issues
3. Understanding of the rights and reforms process of children.
4. Learning of the role of media in women empowerment and portrayal of women and children in the different platforms of media.

**BOOKS FOR REFERENCE**

1. Publication Division. *Women in Mass Media*
2. Kaplan, E. Ann; *Women & Film: Both sides of the Camera*, New York: Methnen, 1983.
3. Cowil, Elizabeth. *Representing the Women: Cinema and Psychoanalysis*. London: Macmillan Press ltd, 1997.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	2	3	3	2	2	3	3
CO3	3	1	3	3	1	1	3	3
CO4	2	1	3	2	1	2	1	3

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**Soft Core/(Discipline Specific elective) DSE 2: JMPCTD1 – Human Rights and Media**

**Course Objectives**

1. To enhance the knowledge and understanding of human rights.
2. To foster attitudes of tolerance, respect, solidarity, and responsibility.
3. To learn the writing for human rights.
4. To understand the role of media and journalism in protecting human rights

**Unit-I**

Evolution of human rights, universal declaration of human rights, media and human rights in national and international perspective.

**Unit-II**

Thought and expression, freedom of speech and expression under Indian constitution, Freedom of press, right to know. Freedom of speech, right to privacy.

**Unit-III**

Writing on human rights-types of reports, sources of news, trends in Indian press, problems of writing about human right and issues. Right to Information Act.

**Unit-IV**

The role of media in protecting human rights violations, investigative journalism, persuasive journalism and media activism. Media lobbying. Politics of Human Rights.

**Course Outcomes**

1. Understanding of the human rights and the role of media in human rights
2. Understanding of various issues related to human rights
3. Learning of how to report about the human rights issues
4. Understanding of the role of media and journalism in protecting human rights

**BOOKS FOR REFERENCE**

1. Department of Public Affairs, United Nations. *Universal Declaration of Human Rights*.
2. Papademos, Diana (Ed). *Human Rights & Media*.
3. Guruswamy, S. *Human Rights & Gender Justice*
4. Kar, P.K and P.P. Panda. *Awareness of Women's Rights: Projection in Mass Media*

CO	PO			PSO				
	PO 1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	1	2	3	1	1	1	2
CO3	3	3	2	3	3	2	2	2
CO4	3	2	3	3	2	2	2	3

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**DSE-10: JMC-DSE – 307 - Folk Media and Community Media**

**Course Objectives:**

1. To understand the concept of culture and know the folk forms and traditions
2. To understand the concept of community, its norms and customs
3. To understand the community media and its initiations
4. To learn the community participation techniques

**Unit I**

**Culture and Tradition** -Meaning of Culture, Tradition, Folklore, oral tradition, Different Folk Media in India and Odisha, Devotional and religious forms, voicing public opinion and creating awareness through folk media.

**Unit II**

**Community:** Definitions, concept and characteristics of a community; Community norms, customs and institutions in contemporary India, Community social capital, Communities as stakeholders in development. Types of communities

**Unit III**

**Understanding community media-** Case study of select community media initiatives. Community media in India and Chhatisgarh. **Community Radio in India:** Introduction, History and Recent development.

**Unit IV**

**Participatory techniques-** Community participation, Participatory data collection techniques, Report writing, techniques of report writing.

**Course outcomes:**

1. Understanding of the concept of culture and learning of the different folk forms and traditions
2. Understanding of the concept of community, its norms and customs
3. Understanding of the community media and its role
4. Learning of the techniques of the community participation

**Practical** – Community media production in collaboration with a community in any format such as Street play, Puppetry, Radio, Video etc.

**Textbooks**

Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage

Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage

**References**

Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.

Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	3	2	1	1	1
CO2	3	1	2	3	1	2	2	1
CO3	3	2	2	3	2	2	1	1
CO4	2	2	3	2	2	3	2	1

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**Core- Soft Core/Discipline Specific elective (DSE)3: JMPCTD2 – Citizen Journalism**

**Course Objectives:**

- 1.To understand the concept of Citizen Journalism.
- 2.To understand the use of ICT in citizen journalism
- 3.To understand the Cyber Activism for social welfare
4. To learn the web designing and uses of multimedia in citizen journalism

**Unit-I**

Citizen Journalism: Concept, nature and scope, news and types of news, basics of news writing and news selection. Interview: type and techniques. Platforms for Citizen Journalism. Introduction to Social Media. Cell phone/ Mojo journalism

**Unit-II**

ICT in journalism, Social Collaboration and crowd sourcing, Virtual community, wikis, blogs, instant messaging, Copyright, and Censorship: Threats Facing Open Source Journalism.

