

दिनांक: 26.07.2018

कार्यवृत्त

आज दिनांक 26.07.2018 को विश्वविद्यालय के बैठक सूचना पत्र क्रमांक 256/अका./अम./पत्रकारिता/2018, दिनांक 25.07.2018 के अनुसार पत्रकारिता एवं जनसंचार विभाग के अध्ययन मण्डल की बैठक आयोजित की गई। बैठक में अध्यक्ष एवं निम्नलिखित सदस्य उपस्थित थे-

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

Agenda-1: पत्रकारिता एवं जनसंचार स्नातक/स्नातकोत्तर की पाठ्यक्रम (सीबीसीएस पद्धति से निर्मित) निर्धारण संबंधी विचार।

Resolution: बैठक के शुरू में अध्यक्ष महोदय ने बैठक के एजेंडे पर प्रकाश डाला तथा बैठक बर्बाद हेतु आमंत्रित किया।

1. पत्रकारिता एवं जनसंचार विभाग के स्नातक पाठ्यक्रम को सीबीसीएस पद्धति के अनुरूप तैयार करके दिनांक 11.07.2018 को ई-मेल के माध्यम से बाह्य विशेषज्ञ प्रो. एस.के. बेहरा को भेजा गया था। दिनांक 25.07.2018 को प्रो. एस.के. बेहरा ने सीबीसीएस पद्धति के अनुरूप तैयार स्नातक पाठ्यक्रम पर ई-मेल के माध्यम से अपनी सहमति व्यक्त की है। अस्वस्थता के कारण बाह्य विशेषज्ञ प्रो. एस.के. बेहरा आज बैठक में उपस्थित नहीं हो सके। उन्होंने डॉ. गोपा बागची, अध्यक्ष, अध्ययन मण्डल से फोन पर बर्बाद के दौरान अगस्त-2018 माह के तृतीय सप्ताह में अध्ययन मण्डल 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 से 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।

Bagchi
26/7/2018
डॉ. गोपा बागची
अध्यक्ष
विभागाध्यक्ष
H.O.D.

पत्रकारिता एवं जन संचार विभाग
Dept. of Journalism & Mass Commun
गुरु गणेशदास विश्वविद्यालय,
Guru Ghasidas Vishwavidyalaya,
दिलीपुर (छ.ग.) पिन - 495009
Bilaspur (C.G.) PIN - 495009

प्रो. एस.के. बेहरा
सदस्य/बाह्य विशेषज्ञ

उपरोक्त बिंदुओं पर मुझसे
किसी भी प्रकार की फीड-बैक
नहीं हुआ। न ही बैठक विभाग में आय
की अमिता को हुआ।
सदस्य

दोपहर ठीक
मुझे विभागाध्यक्ष
-यह सारा सिर्फ
हस्तक्षेप करने
कहा गया।

Amita
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(3:00 PM)

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**Proposed Syllabus for
B.A. (Hons.) Journalism and Mass Communication based on CBCS System
(Three years/Six semesters)**

(To be implemented from the academic session 2018-2019)

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

**B.A. (Hons.) Journalism and Mass Communication based on CBCS System
(Three years/Six semesters)**

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School of Arts: BA (Hon's): Subject: - Journalism and Mass Communication

Semester	Course Opted	Course Code	Name of the course	Credit	Hour / week
I	Core-1	SS/EC/C-101	Introduction to Journalism	5	5
	Core -1 Tutorial	SS/EC/C-T-101	Tutorial-1 based on Core-1	1	1
	Core -2	SS/EC/C-102	Introduction to media and Communication	5	5
	Core -2 Tutorial	SS/EC/C-T-102	Tutorial-2 based on Core-2	1	1
	Generic Elective (GEI)-1	SS/EC/GE-101/C	Basics of Journalism	5	5
	Generic Elective - Tutorial	SS/EC/GE-T-101/PS	Tutorial-1 based on Generic Elective-1	1	1
	Ability Enhancement Compulsory Course (AECC)	SS/EC/AE-101/EC	Environmental Science	4	4
	ECA	SS/EC/ECA-101	ECA-Extracurricular activity/Educational Tour/ Field visit/ Industrial training/NSS//Yoga/ Swachhta/ sports/ community service/ others	2	(2)
		TOTAL	24	24	

