



### List of New Programme(s)

**Department : Journalism And Mass Communication**

**Academic Year : 2019-20**

### **List of Programmes**

Sr. No.	Programme Code	Programme Name
1.	CORE-5	Introduction to Broadcast Media
2.	CORE-6	History of the Media
3.	CORE-7	Advertising and Public Relations
4.	(GEII-A)-1	Film Appreciation
5.	(SEC -1)	Radio Production
6.	CORE-8	Introduction to new media
7.	CORE-9	Development Communication
8.	CORE-10	Media Ethics and the law
9.	(GEII-B)-2	Documentary Production
10.	(SEC -2)	Documentary Production
11.	SUMMER Internship: 15 days (Optional)	Swayam Swachhta / NSS / Industrial/ others
12.	JMC-CC – 301	Advertising & Public Relations
13.	JMC-CC – 302	Internship
14.	JMC-CE – 303	Women, Children and Media
15.	JMC-CE – 304	Human Rights & Media
16.	JMC-CE– 305	Film Studies
17.	JMC-CE – 306	Folk Media & Community Media
18.	JMC-CE – 307	Citizen Journalism
19.	JMC-CE – 308	Visual Communication and Photography



20.	JMC-CC – 401	Development Communication
21.	JMC-CC – 402	Global Communication
22.	JMC-CC – 403	Dissertation
23.	JMC-CE – 404	Community Radio
24.	JMC-CE – 405	Documentary Production
25.	JMC-CE – 406	Corporate Communication



## Implementation of CBCS

### Minutes of Meetings (MoM) of Board of Studies (BoS)

**Academic Year : 2019-20**

**School : School of Studies of Arts**

**Department : Journalism and Mass Communication**

**Date and Time : July 26, 2018, 11:30 AM**

**Venue : HoD Room, A-wing, Dept. of JMC**

दिनांक 26.07.2018

कार्यवृत्त

आज दिनांक 26.07.2018 को विश्वविद्यालय के बैठक सूचना पत्र क्रमांक 250 /अका./ज.स पत्रकारिता /2018 , दिनांक 25.07.2018 के अनुसार पत्रकारिता एवं जनसंचार विभाग के अध्ययन की बैठक आहूत की गई। बैठक में अध्यक्ष एवं निम्नलिखित सदस्य उपस्थित थे।

1. डॉ. गोपा बागची, विभागाध्यक्ष, पत्रकारिता एवं जनसंचार विभाग - सदस्य
2. प्रो.एस.बेहरा सदस्य/ बाह्य सदस्य (ई मेल द्वारा सहमति प्राप्त हुई)
3. डॉ अमिता सहायक प्राध्यापक पत्रकारिता एवं जनसंचार विभाग सदस्य

Agenda 1: पत्रकारिता एवं जनसंचार स्नातक स्नातकोत्तर पाठ्यक्रम सीबीएसई पद्धति से निर्मित निर्धारण संबंधी विचार।

Resolution: बैठक के शुरू में अध्यक्ष महोदया ने बैठक के एजेंडा पर प्रकाश तथा हेतु आमंत्रित किया।

1. पत्रकारिता एवं जनसंचार विभाग के स्नातक/स्नातकोत्तर की पाठ्यक्रम को सीबीसीएस पद्धति के अनुरूप तैयार करके दिनांक 11.07.2018 को ई- मेल के माध्यम से विशेष प्रो. एस. के. बेहरा को भेजा गया था। दिनांक 25.07.2018 को प्रो. एस. के. बेहरा ने सीबीएसई पद्धति के अनुरूप तैयार स्नातक पाठ्यक्रम पर ईमेल के माध्यम से अपनी सहमति व्यक्त की है। अस्वस्थता के कारण बाह्य विशेषज्ञ प्रो. एस. के. आज बैठक में उपस्थित नहीं हो सके। उन्होंने डॉ गोपा बागची, अध्यक्ष, अध्ययन मण्डल से फोन पर चर्चा एक दौरान अगस्त 2018 माह के तृतीय सप्ताह में अध्ययन मंडल की बैठक हेतु उपस्थिति होने की सहमति दी है।
- 2 बैठक में उपस्थित अध्यक्ष एवं सदस्य ने सीबीसीएस पद्धति के अनुरूप तैयार स्नातक पाठ्यक्रम को शैक्षणिक सत्र 2018 -19 लागू करने की संस्तुति की।
3. एम.ए. (पत्रकारिता एवं जनसंचार) पाठ्यक्रम में आंशिक संशोधन किया गया , जिसे बैठक में उपस्थित अध्यक्ष एवं सदस्य ने अपनी सहमति व्यक्त की और संस्तुति की अंक योजना में कोई परिवर्तन नहीं किया गया है। संशोधित पाठ्यक्रम शैक्षणिक सत्र 2018-19 से लागू करने की संस्तुति की गई।