**Unit-III**

Cyber activism: Concept and Case Studies. Social Collaboration: virtual community, wikis, blogs, instant messaging; collaborative office and crowd sourcing. Social publishing: Flickr, Instagram, Youtube, Sound cloud.

**Unit-IV**

Web design, integrating multimedia content, audio clips, Podcasting and citizen Journalism, basics of digital photography and basics of videography.

**Practical -**

Creating and designing Blogs, developing web designs, Cell phone reporting, Publishing multimedia content in the internet and web version of lab journals.

**Course Outcomes**

1. Understanding the concept of Citizen Journalism and learning of the news writing
2. Understanding the use of ICT in citizen journalism
3. Understanding of the Cyber Activism for social welfare
4. Learning of the web designing and uses of multimedia in citizen journalism

**References:**

Citizen Journalism, Global Perspectives. Stuart Allan and Einar Thorsen (Eds). NY: Peter Lang, 2009.  
Readings: Text: Citizen Journalism, Global Perspectives, Chapters 15 & 18.  
Text: Citizen Journalism, Global Perspectives. Chapters 2, 3 & 4. Online: Social Media, Human Rights, and Political Change by Sarah Joseph  
*We the media: grassroots journalism by the people for the people* by Dan Gillmor. 1st edition, July 2004.  
*We've got blog: how weblogs are changing our culture.* Perseus publishing  
Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.  
Mirabito, M ., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	2	2	2	2
CO2	2	2	3	2	2	3	2	3
CO3	3	2	2	2	2	2	1	2
CO4	2	3	2	2	3	3	2	2

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**Soft Core/Discipline Specific elective (DSE)3- JMPCTD2 – Corporate Communications**

**Course Objectives**

1. To understand the concepts and evolution of corporate communication in the context of organizations
2. To learn the media relations and corporate reputation management
3. To introduce the application of corporate communication to achieve organizational goals
4. To learn the various applications of corporate communication

**Unit I**

**Corporate Communication** – Defining Corporate Communication, evolution of Corporate Communication, roots of Corporate Communication in India, Corporate Communication v/s Public Relations, Scope, functions, trinity in Corporate Communication.

**Unit II**

**Media Relations** - Understanding media relations, Benefits of media relations, Public Relations and Media, Media Relations tools and techniques, Essentials of Media Relations, Writing for media.

**Unit III**

**Corporate Reputation Management and Crisis Communication** – Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Facing crisis, kinds of crises, and the basics of crisis management. Crisis vs. problem, typology of crisis phases, Guidelines for preparedness and planning, Crisis Response Strategy.

**Unit IV**

**Various applications of Corporate Communication** - Community Relations and CSR, Employee Communication, Investor Relations, Government Relations, Customer, dealer and vendor relations, Corporate Communication in Brand Promotion, IMC.

**Unit V**

**Legal, Ethical issues and emerging Trends** –Corporate Communication and ethics, Legal aspects of Corporate Communication, Corporate laws, Professional bodies in PR/ Corporate Communication – PRSI, IPRA, Professional code of ethics; new trends in PR, digital platforms, Social Media

**Course Outcomes**

1. Course will enhance knowledge and skills of fundamentals of corporate communication and public relations
2. Students will be able to Understand the strategy of media relations and corporate communication management
3. Students will be able to understand prerequisites of writing for different media platforms.
4. Students will be able to understand the applications of corporate communication, legal and ethical issues as well as emerging trends in corporate communication

**Textbooks**

Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.

Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*. OUP.

**References**

Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.

**Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR.***

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	3	2	2
CO2	2	2	3	2	2	2	2	3
CO3	2	2	2	2	2	1	2	2
CO4	2	3	3	2	3	3	3	3

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**Soft Core/Discipline Specific elective DSE 3 – JMPCTD2 -Digital Journalism**

**Course Objectives**

- 1.To understand the distinct characteristics of digital journalism
- 2.To understand the digital newsroom, various platforms of digital journalism and learn the basic writing styles used by online journalists
- 3.To learn the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).
4. To learn the basic approach to digital journalism

**Unit-I**

Digital Journalism: Understanding of Digital Journalism, Evolution of Digital Journalism, Equipment Requires for Digital Journalism – Computer, Modem, Scanner, Camera, Webcam, Digital Tablet, Printer Etc.

