



List of New Programme(s)

Department : Journalism And Mass Communication

Academic Year : 2018-19

List of Programmes

Sr. No.	Programme Code	Programme Name
1.	112	Introduction to Journalism
2.	112	Introduction to media and Communication
3.	112	Basics of Journalism
4.	112	Environmental Science
5.	112	ECA-Extracurricular activity/Educational Tour/ Field visit/ Industrial training/NSS//Yoga/ Swachhta/ sports/ community service/ others
6.	112	Reporting and Editing for Print
7.	112	Media and Cultural Studies
8.	112	Photography
9.	112	English Communication/ MIL (Hindi Communication)
10.	112	ECA-Extracurricular activity/Educational Tour/ Field visit/ Industrial training/NSS/yoga/ Swachhta/ sports/ community service/ others
11.	326	History of Journalism
12.	326	Theories of Mass Communication
13.	326	Media Writing
14.	326	Print Media – I (Reporting)
15.	326	Print Media – II (Editing)
16.	326	Media Laws & Ethics
17.		Mass Communication Research
18.		Radio Communication

गुरु घासीदास विश्वविद्यालय
(केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय)
कोनी, बिलासपुर - 495009 (छ.ग.)



Guru Ghasidas Vishwavidyalaya
(A Central University Established by the Central Universities Act 2009 No. 25 of 2009)
Koni, Bilaspur - 495009 (C.G.)

19.	326	History of Journalism
20.	326	Theories of Mass Communication
21.	326	TV Communication
22.	326	Internet Journalism



Implementation of CBCS

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

Academic Year : 2018-19

School : School of Studies of Arts

Department : Journalism and Mass Communication

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

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

दिनांक 26.07.2018

कार्यवृत्त

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

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

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

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

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

SS/EC/C-101

Introduction to Journalism

SS/EC/C-102

Introduction to media and Communication

SS/EC/GE-101/C

Basics of Journalism

Environmental Science

SS/EC/AE-101/EC



SS/EC/ECA-101	ECA-Extracurricular activity/Educational Tour/ Field visit/ Industrial training/NSS//Yoga/ Swachhta/ sports/ community service/ others
SS/EC/C-203	Reporting and Editing for Print
SS/EC/C-204	Media and Cultural Studies
SS/EC/GE-202/PS	Photography
SS/EC/AE-201/ES	English Communication/ MIL (Hindi Communication)
JMC-CC – 101	History of Journalism
JMC-CC – 102	Theories of Mass Communication
JMC-CC – 103	Media Writing
JMC-CC – 104	Print Media – I (Reporting)
JMC-CC – 105	Print Media – II (Editing)
JMC-CC – 201	Media Laws & Ethics
JMC-CC – 202	Mass Communication Research
JMC-CC – 203	Radio Communication
JMC-CC – 204	TV Communication
JMC-CC – 204	Internet Journalism

विभागाध्यक्ष
H.O.D.
पत्रकारिता एवं जनसंचार विभाग
शा. 01 Journalism & Mass Communication
गुरु घासीदास विश्वविद्यालय,
Suru Ghasidas Vishwavidyalaya
बिलासपुर (छ.ग.)
Bilaspur (C.G.)

Scheme for B.A in JMC



Page 1 of 39

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)

G. Bagchi
26/7/18



Page 2 of 34

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			
	Core -4	SS/EC/C-204	Media and Cultural Studies	5	5
	Core -4 Tutorial	SS/EC/C - T-204			
	Generic Elective (GEI-B)-2	SS/EC/GE-202/PS	Photography	5	5
	Generic Elective - Tutorial	SS/EC/GE-T-202/PS			
	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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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:

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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 Coengate 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 I)
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 H, 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.

G. Bagel



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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Scheme for M.A in JMC

Page 1 of 26

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

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

COURSE PLAN

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

G. B. Singh
26/7/18.



COURSE STRUCTURE

**Master's Programme in
Journalism & Mass Communication**

Minimum Semesters allowed = 4 Semesters

PROGRAMME OBJECTIVES:

1. To acquaint students with the theory and practice of Journalism and Mass Communication.
2. To impart training to the students in Print / Radio / Television / Web / Media Research. To put communication practices within the realm of Indian and Local cultural context

	Course Code	Core Course	Theory	Internal assessment	Total Marks
Semester I	JMC-CC - 101	History of Journalism	60	40	100
	JMC-CC - 102	Theories of Mass Communication	60	40	100
	JMC-CC - 103	Media Writing	60	40	100
	JMC-CC - 104	Print Media - I (Reporting)	60	40	100
	JMC-CC - 105	Print Media - II (Editing)	60	40	100
		Total Marks			500
		Core Course			

