



### List of New Course(s) Introduced

**Department : Journalism and Mass Communication**

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

**Academic Year : 2020-21**

### List of New Course(s) Introduced

Sr. No.	Course Code	Name of the Course
	JMUATT1	Introduction to Journalism
1.	JMUATT2	Introduction to media and Communication
2.	JMUATG1	Basics of Journalism
3.	JMUATA1	Photography
4.	JMUATA1	Radio Production
5.	JMUATL1	Media Industry and Management
6.	JMUATL2	Media, Gender and Human Rights
7.	JMUBTT3	REPORTING AND EDITING FOR PRINT
8.	JMUBTT4	MEDIA AND CULTURAL STUDIES
9.	JMUBTG2	Photography
10.	JMUBTA2	Offered from pool (EVS)
11.	JMUBTL2	Documentary Production



## Implementation of CBCS

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

**Academic Year : 2020-21**

**School : School of Studies of Arts**

**Department : Journalism and Mass Communication**

**Date and Time : August 16, 2019, 11:30 AM**

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

The scheduled meeting of the members of Board of Studies (BoS) of Department of Journalism and Mass Communication, School of Studies of Arts, Guru Ghasidas Vishwavidyalaya, Bilaspur was held to design and discuss the B. A. (Hons) JMC (I to VI semesters) and the M. A. (JMC) (I to IV semesters) scheme and syllabi.

The following members were present in the meeting:

1. Prof. Govind Pandey (External Expert Member BoS, Head and Dean of Dept. of Journalism, Dr. Bhimrao Ambedkar university, Lucknow)
2. Dr. Himanshu Dwivedi (Invited Member BoS, Editor of Haribhumi, Raipur.)
3. Dr. Dhiraj Shukla (HOD, Associate Prof., Dept. of Journalism and Mass Communication .-cum Chairman, BOS)
4. Dr. Amita (Member BoS, Assistant Professor, Dept. of Journalism and Mass Communication.)

Following points were discussed during the meeting

1. For the Approval of the LOCF based syllabi of session 2021-22 of B.A (Hons.) JMC.
  2. For the Approval of the LOCF based syllabi of session 2022-23 of B.A (Hons.) JMC.
  3. For the Approval of the LOCF based syllabi of session 2021-22 of M.A JMC.
  4. For the Approval of the LOCF based syllabi of session 2022-23 of M.A JMC.
- ❖ The committee discussed and approved the scheme and syllabi of B.A (Hons.) JMC (I to VI semesters)of the session 2021-22.
  - ❖ The committee discussed and approved the scheme and syllabi of B.A (Hons.) JMC (I to VI semesters)of session 2022-23
  - ❖ The committee discussed and approved the scheme and syllabi of M.A JMC (I to IV semesters)of session 2021-22
  - ❖ The committee discussed and approved the scheme and syllabi of M.A JMC (I to IV semesters)of session 2022-23

All the above new courses were introduced in the B.A (Hons.) JMC and M.A JMC.

H.O.D.  
Department of Journalism and Mass Communication  
Guru Ghasidas Vishwavidyalaya  
Bilaspur (C.G.)

Signature & Seal of HoD



## Scheme

Syllabus for  
Bachelor of Arts (HONS)  
Journalism and Mass Communication  
based on CBCS with LOCF  
(Three Years/ Six Semesters)

(To be implemented from the Academic Session: 2021-2022)