**Unit-II**

Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International & National, News Portals & Their Presentations, News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components

**Unit-III**

Social Media Platforms: Historical Overview, Citizen & Collaborative Journalism, Social Networking & Collaboration Through Whatsapp, Snap Chat, Skype etc., Profiling And Social Media: Facebook, LinkedIn, Tweeter, Instagram, Flickr etc.

**Unit-IV**

Approach to Digital Journalism, Writing in Digital World, Digital Reporting Techniques, Traditional Journalism Versus The Multimedia Mindset, E-Journals, Online Magazines, Webinars, Video Conferencing, Blogging, Mobile Journalism (Mojo): Tools & Operating Systems

**Course Outcomes:**

1. Understanding of the distinct characteristics of online journalism
2. Learning of the basic method of news delivery and writing styles used by online journalists as well as understanding of the digital newsroom and various platforms of digital journalism
3. Learning of the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).
4. Learning of the basic approach towards digital journalism

**BOOKS FOR REFERENCE**

1. Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication •
2. Saxena Sunil (2006), Headline Writing, Sage •
3. Kim Jihoon :Between film, video and the digital, Bloomsbury •
4. Davisson Amber, Controversies in Digital ethics, Bloomsbury •
5. Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S. •
6. Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge •
7. Tapas Ray, Online Journalism, Cambridge University Press, 2011 •

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	3	2	2	1	1
CO2	2	3	2	2	2	2	1	2
CO3	2	3	2	2	3	3	3	2
CO4	2	2	2	2	2	2	2	2

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## SYLLABUS FOR SEMSTER- IV

### Core-9: JMPDTT1- Advertising and Public Relations

#### **Course Objectives**

1. To impart basic concepts of advertising and its development.
2. To learn the advertising campaign, strategy and creative process of advertising..
3. To impart the concept and the fundamentals of public relations.
4. To learn the ethics and laws of public relations.

#### **Unit I**

Evolution and growth of advertising: Meaning and definitions of advertising. History of advertising, various media for advertising, changing advertising scenario. Theories of Advertising –Stimulus Response Theory, Starch Model, AIDA, DAGMAR approach; advertising agency, various departments in agency, Preparing advertisements for various media-magazine, radio, TV, outdoors advertising etc.

#### **Unit- II**

Advertising campaign, product analysis, media planning, copywriting, various stages of creative process, advertising appeals, language of advertising, Brand management and brand positioning. Ethical and legal aspects of advertising, Apex bodies in advertising- AAAI, ASCI etc. Social Marketing.

#### **Unit III**

Public Relations: Concept, definition, nature and scope. Public Relations and allied disciplines. Publicity, Propaganda; Historical development of Public Relations; Recent trends in PR. Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations

#### **Unit IV**

Public in Public Relations; Public opinion formation and measurement; Principles and methods of persuasion; Tools of Public Relations; Public Relations campaign. PR in government and corporate sectors. PR Agencies: Organisation and functions, PR Departments; Interface with management disciplines; Role, qualities and qualifications of PR executives. Corporate Social Responsibility, PR ethics and codes. PRSI.

#### **Course Outcomes**

1. Students would learn development of advertising and basic concepts.
2. Students would be able learn the advertising strategy and creative process of advertising.
3. Students would gain knowledge about the concept and the fundamentals of public relations.
4. Students would gain knowledge about the basic ethics and laws of public relations.

#### **BOOKS FOR REFERENCE**

Dr Varma and Agarwa I. *Advertising Management*  
Vilanila m, J.V. and A.K.Vergheese. *Advertising Basics*  
Chunawala and Sethia. *Foundation of Advertising*  
Chauhan. *Essentials of Advertising*  
Mohan, Mahendra. *Advertising Management*  
Jethwaney, Jaishri & Jain, Shruti (2012). *Advertising Management*. OUP.  
Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*. OUP.  
Jethwa ney, Jaishri N. & N.N. Sarkar. *Public Relations*. New D elhi: Sterling Publishers Pvt. Ltd.  
Black, Sam. *Practical Public Relations*.  
Sahai, Baldeo. *PR: A Scientific Approach*  
Sardana , C.K. *The Challenge of P.R*  
Kanl, J.M. *Public Relations in India*  
Mehta, D.S. *Handbook of PR in India*

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CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	3	2	2	1	1
CO2	2	3	2	2	3	3	2	2
CO3	3	2	1	3	2	2	1	1
CO4	2	2	3	2	2	2	2	3

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## Core- 10: JMPD TT2- Development Communication

### **Course Objectives**

1. To understand the basic concepts, meaning and process of development
2. To learn the concept of development communication and understanding of its models, strategies and tools
3. To understand the various theories and models of development communication and the role of media in development communication
4. To learn the message designing and approaches in the uses of media in development communication

### **Unit I**

Development: meaning, definition, concept and process of development; history of development communication; approaches of development communication; role of communication in development; paradigms of development communication; different models of Development Communication.