Semester II	JMC-CC - 201	Media Laws & Ethics	60	40	100
	JMC-CC - 202	Mass Communication Research	60	40	100
	JMC-CC - 203	Radio Communication	60	40	100
	JMC-CC - 204	TV Communication	60	40	100
	JMC-CC - 204	Internet Journalism	60	40	100
		Total marks			500

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SYLLABUS FOR SEMSTER- I

JMC-CC - 101 - HISTORY OF JOURNALISM

Unit-I

Journalistic practices in ancient civilizations. Invention of printing press. News Books in United Kingdom. Growth of printing in India.

Unit-II

Origin of newspapers in India. Hicky's *Gazette*. Growth of language journalism and contribution of Raja Ram Mohan Ray. Bal Gangadhar Tilak and early struggle for freedom of press. Mahatma Gandhi and role of press during the freedom movement. Major trends in post-independence press in India.

Unit-III

Growth and development of press in Chhattisgarh. Problems and prospects. Renowned Journalist Of Chhattisgarh – Sri. Madhav Rao Sapre, Sri Swaraj Prasad Triwedi , Sri. Mayaram Surjan etc

Unit-IV

Chhattisgarhi Press: History, status, challenges and prospects of Chhattisgarhi Press. Present Scenario of Press in Chhattisgarh. Various awards in the field of Journalism in Chhattisgarh.

BOOKS FOR REFERENCE

1. International Commission for Study of Communication. *Many Voices, One World: Communication and Society, Today and Tomorrow*. London: Kogan Page, 1980
2. Krishnamurty, Nadgi. *Indian Journalism (Origin, Growth and Development of Indian Journalism from Ahoka to Nehru)*, Mysore: University of Mysore, 1967.
3. Natrajan, J. *History of Indian Journalism*, New Delhi: Publications Division, 2000 (2nd Reprint Edition).
4. Bhatt, S.C. *Indian Press since 1955*, New Delhi: Publication Division, 2000 (Reprint).
5. Press Council of India. *Future of Print Media: A Report*, New Delhi: Press Council of India, 2000
6. Jeffrey, Robin. *India's Newspaper Revolution*, New Delhi: Oxford, 200.
7. Rajan, Nalini: *21st Century Journalism in India*. New Delhi, Sage Publications, 2007.

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JMC-CC - 102 THEORIES OF MASS COMMUNICATION

Unit-I

Human communication: meaning, definition, nature, process, elements; Verbal and non-verbal Communication: Types of communication settings-intrapersonal, interpersonal, small group and mass communication, characteristics of audience, Functions and characteristics of mass communication.

Unit-II

Models of Communication: Aristotle, Lasswell, Shannon and Weaver, Osgood, Schramm, Dance, Berlo, Gerbner, Newcomb, Melvin, DeFleur, Westly and Mclean and Kincaid's convergence model.

Unit-III

Theories of Communication: Magic Bullet Theory, Two-step flow and Multistep Flow, Agenda Setting, Individual difference theory, Selectivity and Gate-keeping, Diffusion of Innovation, Personal Influence theory, Cultivation theory.

Unit-IV

Normative theories: Authoritarian, Libertarian, Communist media, Social Responsibility, Development media, Democratic participant theory. Media and communication policy in India. Communication convergence and its impact.

BOOKS FOR REFERENCE

1. Ghosh, Subir. *Mass Communication Today*
2. Agarwal, Virbala. *Handbook of Journalism and Mass Communication*
3. Narula, Uma. *Handbook of Communication*
4. Narula, Uma. *Mass Communication Theories*
5. Mc.Quaill, Dennis. *Mass communication*
6. Narula, Uma. *Mass Communication-Theory & Practice*
7. Murty, D.V.R. *Media and Accountability- An overview*
8. Sharhe, Dhiraj. *Communication in the IT age*
9. De.Fleur, Melvin. *Human Communication*
10. Fiske, John. *Introduction to Communication Studies*
11. Ault, Emery, Agee. *An Introduction to Mass Communication*
12. Verma, Dr Shalini. *Body Language*
13. Rayndu, C.S. *Communication*
14. Vilanilam, J.V. *Mass Communication in India*
15. Rajan, Nalini. *21st Century Journalism in India*

अज्ञात
26/11/18.