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II	Core-3	SS/EC/C-203	Reporting and Editing for Print	5	5
	Core -3 Tutorial	SS/EC/C-T-203	Tutorial-3 based on Core-3	1	1
	Core -4	SS/EC/C-204	Media and Cultural Studies	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	Photography	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		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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II	Core-3	SS/EC/C-203	Reporting and Editing for Print	5	5
	Core -3 Tutorial	SS/EC/C-T-203	Tutorial-3 based on Core-3	1	1
	Core -4	SS/EC/C-204	Media and Cultural Studies	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	Photography	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		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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Course (SEC -2)					
SUMMER Internship: 15 days (Optional)					28 28
		Swayam Swachhta / NSS / Industrial/ others		2	100
V	Core-11				
	Core -11 Tutorial		Global media and Politics	5	5
	Core -12		Tutorial-11 based on Core-11	1	1
	Core -12 Tutorial		Advanced Broadcast Media	5	5
	Discipline Specific Elective (DSE-1)	SS/EC/DSE-501A	Tutorial-12 based on Core-12	1	1
	DSE-1 - Tutorial		A. Media Industry and Management B. Print Journalism and Production	5	5
	Discipline Specific Elective (DSE-2)		Tutorial-1 based on DSE-1	1	1
	DSE-2 - Tutorial		A. Photography B. Media, Gender and Human Rights	5	5
		Tutorial-2 based on DSE-2	1	1	
			24	24	
VI	Core-13		Advanced New Media	5	5
	Core -13 Tutorial		Tutorial-13 based on Core-13	1	1
	Core -14		Communication Research and Methods	5	5
	Core -14 Tutorial		Tutorial-14 based on Core-14	1	1
	Discipline Specific Elective (DSE-3)		A Multimedia Journalism B Introduction to Film Studies	5	5
	DSE-3 - Tutorial		Tutorial-3 based on DSE-3	1	1
	Discipline Specific Elective (DSE-4) + DSE-4 - Tutorial Or Dissertation/ Project work followed by seminar	SS/EC/PD	A Development Journalism B Dissertation	5+1=6 Or 5	6
			Viva-Voce	+1=6	
			24	24	
TOTAL Credits			152 + 4 (SI)		

As per UGC CBCS guidelines, University / departments have liberty to offer GE and SEC courses offered by any department to students of other departments. The No. of GE course is four. One GE course is compulsory in first 4 semesters each. In present scheme it is proposed to have minimum two GE courses (from one subject) in first two semester after which student shall change two GE for another subject in IIIrd and IVth semester, so that all the student can have exposure of one additional subject. (Subject to approval by the competent authority)

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SEMESTER I

CI Introduction to Journalism

Course contents:

Unit 1 –

Understanding News, Ingredients of news
News: meaning, definition, Nature, The news process: from the event to the reader (how news is carried from event to reader)

Hard news vs. Soft news, basic components of a news story
Attribution, embargo, verification, balance and fairness, dateline, credit line, byline.

Unit 2 –

Different forms of print-A historical Perspective Yellow journalism, tabloid newspaper, Language of news-
Principles of clear writing skills to write news

Unit 3 –

Understanding the structure and construction of news, organizing a news story, 5W's and 1H, Inverted pyramid,
Criteria for news worthiness, principles of news selection
Use of archives, sources of news, use of internet

Unit 4 –

Different mediums-a comparison
Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen
Journalism

Unit 5 –

Role of Media in a Democracy
Responsibility to Society, Press and Democracy, Contemporary debates and issues relating to media Ethics in
journalism

Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

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C2 Introduction to Media and Communication

Course contents:

Unit I

Media and Everyday Life, Mobile phones, Television, Ring tones, Twitter
The Internet- discussion around media and everyday life . Discussions around mediated and non mediated communication

Unit II

Communication and Mass Communication, Forms of Communication, Levels of Communication
Mass Communication and its Process, Normative Theories of the Press Media and the Public Sphere

Unit III

Mass Communication and Effects Paradigm, Direct Effects; Mass Society Theory, Propaganda
Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit IV

Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects: Agenda Setting, Spiral of Silence,
Cultivation Analysis,

Unit V

Four Models of Communication, Transmission models, Ritual or Expressive models
Publicity Model, Reception Model

Readings:

- Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72
John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38
Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)
Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengage Learning, 2006) pages 42-64; 71-84; 148-153; 298-236
Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188
Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digitalreproduction/article3792723.ece> (Unit 1)
Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

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GE 1: (Elective Generic) Semester I

Basics of Journalism

Course contents:

Unit 1 –

Understanding News: meaning, definition, The news process: from the event to the reader (*how news is carried from event to reader*), Hard news vs. Soft news, News Formation in Different Medium, Attribution, embargo, verification, balance and fairness, dateline, credit line, byline.

Unit 2-

Different forms of print-A historical Perspective, Yellow journalism, Penny press, tabloid press
Language of news- Robert Gunning: Principles of clear writing.

Unit 3 –

Understanding the structure and construction of news, 5W's and 1H, Inverted pyramid, *Criteria for news worthiness*, sources of news, use of internet.