### **Unit II**

Strategies and tools in Development Communication; Core areas of Development; social, cultural and economic barriers to Development Communication; Democratic Decentralization-Planning at national, state and regional levels.

### **Unit III**

Diffusion of Innovations theory; Role of media in Development Communication-print, electronic and folk media. Development Communication in India; Relevance of Development Communication in India; Development campaigns.

### **Unit IV**

Designing messages for Development Communication; Alternative Media; Community Newspapers; Multi-media approach to Development Communication; Technological approach to Development Communication.

### **Course Outcomes**

1. Understanding of the basic concepts, meaning and process of development
2. Learning of the concept of development communication and understanding of its models, strategies and tools
3. Understanding of the various theories and models of development communication and the role of media in development communication
4. Learning of the message designing and approaches in the uses of media in development communication.

### **BOOKS FOR REFERENCE**

- Narula, Uma. *Development Communication*.  
Murty, DVR. *Development Communication-Theory & Practice*.  
Gupta, V.S. *Communication Technology, Media Policy and National Development*  
Mody, Bela. *Designing Messages for Development Communication*.  
Mathur, K.B. *Communication for Development and Social change*.  
Gupta, V.S. *Communication, Development and Civil Society*.  
Joshi, Uma. *Understanding Development Communication*.  
Gupta, V.S. *Communication and Development*

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	3	1	1	1	1
CO2	2	3	2	2	3	3	3	2
CO3	2	2	3	2	2	2	2	3
CO4	2	2	1	2	2	2	2	1

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**Soft Core/Discipline Specific elective DSE 4: JMPDTD1—Global Communication**

**Course Objectives**

1. To develop the understanding of the concept of the Global Communication
2. To create understanding of the world politics and economics related to Global Communication
3. To impart knowledge of global information flow and its order

**Unit I**

Global Communication: Meaning and concept, Globalization of media, transnational news, international relations and propaganda, emergence of third world communication, freedom of press, UNO's Universal Declaration of Human Rights and communication, International news agencies and its functions,

**Unit II**

Introduction to identity politics and its relation to nation-building, Gender issues: country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration. Human development Index (HDI), Development Concerns: conflict of interests between economic and environmental concerns.

**Unit: III**

Political, Economic and Cultural dimensions of International Communication- communication and information as a tool of equality and exploitation. International news flow, imbalance in media growth, Impact of ICT on news flow, information super highways, International telecommunication and regulatory organizations.

**Unit: IV**

UNESCO's efforts in removal of Imbalance in News flow, debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's report – non-aligned news agencies pool – it's working, success, failure. Issues in international communication, Cultural imperialism, violence against media persons, effects of globalization on media, transnational media ownership

**Course Outcomes**

1. Students will have the understanding of the concept of Global Communication
2. Students will have the understanding of the world politics, culture and economics prevailing in Global Communication
3. Students will have the understanding of the global information flow and its order

**Textbooks**

Thussu, Daya Kishan (2006). *International Communication: Continuity and Change*, 2<sup>nd</sup> second. Hodder Arnold Publication.

Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.

**References**

Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books.

Seator, Jean. (1998). *Politics and the Media*, Blackwell.

Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.

Thussu, DayaKishan (2009), *International Communication: A Reader*, Routled

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	2
CO2	3	1	3	3	1	1	1	3
CO3	3	1	3	3	1	1	1	3

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**Soft Core/Discipline Specific elective DSE 4: JMPDTD1- Community Radio**

**Course Objectives**

1. To understand the concept, importance and development of community radio
2. To understand the role community radio for society
3. To understand the production techniques used in community radio station for broadcasting

**Unit I**

Community radio: Need, Origin, Concept, Philosophy and Policy of CRS, CR as an alternative mass medium; history of community radio

**Unit II**

CRS worldwide, AMARC, Different Forums of CRS, Role of CR in development, Problem and prospects of CRS

**Unit III**

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

**Unit IV**

Production Techniques in CRS, Studio layout, Outdoor Broadcast, Narrow casting, Microphone, recording software.

**Practical**

Students would plan, produce and broadcast programmes of different genres in coordination with various communities in the broadcast area.

