



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

Department : JOURNALISM AND MASS COMMUNICATION

Programme Name : MA in JMC

Academic Year : 2018-19

List of Courses Focus on Employability/ Entrepreneurship/Skill Development

Sr. No.	Course Code	Name of the Course
01.	JMC-CC-301	Advertisement and PR
02.	JMC-CC-405	M.A - Documentary Production
03.	JMC-CC-307	M.A- Citizen Journalism
04.	JMC-CC-305	M.A FILM Studies
05.	JMC-CC-205	M.A -Internet Journalism
06.	JMC-CC-105	M.A -Print Media Editing
07.	JMC-CC-104	M.A -Print Media Reporting
08.	JMC-CC-203	M.A -Radio Communication
09.	JMC-CC-204	M.A -T.V Communication
10.	JMC-CC-308	M.A- Visual Communication and Photography



JMC-CC - 204 - TELEVISION COMMUNICATION

Unit I

Introduction to Television and visual composition - basic rules of composition, television aspect ratio, different video tapes and standards, different formats, classification of shots, basic movements of camera.

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, visual treatment, different lighting methods, sources of light, different types of lights and Instruments 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

Single Camera Production- understanding ENG and EFP, understanding pre-production, production and post-production, developing a news idea into a news story and Packaging, basic interviewing and news writing techniques, shot planning, coordination between cameraperson and the reporter, piece to the camera, cut-away and uses, shooting for written script, set design, editing news story, dubbing and subtitling sound bites, signature tune.

BOOKS FOR REFERENCE

1. Zettl, H.(2006). *Handbook of Television Production*. Wadsworth.
2. Shelley, S.L. (1999). *A Practical Guide to Stage Lighting*. Focal Press.
3. Srivastava, K.M. *Radio and TV Journalism*
4. Kaushik, S. *Introduction to TV Journalism*
5. Kumar, S. *Radio and TV Journalism*
6. Kumar, S. *Broadcast Journalism*
7. Rabindran, R.K. *Handbook of Broadcast Journalism*
8. Raiteni, Charles. *Writing for Broadcast News: A Story telling Approach to crafting TV and Radio News Reports*.
9. Masani, Mehar. *Broadcasting and the people*.

References

1. Compesi, Ronald J. and et.al. (1997). *Video field Production and Editing*. Allyn & Bacon.
2. Burrows, Thomas D. and et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

G.Bagel
26/7/18



11 of 20

JMC-CC - 203 - RADIO COMMUNICATION

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

Evolving formats for radio programmes, role of demographics. News and current affairs, entertainment, business, sports, programmes 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 movement.

BOOKS FOR REFERENCE

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

G.B. Singh
26/7/18



7 of 26

JMC-CC - 104 - Print Media - I (Reporting)

Unit - I

News: Definition, values, structure of news report, Lead writing and kinds of lead, Objectivity and sources, Qualities of a reporter.

Unit I

Reporting (a) Accident, (b) Crime, (c) Disaster, (d) Speech, (e) Politics, (f) Legislature, (g) Court, (h) Conflict, (i) Commerce, (j) Sports, (k) Gender, (l) Science, (m) Rural, (n) City life and (o) Human Interest Stories.

Unit - III

Interpretative reporting: purposes and techniques; Investigative reporting: purposes, sources, styles and techniques, Columns and columnists; Dairies, Obituary.

Unit - IV

Interviewing- kinds, purpose and techniques. Reviews and criticism: Films, TV programmes, dramas, Feature writing.

BOOKS FOR REFERENCE

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

Gibeyl
26/7/18



8 OF 26

JMC-CC - 105 - Print Media - II (Editing)

Unit - I

Introduction to printing technology. Offset printing method. Types and families of typefaces. Fundamentals of copy editing. Proof reading. Newspaper style sheet. Editing. Different types of copies: news agencies. Correspondents. Local reporters. Rural reporters. Press releases and publicity materials. 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 magazines.

Unit - III

Headlines: types and techniques of writing, typography, Headlines for magazines. Principles of newspaper page make-up, mechanics of dummyming, kinds of page layout, planning the front page and inside pages, designing special pages, supplements and tabloids. Designing magazine pages.

Unit - IV

Concept of photo journalism, types and sources, legal and ethical aspects of photography. Photo cropping and captioning, cartoons.

BOOKS FOR REFERENCE

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

GB96
26/7/18



13 of 26

JMC-CC – 205 - INTERNET JOURNALISM

Unit – I

Development of information technology and its impact on media, Evolution and growth of Internet, Internet penetration in India, Platforms for Internet Journalism.

Unit- II

Characteristics of Internet Journalism; Multimedia, Hypertext, Interactivity, Archives and Virtuality, Computer assisted reporting and editing, messaging through mobile phones, convergence.

Unit –III

Social Networking Sites: Twitter, Instagram, Facebook, LinkedIn, Broadcast news vs Print news, Feature of net: email, www, directories, Internet addressing; search engine optimization.

Unit – IV

Social Media, types of social media, future of social media in journalism. Citizen Journalism. Civil Society, Political Economy and the Internet, Advertising on the Internet, censorship.

BOOKS FOR REFERENCE

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

References

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

Giberg
26/7/18



13 of 26

JMC-CC – 205 - INTERNET JOURNALISM

Unit – I

Development of information technology and its impact on media, Evolution and growth of Internet, Internet penetration in India, Platforms for Internet Journalism.

Unit- II

Characteristics of Internet Journalism; Multimedia, Hypertext, Interactivity, Archives and Virtuality, Computer assisted reporting and editing, messaging through mobile phones, convergence.