Unit 4 –

Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen journalism.

Unit 5 –

Role of Media in a Democracy, Responsibility to Society press and Democracy *Contemporary debates* and issues relating to media Ethics in journalism.

Readings

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

SEMESTER II

C3 Reporting and Editing for Print

Course contents:

UNIT 1

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

UNIT 2

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

UNIT 3

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

UNIT 4

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

UNIT 5

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

Readings

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

Internal Assessment:

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

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C4 Media and Cultural Studies

Course contents:

Unit I

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

Unit II-

Critical Theories, Media as Cultural Industries, Political Economy, Ideology and Hegemony

Unit III

Representation, Media as Texts Signs and Codes in Media, Discourse Analysis, Genres, Representation of nation, class, caste and gender issues in Media

Unit IV

Audiences, Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences, Sub Cultures; Music and the popular.

Unit V

Media and Technologies, Folk Media as a form of Mass Culture, live performance; Audience in live Performance, Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

Readings

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

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

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

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

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

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

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

James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey

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

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

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GE 2: (Elective Generic) SemesterII

Photography

Course contents:

Unit I:

History of Photography Definition and origin of Photography , The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media Invention of Digital Photography

Unit II:

Equipments of Photography Cameras , Lenses, Tripods, Monopods Camera bags, Digital storage

Unit III:

Lighting -the different types of lighting-Natural lighting-and Artificial Lighting, The reflection of light Recommended equipment for outdoor lighting , Introduction to indoor lighting and Photographing

Unit IV:

Types of Photography and Photo journalism , News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and, advertisement photography
The basics of photojournalism and importance of context in photojournalism.

Unit V:

Editing Photo editing software : Microsoft Office Picture manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Suggestive Readings:

- The Photography Book by Editors of Phaidon Press, 30 April 2000.
- All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
- Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
- The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
- Lonely Planet's Best Ever Photography Tips by Richard l'Anson published by Lonely Planet

SEMESTER III

CS 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, Vibhoddh
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, 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 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

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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-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
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"

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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

SEMESTER V

C11 Global Media and Politics

Course contents:

Unit I:

Media and international communication: The advent of popular media- a brief overview Propaganda in the inter-war years: Radio and international communication

Unit II:

Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America Communication debates: NWICO, McBride Commission and UNESCO ,Unequal development and Third World concerns: North-South, Rich - Poor

Unit III

Global Conflict and Global Media, World Wars and Media Coverage post 1990: Rise of Al Jazeera, The Gulf Wars: CNN's satellite transmission, embedded Journalism, 9/11 and implications for the media

Unit IV:

Media and Cultural Globalization, Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language, Local/Global, Local/Hybrid

Unit V:

Media and the Global market, Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide ,Media conglomerates and monopolies: Ted Turner/Rupert Murdoch ,Global and regional integrations: Bollywood, Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Suggested readings:

- DayaKishanThussu. *International Communication: Continuity and Change*, Oxford University Press ,2003.
- Yahya R, Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow ~ *Many Voices One World* Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and FrancisPublication, 2012.
- DayaKishanThussu. *War and the media : Reporting conflict 24x7*, Sage Publications,2003.
- Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press,2003.
- Yadava, J.S. *Politics of news*, Concept Publishing and Co.1984.
- ZahidaHussain and Vanita Ray. *Media and communications in the third world countries*,Gyan Publications,2007.
- Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.

Internal Assessment:

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

G. K. S. L.

C12 Advanced Broadcast Media

Course contents:

Unit I-

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

Unit II-

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

Unit III:

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

Unit IV:

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

UNIT V –

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

Suggestive projects

- Script writing
- Presentation of experimental genre in Radio/ TV
- Presentation about PSBT and such organizations.
- Script on Music Presentation
- Presentation of Commercial Channel functions.
- Presentation on global broadcasting models & Indian Broadcasting Models

Readings

A. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)

B. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212

C. Ambrish Saxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) . Pg- 92-138, 271-307

D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier,FocalPress ,2012) 3-17, 245-257, 279-286

G. Bagchi

COURSE 1: (Elective Discipline Specific) Semester V

Media Industry and Management I

Course contents:

UNIT - 1

Media Management: Concept and Perspective

- Concept, origin and growth of Media Management
- Fundamentals of management
- Management School of Thought

UNIT - 2

Media Industry: Issues & Challenges

- Media industry as manufacturers- Manufacturing Consent, news and content management.
- Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
- Changing Ownership patterns

UNIT - 3

Structure of news media organizations in India.

- Role responsibilities & Hierarchy
- Workflow & Need of Management
- Shift Patterns, Circulation & Guidelines

UNIT - 4

Media Economics, Strategic Management and Marketing

- Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

UNIT - 5 Case Studies

- Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.