**Course outcomes**

1. Understanding of the concept, importance and development of community radio
2. Understanding of the role community radio for society
3. Understanding of the production techniques used in community radio station for broadcasting


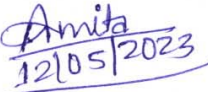
**Textbooks**

Tabing Louie. (2002). *How to do community radio*, Unesco Publication, New Delhi.  
Fraser, Colin & Estrada Rastrepo Sonia. (2001). *Community Radio Handbook* UNESCO

**References**

Andrew Boyd., Peter Stewart & Ray Alexander. *Broadcast Journalism*. Focal Press, New York and London  
Pavarala, V & Malik, K. (2007) *Other Voices –Struggle for community Radio in India*. Sage.

CO	PO			PSO				
	PO 1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	2
CO2	2	1	3	2	1	1	1	3
CO3	2	3	1	2	3	3	3	1

  
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#### **Soft Core/Discipline Specific elective DSE 4: JMPDTD1- Documentary Production**

##### **Course Objective**

1. The course is designed to enable students to understand the concept of the documentary and its making
2. The students are exposed to theoretical understanding of the production process of documentary and approaches to documentary production
4. The students would learn the essential elements and various production stages of documentary making

##### **Unit I**

Introduction to Non-fiction- Introduction, understanding the Non-fiction genre, History of actualities, Types of documentaries, Theoretical approach to documentaries, early documentaries.

##### **Unit II**

Production process of Documentary- Pre-production of documentary, Approaches to documentary production, Developing Ideas, Research on the subject, Recce, zeroing on the subject, Development of script, Scheduling, Budgeting.

##### **Unit III**

Essential elements of Script- understanding the Visual elements, modes of recording the Sound, and understanding the sound elements, different approaches to the Story and its elements, understanding the Point of view.

##### **Unit IV**

Production of Documentary- Field production of documentary, Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews, understanding the role of interviewee, different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities.

##### **Unit V**

Post- Production- Types of editing software's, Logging to system, Shots identification, rough cut, Final cut, Use of narration, importance of music, use of effects, titling, advantages of subtitling acknowledgments, understanding copyright.

##### **Course Outcome**

1. Learning of the concept of documentary and its making
2. Understanding of the language and approaches in documentary making and the social relevance of the documentary
3. Learning of the production of documentary

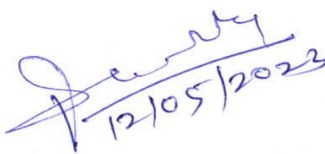

##### **Practical – Shooting and Editing**

##### **Textbooks**

Rabinger, Michael (1998). *Directing the Documentary*, Focal Press.  
Zettl, H.(2006) *Handbook of Television Production*, Wadsworth.

##### **References**

Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.  
Compesi, Ronald J et.al (1997) *Video field Production and Editing*, Allyn & Bacon  
Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

  
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CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	2
CO2	3	3	2	3	3	3	3	2
CO3	2	3	2	2	3	3	3	2

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## DISSERTATION / PROJECT –JMPDD1- DISSERTATION/ PROJECT & VIVA-VOCE

### Course Objectives

1. To develop skill competencies specific to an occupation or profession.
2. To expand oral and written communication skills.
3. To learn cultures and to work effectively within diverse environments.
4. To acquire additional interpersonal communication and interaction skills.

Every student will have to prepare a dissertation/project in any area of Journalism and Mass communication detailed in the curriculum under the guidance of faculty member. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavour to create new knowledge in any area of Journalism and Mass Communication. The guide(s) to supervise such dissertation/project will be appointed by the Head of the Department from among the faculty members of the Department. The guide(s) should certify that the dissertation/project is based on the work carried out by the candidate. Three copies of the dissertation/project should be submitted to the Head of the Department within clear 15 days (including holidays) before commencement of the Fourth Semester examination for onward transmission to the Controller of Examination. The students at their own cost should carryout preparation of the dissertation/project. The dissertation/project will be evaluated both by the internal and external examiners and marks shall be communicated to the Controller of the Examination through the Head of the Department.

### Course outcomes:

1. After successful completion, students will have the knowledge and skills to: plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions.
2. The students will learn to apply qualitative and/or quantitative evaluation processes to original data.
3. The students will understand and apply ethical standards of conduct in the collection and evaluation of data and other resources.
4. The students would learn the competencies specific to an occupation or profession and the cultures to work effectively within diverse environments.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	3	3	2
CO2	2	3	3	2	3	3	3	3
CO3	2	3	3	2	3	3	3	3
CP4	1	3	3	1	3	3	3	3

*Amrita*  
12/05/2023

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