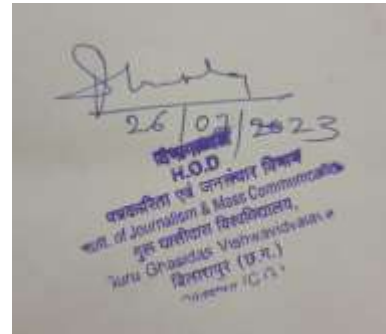
CORE-5	Introduction to Broadcast Media
CORE-6	History of the Media
CORE-7	Advertising and Public Relations
(GEII-A)-1	Film Appreciation
(SEC -1)	Radio Production
CORE-8	Introduction to new media

Programs

Criteria - I (1.2.1)

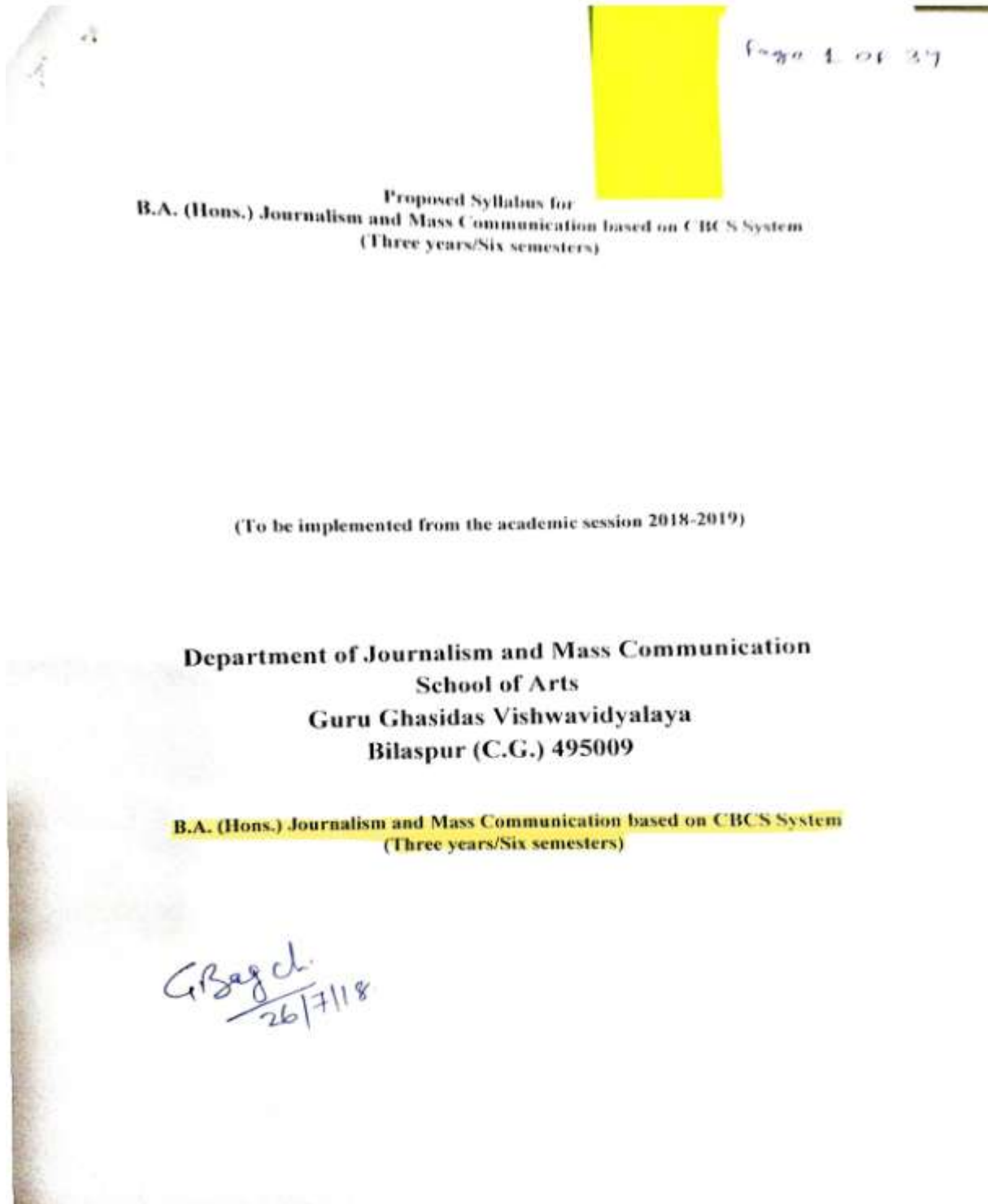


CORE-9	Development Communication
CORE-10	Media Ethics and the law
(GEII-B)-2	Documentary Production
(SEC -2)	Documentary Production
JMC-CC – 301	Advertising & Public Relations
JMC-CC – 302	Internship
	Core Electives (Any 2 Courses)
JMC-CE – 303	Women, Children and Media
JMC-CE – 304	Human Rights & Media
JMC-CE– 305	Film Studies
JMC-CE – 306	Folk Media & Community Media
	CBCT (Any one)
JMC-CE – 307	Citizen Journalism
JMC-CE – 308	Visual Communication and Photography
JMC-CC – 401	Development Communication
JMC-CC – 402	Global Communication
JMC-CC – 403	Dissertation
	Core Electives (Any 2 Courses)
JMC-CE – 404	Community Radio
JMC-CE – 405	Documentary Production
JMC-CE – 406	Corporate Communication





## Scheme For BA in JMC





III	Core-5	Introduction to Broadcast Media	5	5
	Core -5 Tutorial	Tutorial-5 based on Core-5	1	1
	Core -6	History of the Media	5	5
	Core -6 Tutorial	Tutorial-6 based on Core-6	1	1
	Core - 7	Advertising and Public Relations	5	5
	Core - 7 Tutorial	Tutorial-7 based on Core-7	1	1
	Generic Elective (GEII-A)-1	Film Appreciation	5	5
	Generic Elective - Tutorial	Tutorial-3 based on Generic Elective-3	1	1