Unit –III

Social Networking Sites: Twitter, Instagram, Facebook, LinkedIn, Broadcast news vs Print news, Feature of net: email, www, directories, Internet addressing; search engine optimization.

Unit – IV

Social Media, types of social media, future of social media in journalism. Citizen Journalism. Civil Society, Political Economy and the Internet, Advertising on the Internet, censorship.

BOOKS FOR REFERENCE

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

References

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

G. B. Singh
26/7/18



17 of 26

JMC-CE – 305 - FILM STUDIES

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 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.

Unit-IV

Regional Cinema- history and technological developments, personalities of Regional cinema, cinema and local culture, problems of Chhatisgarhi cinema. Review of selected Chhatisgarhi films.

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. Belletini, Gianfrancò. *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

G. R. Ag. C.



19 of 26

JMC-CE-307 – Citizen Journalism

Course Objectives:

- understand the similarities and differences between mainstream, alternative and citizen produced journalism
- know their ethical and legal responsibilities as content producers
- develop hands-on skills in using social media tools, such as blogs, Twitter, Flickr and YouTube.
- have a basic understanding of the state of journalism today

Unit-I

Citizen Journalism: Concept, Background, Basics of news selection, Interviews: type and techniques, Platforms for Citizen Journalism, Introduction to Social Media.

Unit-II

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

Unit-III

Cyber activism: Concept and Case Studies, Social Collaboration: virtual community, wikis, instant messaging, collaborative office and crowd sourcing, Social publishing: Flickr, 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.

References:

1. Citizen Journalism, Global Perspectives. Stuart Allan and Einar Thorsen (Eds). NY: Peter Lang, 2009.
2. Readings: Text: Citizen Journalism, Global Perspectives, Chapters 15 & 18.
3. Text: Citizen Journalism, Global Perspectives. Chapters 2, 3 & 4. Online: Social Media, Human Rights, and Political Change by Sarah Joseph
4. *We the media: grassroots journalism by the people for the people* by Dan Gillmor. 1st edition, July 2004.
5. *We've got blog: how weblogs are changing our culture*. Perseus publishing
6. Felix, L. Stolarx, D.(2006). Video blogging & Podcasting. Focal Press.
7. Mirabito, M., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press
8. Ward, M.(2002). Journalism Online, Focal Press.
9. Citizen Witnessing: Revisioning Journalism in Times of Crisis. Stuart Allan, NY: Peter Lang, 2013.

G. Bagchi



JMC –CE-405- DOCUMENTARY PRODUCTION

The course is designed to enable students to make documentary films. They would have an understanding on fiction and non-fiction in film language, also the social relevance of documentaries in the society. The students are exposed to theoretical understanding of the production techniques and types of documentaries, production and post-production of documentaries.

Unit I

Introduction to Non-fiction- Introduction, understanding the Non-fiction genre, History of actualities, Types of 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.

Practical – Shooting and Editing

Textbooks

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

References

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

Gray



14 of 26

SYLLABUS FOR SEMSTER- III

JMC-CC - 301 - ADVERTISING & PUBLIC RELATIONS

Unit I

Evolution and growth of advertising; Definitions, Preparing advertisements for various media, Theories and Models of Advertising –Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; advertising agency, various departments, agency-client interface.

Unit- II

Advertising campaign, product analysis, media planning, copy writing, 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-AAA, ASCI etc.

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 Relations; Public opinion, Principles and methods of persuasion; Tools of Public Relations; Public Relations campaign for government and corporate sectors, PR Agencies and functions, PR Departments; Role, qualities and qualifications of PR executives, PR ethics and codes, PRSI.

BOOKS FOR REFERENCE

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

G. Bagel



20 of 26

JMC-CE- 308 VISUAL COMMUNICATIONS AND PHOTOGRAPHY

The course aims at helping the students to understand the importance of visuals and graphics in communication. It introduces students to communicate effectively and create powerful messages through visuals. The theoretical aspects of visual communication and the principles of design are dealt elaborately. In addition students would be taught the basics of photography.

Unit I

Concept of Art: What is Art? Structure, Form and Meaning of Art, Art as Commerce, Art as Commodity, Reality and constructed Images

Unit II

The Visual Image - Visual modes of communication. The visual elements- space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity. Perception- depth, height etc. Creative process- the ability to create, transform and arouse curiosity.

Unit III

Theories of Visual Communication- its application in analyzing visual elements in media, Visual analysis: Introducing Semiotics, Interpreting images from different perspectives.

Unit IV

Photography-history, principles of photography, Pinhole camera, basics of camera operation, parts of the camera, Digital versus Analogue camera, SLR, Point and Shoot camera.

Basic elements of Composition, Perspectives, Depth of field, Rule of the third, Focal length. Types of Lenses- normal, wide, telephoto, filters. Branches of photography- Nature, Still, Architecture, Wedding, Sports, Photo Journalism etc. Basics of Typography, selection and combination of fonts, color for fonts, using fonts for different forms of media.

Practical: Posters/Brochure design, and Photography exhibition

Textbooks

1. Smith Kenneth L., et.al. (2011). *Handbook of Visual Communication: Theory, Methods, and Media*. Routledge.
2. Messaris, Paul (1996). *Visual Persuasion – Role of Images in Advertising*. Sage.

References

1. Hodge, Gavin, et. al. (1990). *In Introduction to Photography*. Sandstone Publishing.
2. Wileman, Ralph E. (1993). *Visual Communicating*, Educational Technology Publication.
3. Bergstrom, Bo. (2009). *Essentials of Visual Communication*. Thames and Hudson.
4. Drew, Helen. (2005). *The Fundamentals of Photography*. AVA Publishing.
5. McCartney, Susan. (2001). *Mastering the Basics of Photography*. Allworth Press.

G. Baghel