Degree: B.A. (HONS) in Journalism and Mass Communication

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

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**Semester Wise Courses**

Semester	Course	Course Code	Course Name	Credits	L/T/P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)
I	C1	JMUATT1	Introduction to Journalism	5	4+1+0	30	70
	C2	JMUATT2	Introduction to media and Communication	5	4+1+0	30	70
	GE1	JMUATG1	Basics of Journalism	5	4+1+0	30	70
	AEC1	JMUATA1	Photography	2	2+0+0	30	70
		JMUATA2	Radio Production				
	SEC1	JMUATL1	Media Industry and Management	2	2+0+0	30	70
		JMUATL2	Media, Gender and Human Rights				
Additional Credit Course							
<b>Total</b>				<b>19</b>			
II	C3	JMUBTT3	Reporting and Editing for Print	5	4+1+0	30	70
	C4	JMUBTT4	Media and Cultural Studies	5	4+1+0	30	70
	GE2	JMUBTG2	Photography	5	4+1+0	30	70
	AEC2	JMUBTA2	Offered from the pool	2	2+0+0	30	70
	SEC2	JMUBTL2	Documentary Production	2	2+0+0	30	70
	Additional Credit Course						
<b>Total</b>				<b>19</b>			
III	C5	JMUCTT5	Introduction to Broadcast Media	5	4+1+0	30	70
	C6	JMUCTT6	History of the Media	5	4+1+0	30	70
	C7	JMUCTT7	Advertising and Public Relations	5	4+1+0	30	70
	GE3	JMUCTG3	Film Appreciation	5	4+1+0	30	70
	AEC3	JMUCTA3	News Reporting	2	2+0+0	30	70
	Additional Credit Course						
<b>Total</b>				<b>22</b>			
	C8	JMUDTT8	Introduction to new media	5		30	70
	C9	JMUDTT9	Development	5		30	70

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IV	C10	JMUDTT10	Communication Media Ethics and the law	5	30	70
	GE4	JMUDTG4	Documentary Production	5	30	70
	AEC4	JMUDTA4	Public Relations	2	30	70
	Internship*			6**		
	Additional Credit Course					
<b>Total</b>				22 + 6		
V	C11	JMUETT11	Global media and Politics	5	30	70
	C12	JMUETT12	Advanced Broadcast Media	5	30	70
	DSE1	SS/EC/DSE- 501A	A. Media Industry and Management B. Print Journalism and Production	5	30	70
	DSE2	SS/EC/DSE- 501B	A. Photography B. Media, Gender and Human Rights	5	30	70
	AEC5	JMUETA5	Corporate Communication	2	30	70
	Additional Credit Course					
<b>Total</b>				22		
VI	C13	JMUFTT13	Advanced New Media	5	30	70
	C14	JMUFTT14	Communication Research and Methods	5	30	70
	DSE3	SS/EC/DSE- 502A	A. Multimedia Journalism B. Introduction to Film Studies	5	30	70
	Seminar			2		100
	Dissertation/ Project	JMUPD1		6		100
	Additional Credit Course					
<b>Total</b>				23		
MOOC's				2-5		

\* May be offer during summer

\*\* Technical and Professional Programs may opt for internship or apprenticeship in full semester as a 24 credits course in lieu of course C13, C14, DSE3, DSE4/ Dissertation. Dissertation/Project and Internship would be of 100 marks.

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\*\*\* MOOC's courses should be offered at least one time during entire UG programme in lieu of Core Course. If the core is not available any course similar to Generic elective, Discipline specific elective, AEC course, Skill enhancement course may be offered on MOOC's platform. If any such course related to your subject is not available on MOOC's platform, department may continue with regular courses.

The above syllabus is based on CBCS system with LOCF.

Pos(Programme Outcomes):

- PO1.** To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication
- PO2.** To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .
- PO3.** To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

PSOs(Programme Specific Outcomes):

- PSO1.** Students will learn the concept of journalism and different aspects of mass communication
- PSO2.** Students will acquaint with the required skills and practices of the journalism and the mass communication
- PSO3.** Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents
- PSO4.** Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

Note: Abbreviations-

PO=Programme Outcome

PSO=Programme Specific Outcome

CO= Course Outcome

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## SEMESTER I

### CI- JMUATT1 Introduction to Journalism

#### Course Objectives:

1. To know the concept of news
2. To know the types of news
3. To know the news writing
4. To know the various types of journalism and role of media

#### 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

#### Course outcomes:

1. Understanding of news
2. Learning of different types of news
3. Learning the new writing style
4. Understanding the differences of news writing between the print and the electronic media platforms and the role of media in democracy

#### Readings:

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

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	2	2	3
CO2	3	2	2	2	3	2	2
CO3	3	3	1	3	3	2	2
CO4	3	2	3	2	2	3	3