	Skill Enhancement Course (SEC -1)	Radio Production	4	4
	Total	28	28	
IV	Core-8	Introduction to new media	5	5
	Core -8 Tutorial	Tutorial-8 based on Core-8	1	1
	Core -9	Development Communication	5	5
	Core -9 Tutorial	Tutorial-9 based on Core-9	1	1
	Core - 10	Media Ethics and the law	5	5
	Core - 10 Tutorial	Tutorial-10 based on Core-10	1	1
	Generic Elective (GEII-B)-2	Documentary Production	5	5
	Generic Elective - Tutorial	Tutorial-4 based on Generic Elective-4	1	1
	Skill Enhancement	Documentary Production	4	4

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**SEMESTER III**

**C5 Introduction to Broadcast Media**

**Course contents:**

**Unit 1 –**

Basics of Sound, Concepts of sound-scape, sound culture, Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-Its Meaning with examples from different forms, Sound recording techniques, Introduction to microphones, Characteristics of Radio as a medium

**Unit 2 –**

Basics of Visual, What is an image, electronic image, television image, Digital image, Edited, Image (politics of an image), What is a visual? (still to moving), Visual Culture, Changing ecology of images today, Characteristics of Television as a medium

**Unit 3 –**

Writing and Editing Radio News, Elements of a Radio News Story: Gathering, Writing/Reporting, Elements of a Radio News Bulletins, Working in a Radio News Room, Introduction to Recording and editing sound. (Editing news based capsule only).

