



**List of Courses Focus on Employability/ Entrepreneurship/
Skill Development**

Department : JOURNALISM AND MASS COMMUNICATION

Programme Name : BA in JMC

Academic Year : 2018-19

List of Courses Focus on Employability/ Entrepreneurship/Skill Development

Sr. No.	Course Code	Name of the Course
01.	C12	Advanced Broadcast media
02.	C13	Advanced New Media
03.	C14	Communication Research and METHodology
04.	GE4	Documentary Production
05.	GE3	Film Appreciation
06.	C11	Global Media and Politics
07.	C4	Media and Cultural Studies
08.	DSE4	Media industry and management
09.	DSE5	multimedia Journalism
10.	DSE2	photography
11.	C3	REporting and Editing for print
12.	DSE3	Print Journalism and production



SEMESTER II

C3 Reporting and Editing for Print

Course contents:

UNIT 1

Covering news, Reporter- role, functions and qualities, General assignment reporting/ working on a beat; news agency reporting., Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health., education, sports;

UNIT 2

Interviewing/Types of news leads, Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, Articles, features, types of features and human interest stories, leads for features, difference, between articles and features.

UNIT 3

The Newspaper newsroom, Newsroom, Organizational setup of a newspaper, Editorial department
Introduction to editing: Principles of editing, Headlines; importance, functions of headlines., typography and style, language, types of headline, style sheet, importance of pictures., selection of news pictures, Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
Editorial page: structure, purpose, edits, middles, letters to the editor, special articles

UNIT 4

Trends in sectional news, Week-end pullouts., Supplements, Backgrounders, columns/columnists

UNIT 5

Understanding media and news, Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news, Neutrality and bias in news

Readings

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
The Newspaper's Handbook, Richard Keeble, Routledge Publication
Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing Personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, Tests, debates and tests may be held regularly.

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DSE 2 (Elective Discipline Specific) Semester V
Print Journalism and Production

Course contents:

Unit 1:

Specialized Reporting, Business/economic, 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 etc.), 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

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DSE 3: (Elective Discipline Specific) Semester V

Photography

Course contents:

UNIT I

Introduction to Photography

- A brief History of Photography- Camera Obscura to the daguerreotype process
- Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse).
- The photographic process
- A brief glimpse into the Dark Room Development of a Photograph
- Modernization of Photography and its use in Mass Media

UNIT II

Understanding the mechanisms of Photography

- Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)
- Lenses (types and their perspective/angle of view) • Aperture (f-stop & T-stop) • Shutters (Focal plane & Lens shutter) • Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

UNIT III

Understanding Light and Shadow

Natural light and Artificial Light

- The Nature of Light- Direct Light, Soft light, Hard light, Directional Light. • Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes • Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc) • Three Point Lighting Technique and Metering for Light • Filters and Use of a Flash Unit

UNIT IV

DIGITAL Photography and Editing

- Sensor Sizes, Formats and Storage • Introduction to Editing and Digital Manipulation • Brightness, Contrast, Mid tones, Highlights, Colour tones, • Basics of Photoshop • Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

UNIT V

Photojournalism

- Brief History – Global & Indian • Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.)
- Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation) • War Photojournalism

Suggested 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, 200

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SEM VI

DSE 5: Multi-Media Journalism

Course contents:

Unit 1

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

Unit 2

Print Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, 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 outlines 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. Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

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

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

Flammarion-Pere Castor, 2002.

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

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

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MEDIA INDUSTRY AND MANAGEMENT -2

Course contents:

UNIT - 1

Government-Media Interface Policies and regulations, Process Media Management practices followed by Indian and Global Media Organisations

UNIT - 2

Entrepreneurial freedom and challenges Arranging equipment and personnel for a new media enterprise, problems of finance, FDI (policies & Practices)

UNIT - 3

Distribution / Circulation Management, Process, promotion and Evaluation
Media audiences and credibility

UNIT - 4

Media management: Insights, Practices and challenges, Ethical – legal perspectives in Media management, Issues related to Paid news, lobbying, pressure group influence, Corporatisation and Politicisation of Media

UNIT - 5

Case Studies
Cross media platforms: issues & impediments.
Corporate Ties & Audience Centric approaches

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

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C4 Media and Cultural Studies

Course contents:

Unit I

Understanding Culture, Mass Culture, Popular Culture, Folk Culture, Media and Culture

Unit II-

Critical Theories, 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,

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

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)

John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)

Dennis McQuail, 2000. (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)

Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)

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

Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV)

Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE

James Clifford, Tony Benett, Raymond Williams. Stuart Hall, John Storey

Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books

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SEMESTER V
C11 Global Media and Politics

Course contents:

Unit I:

Media and international communication: The advent of popular media- a brief overview Propaganda in the inter-war years: 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: Bollywood, Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Suggested readings:

- DayaKishanThussu. *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 FrancisPublication, 2012.
- DayaKishanThussu .*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. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press,2003.
- Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.
- ZahidaHussain and Vanita Ray. *Media and communications in the third world countries*,Gyan Publications,2007.
- Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.

