

List of Courses Focus on Employability/ Entrepreneurship/  
Skill Development

**Department : Journalism and Mass Communication**

**Programme Name : B.A. in JMC**

**Academic Year : 2019-20**

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

Sr. No.	Course Code	Name of the Course
01.	SS/EC/C-305	Introduction to Broadcast Media
02.	SS/EC/C-306	History of Media
03.	SS/EC/C-307	Advertising and Public Relations
04.	SS/EC/GE/301/ PS	Film Appreciation
05.	SS/EC/SEC-1	Radio Production
06.	SS/EC/C-308	Introduction to New Media
07.	SS/EC/C-309	Development Communication
08.	SS/EC/C-310	Media Ethics and Law
09.	SS/EC/GE-T-302	Documentary Production

## **Scheme and Syllabus**

II	Core-3	SS/EC/C-203	<b>Reporting and Editing for Print</b>	5	5
	Core -3 Tutorial	SS/EC/C-T-203	Tutorial-3 based on Core-3	1	1
	Core -4	SS/EC/C-204	<b>Media and Cultural Studies</b>	5	5
	Core -4 Tutorial	SS/EC/C - T-204	Tutorial-4 based on Core-4	1	1
	Generic Elective (GEI-B)-2	SS/EC/GE-202/PS	<b>Photography</b>	5	5
	Generic Elective - Tutorial	SS/EC/GE-T-202/PS	Tutorial-2 based on Generic Elective-2	1	1
	Ability Enhancement Compulsory Course (AECC)	SS/EC/AE-201/ES	English Communication/ MIL (Hindi Communication)	4	4
	ECA		ECA-Extracurricular activity/Educational Tour/ Field visit/ Industrial training/NSS/yoga/ Swachhta/ sports/ community service/ others	2	(2)
		Total	24	24	
SUMMER Internship: 15 days (Optional)			Swayam Swachhta / NSS / Industrial/ others	2	100
III	Core-5		<b>Introduction to Broadcast Media</b>	5	5
	Core -5 Tutorial		Tutorial-5 based on Core-5	1	1
	Core -6		<b>History of the Media</b>	5	5
	Core -6 Tutorial		Tutorial-6 based on Core-6	1	1
	Core - 7		<b>Advertising and Public Relations</b>	5	5
	Core - 7 Tutorial		Tutorial-7 based on Core-7	1	1
	Generic Elective (GEII-A)-1		<b>Film Appreciation</b>	5	5
	Generic Elective - Tutorial		Tutorial-3 based on Generic Elective-3	1	1
	Skill Enhancement Course (SEC -1)		<b>Radio Production</b>	4	4
			Total	28	28
IV	Core-8		<b>Introduction to new media</b>	5	5
	Core -8 Tutorial		Tutorial-8 based on Core-8	1	1
	Core -9		<b>Development Communication</b>	5	5
	Core -9 Tutorial		Tutorial-9 based on Core-9	1	1
	Core - 10		<b>Media Ethics and the law</b>	5	5
	Core - 10 Tutorial		Tutorial-10 based on Core-10	1	1
	Generic Elective (GEII-B)-2		<b>Documentary Production</b>	5	5
	Generic Elective - Tutorial		Tutorial-4 based on Generic Elective-4	1	1
	Skill Enhancement		<b>Documentary Production</b>	4	4

Gbagch  
26/7/18.

## 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)

*Chatter*

## 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, Vibhoddh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Parthasarthi, Vibhoddh, "Constructing a 'New Media Market: Merchandising the Talking Machine'" in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhoddh Parthasarthi, 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)

G. Bagchi

## **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, Gov't 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 Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

*Arzaghr*

### **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-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*

## 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

### CS 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/whatis-web-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

G. Bagle

## 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.

G. Baglu

## **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-cg- 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, Paranjy Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- 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"

*Gibag*

**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 at 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