**Unit 4 –**

Writing and Editing Television News, Basics of a Camera- (Lens & accessories), Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept), Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective, Elements of a Television News Story: Gathering, Writing/Reporting, Elements of a Television News Bulletins, Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

**Unit 5-**

Broadcast News: Critical Issues and Debates, Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on, National Broadcasters)  
Changing Character of Television News (24 -hrs news format, News Production cycle, News, 'Lingo', News 'Formulae'? News as Event, Performance and Construction.

**Readings:**

Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)  
Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)  
P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)  
The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)

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## C6 History of the Media

### Course contents:

#### Unit I

##### History of Print Media

Media and Modernity: Print Revolution, Telegraph, Morse Code, Yellow Journalism, Evolution of Press in United States, Great Britain and France, History of the Press in India: Colonial Period, National Freedom Movement, Gandhi and Ambedkar as Journalists and Communicators

#### Unit II

Media in the Post Independence Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press

#### Unit III

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

#### Unit IV

##### Visual Media

The early years of Photography, Lithography and Cinema From Silent Era to the talkies Cinema in later decades, The coming of Television and the State's Development Agenda, Commercialization of Programming (1980s), Invasion from the Skies: The Coming of Transnational Television (1990s)  
Formation of PrasarBharati

### Readings:

- Briggs, A and Burke, P. *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010) (Chapter 2 and Chapter 5)  
Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).  
Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)  
Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32  
Chatterjee, P.C. *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57  
Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages." *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)  
David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.  
Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh  
Parthasarthy, G. Poitevin (Ed.) (Sage 2005)  
Parthasarthy, Vibhodh, "Constructing a 'New Media Market: Merchandising the Talking Machine'" in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthy, G. Poitevin (Ed.) (Sage 2005)  
Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started."  
John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000)

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### **C7 Advertising and Public Relations**

#### **Course contents:**

##### **Unit 1-**

Introduction to Advertising, Meaning and history Advertising, Importance and Functions  
a) Advertising as a tool of communication, b) Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising, Types of advertising and New trends  
Economic, cultural, Psychological and Social aspects of advertising, Ethical & Regulatory Aspects of Advertising-  
Apex Bodies in Advertising-AAAI, ASCI and their codes.

##### **Unit 2-**

Advertising through Print, electronic and online media, Types of Media for advertising, Advertising Objectives, Segmentation, Positioning and Targeting, Media selection, Planning, Scheduling  
Marketing Strategy and Research and Branding, Advertising department vs. Agency-Structure, and Functions, Advertising Budget, Campaign Planning, Creation and Production

##### **Unit-3**

Public Relations-Concepts and practices, Introduction to Public Relations, Growth and development of PR  
Importance, Role and Functions of PR, Principles and Tools of Public relations, Organisation of Public relations: In house department vs consultancy., PR in govt. and Private Sectors, Govt's Print, Electronic, Publicity, Film and Related Media Organizations

##### **Unit 4-**

PR-Publics and campaigns, Research for PR, Managing promotions and functions, PR Campaign-planning, execution, evaluation, Role of PR in Crisis management, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

##### **Unit 5 -**

Social Media Marketing, Social Media Technologies and Management, Integrated Marketing Communication, Developing Social Networks, Social Media Strategies, Tactics and Ethics, Social Media Tools, Measurement Strategies and ROI

#### **List of Projects**

1. Design an ad copy for a product
2. Script writing for electronic media ( Radio jingle, TV Commercial)
3. Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

#### **Readings**

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jenkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jenkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications.
7. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta

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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 Panchali* by 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 *Pyaasa* by Guru Dutt

##### Suggested Readings:

Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol-1*  
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*



## SEC 1 ( Skill Enhancement Course) Semester I

### Radio Production

#### Course contents:

##### Unit 1 –

Broadcast Formats, Public service advertisements\*, Jingles\*, Radio magazine\*, Interview, Talk Show, Discussion, Feature, Documentary

##### Unit 2:

Broadcast Production Techniques, Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing. Personnel in Production process – Role and Responsibilities

##### Unit 3- Stages of Radio Production Pre-Production – (Idea, research, RADIO script)

Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges) Editing, Creative use of Sound Editing.