Internal Assessment:

The internal assessment will be based on assignments, group discussions and tests conducted in class.

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GE 3: (Elective Generic) Semester III

Film Appreciation

Course contents:

Unit I -

Language of Cinema

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

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

Unit II -

Film Form and Style, German Expressionism and Film Noir, Italian Neorealism , French New-Wave

Unit III -

History of Chhattisgarhi Cinema, problems and prospects of Chhattisgarhi Cinema, Future of Chhattisgarhi cinema

Unit IV -

Hindi Cinema, Early Cinema and the Studio Era 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave, Globalisation and Indian Cinema, Film Culture

Recommended Screenings or clips

Unit I

o *Rear Window* by Alfred Hitchcock (Language of Cinema)

o *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema)

o *Man with a Movie Camera* by Dziga Vertov

o *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)

o *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (*German Expressionism and Film Noir*)

o *Pather Panchaliby* Satyajit Ray

o *The hour of the Furnaces* by Fernando Solanas

Unit IV

o *Nishant* by Shyam Benegal/*Aakrosh* by Govind Nihalani (Indian New wave)

o *Pyasa* by Guru Dutt

Suggested Readings:

Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol-I*

Berkeley, Los Angeles and London: University of California Press: 1967, 9-16

Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film*

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GE 4: (Elective Generic) Semester IV

Documentary Production

Course contents:

Unit 1:

Understanding the Documentary, Introduction to the debate on realism, Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical Debates in the Documentary Encounter, Defining the Subject/Social Actor/Participant Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker, & Audience Camcorder Cults Documentary

Unit 2-

Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography, Writing a concept: telling a story, Writing a Treatment, Proposal and Budgeting, Structure and scripting the documentary, Issues of Funding and Pitching, Issues of Primary and Secondary Audience

Unit 3-

Documentary Production: Production, Documentary Sound, Documentary Cinematography – a responsive filmic encounter, Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list, Production Team, Meetings, Checklist, Crowd Funding

Unit 4 –

Documentary Production: Post-Production, Grammar of editing, Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy, Distribution and Exhibition Spaces (Traditional and Online), Festivals and International Market, Box office documentaries

Suggested Practical Exercise – Making a short documentary (5-10 minutes).

Readings:

Erik Barnow and Krishnaswamy Documentary
Charles Musser "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
Michael Renov "The Truth about Non Fiction" and "Towards a Poetics of Documentary" in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36
Trisha Das *How to Write a Documentary*
Double Take by PSBT
DOX magazine
Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Suggested Screenings:

Michael Moore: Roger and Me
Nanook of the North by Robert J Flaherty

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C14 Communication Research and Methods

Course contents:

Unit I –

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

Unit II –

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

Unit III –

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

Unit IV-

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

Unit V –

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

Readings:

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

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SEMESTER VI

C13 Advanced New Media

Course contents:

UNIT 1

Basics of New Media Frameworks – Genres and Environments, Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality, et al.; guerrilla media; festival, media spaces

UNIT 2

Sociology of the Internet and New Media Social Construction of Technology, Interface, 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, Cyber security 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.

UNIT 5

Project and Production ,Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and micro blogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening

Things to Do:

1. Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge.
2. They must also undertake a web based art project or installation where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution.
3. An observational field project on use of new media in Panchayats/rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended.
4. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign.

Readings:

“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.

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C12 Advanced Broadcast Media

Course contents:

Unit I-

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

Unit II-

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

Unit III:

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

Unit IV:

Advanced Broadcast Production I - (Radio), Writing and Producing for Radio Public Service Advertisements, Jingles, Radio Magazine shows

UNIT V -

Advanced Broadcast Production II - (Television), Mixing Genres in Television Production-, Music Video for social comment/as documentary, Mixing ENG and EFP, Reconstruction in News based Programming

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

Readings

- A. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
- B. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
- C. Ambrish Saxena, Radio in New Avatar- AM to FM, (Delhi: Kanishka), Pg- 92-138, 271-307
- D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press, 2012) 3-17, 245-257, 279-286

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