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## C2- JMUATT2 Introduction to Media and Communication

### Course Objectives:

1. To know the different types of media
2. To know the uses of mass media
3. To know the concept of communication
4. To know the various theories and models of 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

### Course outcomes:

1. Understanding of media and its various forms
2. Understanding the uses of mass media
3. Learning the concept and process of communication
4. Understanding of various theories and models of communication

### Readings:

Michael Ruffner and Michael Bargaon, *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 Cosengate 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 Ramour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-ramour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1)  
Shobini Ghosh, "Inner and Outer Worlds of Emergent Television Culturas," in *No Limits Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	1	1
CO2	2	2	1	3	2	1	1
CO3	2	2	1	3	2	1	1
CO4	3	2	1	3	2	2	2

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**GE 1: (Generic Elective) JMUATG1 Basics of Journalism**

**Course Objectives:**

1. To know the fundamental of journalism
2. To know the different types of news
3. To know the principles of news writing
4. To know the various types of journalism and the role of media

**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.

**Course outcomes:**

1. Understanding of the basics of journalism
2. Learning the concept of news and news writing
3. Knowing the basic differences of the principles and the languages between print and electronic media
4. Comprehensibility of the role of media

**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*; Vistaant Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	3	2	1
CO2	2	2	1	2	2	3	1
CO3	3	3	1	3	3	2	1
CO4	3	2	2	3	2	2	1

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### JMUATA1 Photography

#### Course Objectives:

1. To know the concept of photography and its development
2. To know the mechanism of photography
3. To know the different camera handling and their process
4. To know the photo journalism

#### 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.

#### Course outcomes:

1. Understanding of the concept of photography and its historical development.
2. Understanding of photography process
3. Understanding of the uses of different photography camera and lights
4. Learning of art of the photo journalism and the photo editing.

#### 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

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	2	1	1
CO2	3	2	1	3	2	2	1
CO3	3	2	2	3	2	2	2

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SEC1: Offered from the pool Credit-2

### JMUATA2 -Radio Production

#### Course Objectives:

1. To know the format of broadcasting in Radio
2. To know the techniques of Radio broadcast and production
3. To know the stages of 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.

#### Course outcomes:

1. Understanding of various broadcast formats in radio production
2. Learning of the techniques of broadcast production
3. Understanding of the process of radio production

#### 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.

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	2	2	1
CO2	3	3	1	3	3	2	1
CO3	3	3	1	3	3	3	1

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**SEC 1 - JMUATL1 Media Industry and Management**

**Course Objectives:**

1. To know the concept of Media Management
2. To know the issues, challenges and structure of media industry
3. To know the media economics
4. To know the media management and marketing skills

**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.

**Course outcomes:**

1. Understanding of the Media Management and its function
2. Understanding of media industry, its issues and challenges
3. Learning of the strategy of media management and media economics
4. Understanding the media management and marketing skills

**Suggested Readings**

- Vinita Kohli Khandekar, Indian Media Business, Sage
- Pradip Nandan Thomas, Political Economy of Communications in India, Sage
- Lucy Kiang, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Peven, (Edited) Media Industries-History, Theory and Method, Wiley- Blackwell

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	1	1	1
CO2	3	2	1	3	2	2	1
CO3	2	2	3	2	2	2	3
CO4	3	3	1	3	2	3	1

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**JMUBTL2 Media, Gender and Human Rights**

**Course Objectives:**

1. To understand the role of media in society
2. To understand the conceptual frameworks of Gender studies
3. To understand the concept of Human Rights
4. To know the role of media in 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

**Course Outcomes:**

1. Understanding the role of media in society
2. Learning of the conceptual frameworks of Gender studies
3. Understanding of the concept of Human Rights
4. Learning the role of media in Human Rights