**Suggested Exercise- Producing any Radio format mentioned in the Unit 1. (Duration-5 minutes).**

\*Only introductory in nature. These formats will be dealt with in detail in Advanced Broadcast paper.

#### Suggested reading list-

1. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
2. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
3. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
4. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
5. Nisbett, A. (1994) *Using Microphones*, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) *Radio Production Work*, London: Focal Press.
7. Siegel, E.H. (1992) *Creative Radio Production*, London: Focal Press.





## SEMESTER IV

### C8 Introduction to New Media

#### Course contents:

##### Unit 1

Key Concepts and Theory, Defining new media, terminologies and their meanings – Digital media, new media, online media, Information society and new media, Technological Determinism, Computer mediated-Communication (CMC), Networked Society.

##### Unit 2

Understanding Virtual Cultures and Digital Journalism, Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked, Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

##### Unit 3

Digitization of Journalism, Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics.

##### Unit 4

Overview of Web Writing, Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

##### Unit 5

Visual and Content Design, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

#### Suggested Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.  
Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.  
Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.  
Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.  
Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.  
O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>  
Grossman, "Iran Protests: Twitter, the Medium of the Movement"  
Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at [http://www.newyorker.com/archive/2006/08/07/060807fa\\_fact1](http://www.newyorker.com/archive/2006/08/07/060807fa_fact1)  
Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian

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### C9 Development Communication

#### Course contents:

#### UNIT 1

Development: Concept, concerns, paradigms, Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development, Basic needs model, Nehruvian model, Gandhian model, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals

#### UNIT 2

Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. approaches – diffusion of innovation, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area woods triangle

#### UNIT 3

Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and post liberalization eras  
Role, performance record of each medium- print, radio, tv, video, traditional media  
Role of development agencies and NGOs in development communication, Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e-governance, e chaupal, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

#### UNIT 4

Practicing development communication, Strategies for designing messages for print  
Community radio and dev, Television programmes for rural India (KrishiDarshan), Using new media technologies for development., Development Journalism and rural reporting in India

#### UNIT 5

Rural Journalism, Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues; Specific features of tribal society; Information needs in tribal setting; Critical appraisal of mainstream media's reportage on tribal problems and issues;

#### Suggested Readings:

Rogers Everett M : Communication and Development- Critical Perspective,  
Sage, New Delhi, 2000

SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third  
World, Sage Publications.

Belmont CA : Technology Communication Behaviour, Wordsworth  
Publication, New Delhi, 2001.

Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan,  
Upadhyay Varanasi, 2007.

UNDP : Human Development Report (published every year), Oxford  
University Press, New Delhi.

World Bank : World Development Report (published every year) Oxford University Press, New Delhi.

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### **C10 Media Ethics and the Law**

#### **Course contents:**

##### **Unit-1**

Ethical Framework And Media practice, Freedom of expression (Article 19(1)(a) and Article 19(1)(2) Freedom of expression and defamation- Libel and slander, Issues of privacy and Surveillance in Society, Right to Information, Idea of Fair Trial/Trial by Media, Intellectual Property Rights  
Media ethics and cultural dependence,

**Student Presentations-** Photocopied material for Study Packs in India

##### **Unit 2**

Media Technology and Ethical Parameters, Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc. Ethical issues in Social media ( IT Act 2000, Sec 66 A and the verdict of The supreme court ). Discussion of Important cases-eg- Operation Westend, Some Related, laws- Relevant sections of Broadcast Bill, NBA guidelines

#### **Student Presentations-**

Tehelka's Westend .  
School Teacher Uma Khurana case

##### **Unit 3-**

Representation and ethics, Advertisement and Women, Pornography Related Laws and case studies-, Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc

#### **Student Presentations-**

Students will submit on above mentioned topics.