- Indian and International Media Giants- Case Studies

Suggested Readings

- Vinita KohliKhandeka, Indian Media Business, Sage
- PradipNinan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. Lavine and Daniel B. Wackman, Managing Media Organisation

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

Course contents:

Unit 1:

Specialized Reporting, Business/economic, Parliamentary, Political

Unit 2:

Trends in Print journalism, Investigative journalism/ Sting operations and related case studies
Impact of Technology on newspapers and Magazines, Ethical debates in print journalism: ownership and con

Unit 3:

Production of Newspaper, Principles of Layout and Design: Layout and format, Typography, Copy preparat
Design process (size, anatomy, grid, design), Handling text matter (headlines, pictures, advertisements) Page
up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 4

Technology and print, Modern Printing Processes, DTP (Desk top publishing)/software for print (Quark Expr
Adobe Photoshop, Adobe InDesign etc.), Picture Editing and Caption Writing,

Unit 5:

Advanced Newspaper and Magazine Editing, Classification of Newspapers and Magazines
Current trends in Newspapers and Magazines with respect to content, Photographs and Cartoons in Newspape
Magazines

Suggested Readings

1. *Editing: A Handbook for Journalists* – by T. J. S. George, IIMC, New Delhi, 1989
2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. *Professional Journalism*, by M.V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N.N. Sarkar, Oxford University Press

DSE 4 (Elective Discipline Specific) Semester V

Media, Gender and Human rights

Course contents:

Unit I

Media and the social world, Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

Unit II

Gender Conceptual Frameworks in Gender studies, Feminist Theory, History of Media and Gender debates in India (Case studies), Media and Gender - Theoretical concerns., Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, "Public sphere" of the disempowered?

Unit III

Media and Social Difference: class, gender, race etc. Genres – Romance, Television, Soap Opera, Sports
Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

Unit IV

Media and Human Rights, Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Right, Human Rights and Media (Case Studies)

Presentation: Representation of Human Rights issues and violations in International and media

Essential Readings

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137

Readings:

1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomes Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening

SEMESTER VI

C13 Advanced New Media

Course contents:

UNIT 1

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

UNIT 2

Sociology of the Internet and New Media Social Construction of Technology, Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.

UNIT 3

Critical New Media ,Who controls New Media, Questions surrounding net neutrality and related issues. Surveillance and the state, Cyber security and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.

UNIT 4

Participatory culture, Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media- digital media and identities, new media campaigns.

UNIT 5

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

Things to Do:

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

Readings:

"New Media and New Technologies" by Lister Dovey, Giddings, Grant & Kelly, (2003).
Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.

G. Bagchi

C14 Communication Research and Methods

Course contents:

Unit I –

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

Unit II –

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

Unit III –

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

Unit IV-

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

Unit V –

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

Readings:

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

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SEM VI

DSE 5: Multi-Media Journalism

Course contents:

Unit 1

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

Unit 2

Print Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.

Unit 3

Photograph

Photo on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. placements & Visual Design

Unit 4

Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5

Mobile journalism

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer. Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

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

Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.

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

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

PSE 6:

Introduction to Film Studies

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 Genre and the development of Classical Hollywood Cinema

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 *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 *Pyasa* 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 Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in *Ideology of Hindi Film* by Madhava Prasad.. New Delhi: Oxford University Press. 1998
- Global Bollywood* by Anandam P. Kavoori and Aswin Punanthebekar Eds. New York: New York University Press. 2008

Giraj C

DSE 7:

Development Journalism

Course contents:

Unit 1

Concept of Development

The meaning of development; first world, second world and third world; models of development, major development paradigms - dominant paradigm - its rise and fall - alternative paradigm - participatory approach.

Unit 2

Development Journalism, Definitions, nature and scope, evolution of development journalism, agriculture extension, development support communication, information dissemination and education, behavior change, social marketing, social mobilization, Communication for social change, media advocacy, new age media and development journalism, Participatory development journalism development journalism pre and post liberalization

Unit 3-

Development stories: Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads. Research and planning, Developing a strong news sense, recognizing a good story, packaging of the development story, development feature writing. Conflict of interests, mobilizing support for development.

Unit 4-

Media specific development coverage: The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines, Development communication agencies and websites.

Unit 5-

Issues in development: Economic development, liberalization, privatization and globalization. Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport.

Suggested Readings:

Manual of Development Journalism - Alan Chalkley.
Participatory Communication, Working for change and development - Shirley A. White, K
Sadanandan Nair and Joseph Ascroft.
Development Communication and Media Debate - Mridula Meneon.
India, the Emerging Giant - Arvind Panagariya.
Participatory Video, Images that Transform and Empower - Shirley A. White
(Editor).

C. Raju