**Essential Readings**

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoemith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan, 2009 ( Pg No. 3-10, 11-34, 35-53)
3. Mckay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-315.
4. Asen, Robert & Broawer, Daniel, 2001. *Counter Publics and the State*, SUNY Press. 1-35, 111-137
1. Ninas, Sevanli. *Headlines from the heartland: Reimventing 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*. Thames Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	2	1
CO2	3	2	2	3	2	2	2
CO3	3	2	2	2	2	2	3
CO4	3	2	3	3	2	2	3

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## SEMESTER II

### C3 JMUBTTI Reporting and Editing for Print

#### Course Objectives:

1. To know the reporting for print
2. To know the set up of editorial department of newspaper
3. To know the various trends in reporting
4. To know the treatment of news in media

#### 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

##### 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

#### Course outcomes:

1. Learning of new writing for print media
2. Understanding of the editorial department of newspaper and role of different editorial staff
3. Learning of various specialised reporting
4. Understanding of the objectivity in the news selection process and editing as well as the treatment of news in media

#### Readings

The Art of Editing, Baskette and Scissors, Ailyn 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 Iltis 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 Koebke, 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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12/05/2023

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CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	3	3	2
CO2	3	3	2	3	3	3	2
CO3	3	3	2	3	3	3	2
CO4	3	3	2	3	3	2	2

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12/05/2023



#### C4 JMUBTT2 Media and Cultural Studies

##### Course Objectives:

1. To know the concept of culture and its type
2. To know the various theories regarding cultural study
3. To know the role of media on culture
4. To know the role of media technology in spreading of culture

##### 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

##### Course outcomes:

1. Understanding of the concept of culture and various types of culture
2. Understanding of various cultural theories and uses of media
3. Representation of culture in media
4. Role of media technology in spreading of culture.

##### 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, Raymond, Roland Barthes, McLuhan

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

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	3	1	1	2
CO2	3	2	2	3	1	1	2
CO3	3	2	2	3	2	2	2
CO4	2	2	2	2	2	2	2

Amika  
12/05/2023  
January  
12/05/2023





**GE 2: (Generic Elective) JMUBTG2 Photography**

**Course Objectives:**

1. To know the concept of photography
2. To know the equipment of photography
3. To know the art of photography
4. To know the concept of Photo Journalism

**Course contents:**

**UNIT I**

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

**UNIT II**

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

**UNIT III**

Understanding Light and Shadow-

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

**UNIT IV**

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

**UNIT V**

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

**Course outcomes:**

1. Learning of the concept and historical development of photography
2. Understanding of different photography tools and their uses
3. Learning of photography techniques
4. Understanding of Photo Journalism and learning of various types of photography

**Suggested Readings:**

Camera Lucida: Reflections on Photography- Roland Barthes/On Photography- Susan Sontag

The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

Basic Photography- Michael Langford

All about Photography by Ashok Dilwali, National Book trust, Year of Publication:2010

New Delhi,

Practical photography by O.P. SHARMA HPB/FC (14 March 2003.

The Photographer's Guide to Light by Freeman John Collins & Brown, 200

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12/05/2023



CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	2	1	1
CO2	3	2	1	3	2	2	1
CO3	3	2	2	3	2	2	2
CO4	3	2	2	3	2	2	3

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AEC2: Offered from the pool Credit-2

JMUBTA2 Environmental Studies

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*Amrita*  
*12/05/2023*



**SEC 2 (Skill Enhancement Course)**  
**JMUBTL2 Documentary Production**

**Course Objectives:**

1. To know the concept of documentary making
2. To know the production of documentary

**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, Archives, 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.**

**Course outcomes:**

1. Understanding of the concept of the documentary
2. Learning of the production of documentary

**Suggested 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

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	2	2	2
CO2	3	3	2	3	3	3	2

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Additional credit course

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*Amita*  
12/05/2023 12/05/2023

**गुरु घासीदास विश्वविद्यालय**  
(केंद्रीय विश्वविद्यालय अधिनियम 2009 डा. 25 के अंतर्गत स्थापित केंद्रीय विश्वविद्यालय)  
**कोनी, बिलासपुर - 495009 (छ.ग.)**



**Guru Ghasidas Vishwavidyalaya**  
(A Central University Established by the Central Universities Act 2009 No. 25 of 2009)  
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