##### **Unit 4-**

Media and Regulation, Regulatory bodies, Codes and Ethical Guidelines Self Regulation, Media Content- Debates on morality and, Culture and Taboo, Censorship and media debates

##### **Unit 5-**

Media and Social Responsibility, Economic Pressures, Media reportage of marginalized sections- children, dalits, tribals, Gender, Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition incitement to violence, hate Speech.

Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social Activists

#### **Essential Reading list:**

- Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- VikramRaghvan, Communication Law in India, Lexis Nexis Publication, 2007
- IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

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**SEC 2 (Skill Enhancement Course) Semester II**  
**Documentary Production**

**Course contents:**

**Unit 1:**

Understanding the Documentary, Introduction to Realism Debate, Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.

**Unit 2-**

Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archival location, life stories, ethnography Writing a concept: telling a story Treatment, Writing a proposal and budgeting

**Suggested Practical Exercise- Shooting a short film (5-6 minutes) and Editing the same.**

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

**Suggested Screenings**

Michael Moore: Roger and Me

Nanook of the North by Robert J Flaherty

Nightmail by Basil Wright

Bombay Our City by AnandPatwardhan

Black Audio Collective

City of Photos by Nishtha Jain

Films by PSBT



## Scheme For MA in JMC

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GURU GHASIDAS VISHWAVIDYALAYA  
BILASPUR, CG  
COURSES OF STUDIES FOR  
M.A (JOURNALISM & MASS COMMUNICATION)

*(Effective from the 1<sup>st</sup> Semester, M.A. (J&MC) Admission during the Academic Session 2018-19)*

### COURSE PLAN

The Syllabus has been designed in accordance with the guidelines provided by University Grants Commission. It is only applicable to the Department of Journalism and Mass Communication under the Chairman, Post Graduate Council, Guru Ghasidas Vishwavidyalaya, Koni, Bilaspur, CG, 495009 and shall come into effect from the Academic Session 2018-19. Under this Syllabus Master of Arts (Journalism and Mass Communication) examination consists of four Semesters. The 1<sup>st</sup> Semester shall cover the period from June to December and 2<sup>nd</sup> Semester from January to May during the first academic session. Similarly the 3<sup>rd</sup> Semester shall commence from June to December and 4<sup>th</sup> Semester from January to May of the second academic session.

Gragh  
26/7/18.





Semester III	Core Course		Theory	Internal assessment	Total Marks
	JMC-CC - 301	Advertising & Public Relations	60	40	100
JMC-CC - 302	Internship			100	
	Core Electives (Any 2 Courses)				
JMC-CE - 303	Women, Children and Media	60	40	100	
JMC-CE - 304	Human Rights & Media	60	40	100	
JMC-CE - 305	Film Studies	60	40	100	
JMC-CE - 306	Folk Media & Community Media	60	40	100	
	CBCT (Any one)				
JMC-CE - 307	Citizen Journalism	60	40	100	
JMC-CE - 308	Visual Communication and Photography	60	40	100	
	Total marks				500

Semester IV	Core Course		Theory	Internal assessment	Total Marks
	JMC-CC - 401	Development Communication	60	40	100
JMC-CC - 402	Global Communication	60	40	100	
JMC-CC - 403	Dissertation			100	
	Core Electives (Any 2 Courses)				
JMC-CE - 404	Community Radio	60	40	100	
JMC-CE - 405	Documentary Production	60	40	100	
JMC-CE - 406	Corporate Communication	60	40	100	
	Total Marks				500

1. L= Lecture, T=Tutorial, P= Practical, CH= Contact Hours.
2. CBCT - Choice Based Credit Transfer and open for the students of other Departments.
3. Students will undertake the Internship during the summer semester-break after completion of the Second Semester.
4. The Department offers for Allied Elective Courses of inter-disciplinary nature. A student is required to select any one of the following Allied Elective Courses and apply to the HoD in writing, expressing his/her interest. Considering majority of choices of the students and teaching facilities, the HoD in consultation with the teaching staff council may notify the Allied Elective Courses to be taught for that particular session. In this regard the decision of the HoD is final and binding.

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26/11/18.



**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-AAAI, 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.Vergheese. *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 Delhi: 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*





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**JMC-CC - 302 - INTERNSHIP**  
**Internship (Minimum 4 weeks)**

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.

**JMC-CE - 303 - WOMEN, CHILDREN & 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 elderly women,

**Unit-II**

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

**Unit-III**

single women and working women, gender discrimination, media and women empowerment, Impact of media on women and children, women and children in advertising.

**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.

**BOOKS FOR REFERENCE**

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

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**JMC-CE - 304 - HUMAN RIGHTS & MEDIA**

**Unit-I**

Evolution of human rights, universal declaration of human rights, media and human rights in 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 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.

**BOOKS FOR REFERENCE**

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

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**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, 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

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**JMC-CE - 306 - FOLK AND COMMUNITY MEDIA**

**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.

**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.

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

**Textbooks**

1. Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage
2. Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage

**References**

1. 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

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**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.

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**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.

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**SYLLABUS FOR SEMSTER- IV**

**JMC-CC - 401 - DEVELOPMENT COMMUNICATION**

**Unit I**

Development: concept, process and approaches; role of communication; paradigms; concept and models of Development Communication.

**Unit II**

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

**Unit III**

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

**Unit III**

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

**BOOKS FOR REFERENCE**

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

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**JMC- CC-402 –Global Communication**

This course aims to give the theories of perspectives of communication as applied in political fields and also at international level so as to understand the role of communication both in resolving international disparities and reinforcing the existing power relations between and within nations. The course in fact, is designed combining what was seen as two different perspectives into one course because of the changing global and national communication and media context and commonalities in theoretical trajectories.

**Unit I**

**International dimensions of Political Communication.** Globalization of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication.

Communication as a human right – UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

**Unit II**

**Introduction to identity politics and its relation to nation-building** - local assertions and its links to global assertions, 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, HDI, Development and Environmental 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 – international, regional and internal disparities. 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** – NWICO, MacBride Commission's report, NANAP, Issues in international communication, democratization of information flow and media systems, cultural imperialism – criticisms; violence against media persons, transnational media ownership and issues of sovereignty and security.

**Textbooks**

1. Thussu, Daya Kishan (2006). *International Communication: Continuity and Change*, 2<sup>nd</sup> second. Hodder Arnold Publication.
2. Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.

**References**

1. Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books.
  2. Seator, Jean. (1998). *Politics and the Media*, Blackwell.
  3. Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.
- Thussu, DayaKishan (2009), *International Communication: A Reader*, Routledge

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JMC-CC - 403- DISSERTATION & VIVA-VOCE

Every student will have to prepare a dissertation in any area of Journalism and Mass communication detailed in the curriculum under the guidance of faculty members. 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 endeavor to create new knowledge in any area of Journalism and Mass Communication. The guide(s) to supervise such dissertations 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 is based on the work carried out by the candidate. Three copies of the dissertation 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. The dissertation 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.

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**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.

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**JMC-CE- 404 COMMUNITY RADIO**

This is a practical oriented course designed with a view to provide the students an understanding of the concept and process of Community Radio Broadcasting. The course will introduce to the latest developments in the field of Community Radio. The main emphasis of the course will be on production with the involvement of the local community.

**Unit I**

Need, Origin, Concept, Philosophy and Policy of CRS, CR as an alternative mass medium.

**Unit II**

CRS worldwide, AMARC, Different Forums of CRS, Role of CR in development.

**Unit III**

Growth and development of CR in India, CR in Chhattisgarh, 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.

**Practical**

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

**Textbooks**

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

**References**

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

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**JMC-CE - 406 - CORPORATE COMMUNICATIONS**

**Unit I**

**Corporate Communication** - Defining Corporate Communication, evolution of Corporate Communication, roots of Corporate Communication in India, Corporate Communication vis-à-vis 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 and media relations.

**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 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.

**Textbooks**

1. Jethwaney, Jaishri (2010). *Corporate Communication - Principles and Practice*, Oxford University Press.
2. Sachdeva, Iqbal S. (2009). *Public Relations - Principles and Practices*, OUP.

**References**

1. Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.
2. Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*.

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