JMC-CC - 103 Media Writing

This course is designed to impart skills of journalistic writing for different media platforms to the students. The course incorporates changes in the nature of media professions and the need to adapt to convergence of media productions and technologies and also to acquire the ability to work on multiple platforms.

Unit I

What is media writing? Media writing as communication, engaging the reader. Research and writing, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing.

Principles of good media writings With revision of visual grammar, syntax and style. Drafting and revising.

Unit II

Ideas for writing, Explaining ideas and processes, News structure, concept of inverted pyramid, lead paragraph, quotations and back grounding, Headlines and caption writing.

Unit III

Writing for Print: Principles of news writing, News values, News story, Feature writing, types of feature, profile writing, book reviews and film reviews, writing columns. News sources, freelance, Writing for magazines - Writing for broadcast: Writing for eyes and ears.

Unit IV

Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism.

Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release.

Books

1. Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.
2. Stovel J. (2006). *Writing for Mass Media*, 6th edition. Allyn and Bacon.

References

1. Melvin Mencher (2006). *News Reporting and Writing*. 10th edition. McGraw-Hill.
2. Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.
3. Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.
4. Raman, Usha (2009). *Writing for the Media*, OUP.

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

Unit - I

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

Unit - I

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

Unit - III

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

Unit - IV

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

BOOKS FOR REFERENCE

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

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26/7/18.



8 OF 26

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

Unit - I

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

Unit - II

Newsroom organization. Editorial staff pattern and division of work. Edition planning. News Editor and Sub Editors: their role as gatekeepers. Contents of the editorial page: editorials, features, columns and letters to the editor, planning editorial content for magazines.

Unit - III

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

Unit - IV

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

BOOKS FOR REFERENCE

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

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26/7/18



9 of 26

SYLLABUS FOR SEMSTER- II

JMC-CC - 201 - MEDIA LAW AND ETHICS

Unit I

Indian Constitution - Basic principles of the Preamble, Fundamental rights, freedom of speech and expression and their Reasonable Restrictions, Directives Principles of State Policy, provisions of declaring emergency and their effects on media.

Unit II

Media Ethics - Media's ethical problems including privacy, communal writing and sensational and yellow journalism, Conflict of Interest. Paid Journalism, Role of press or media councils, ombudsmen, Ethical reporting on Children.

Unit III

Press Council of India and Press Commissions of India - broad guidelines and codes. Accountability and independence of media. Covering Conflict and International Humanitarian law, Code of Conduct by Associations of Media professionals.

Unit IV

Press Laws - Contempt of Courts Act 1971 - civil and criminal, defamation, sedition, crime against women and children; obscenity; Official Secrets Act 1923, RTI, Press and Registration of Books Act 1867, Cinematography Act 1953, Prasar Bharati Act, Copyright Act, IT Act, Cable and Television Regulation Act.

Textbooks

1. Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.
2. Guha Thakurta, Paranjay (2011). *Media Ethics: Truth, Fairness and Objectivity*, 2nd Second, New Delhi: OUP.
3. Manna, B. (2006). *Mass Media and Related Laws in India*, Academic Publishers.

References

1. Singh, P.P. et. al. (1998). *Media, Ethics and Laws*, Anmol.
2. Prabhakar, M. et. al. (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.
3. Fackler, Mark et. al. (1995). *Media Ethics -Cases and Moral Reasoning*, Longman.

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26/7/18



10 of 46

JMC-CC - 202 - MASS COMMUNICATION RESEARCH

Unit I

Definition and Elements of Research. Research methods and Approaches in Social Sciences. Mass media research and Scientific methods. Importance of communication research – Indian scenario. Formulation of research problem, review of literature, hypothesis, research design.

Unit II

Qualitative and Quantitative Research Methods: Ethnography, Ethno methodology, Symbolic Interactionism, Policy and archival research. Communication Policy Analysis. Analyzing Visual: still and moving images., grounded Theory, Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

Unit III

Tools of Data Collection – observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. Sampling methods. Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls. Attitude Measurement – Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement.

Unit IV

Data Analysis and Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – univariate, bi-variate, multi-variate tests of significance – central tendency –preparation of research reports/project reports/dissertations, Referencing and Citation Style.

Textbooks

1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
2. Wimmer and Domnick, (2011) *Mass Media 'Research: An Introduction*, 10th edition. Boston: Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.

References

1. Reinard, John C. (2006). *Communication Research Statistics*. California State University: Sage publication.
2. Fink, Arlene & Kos, J. B. (2005). *How to Conduct Surveys, A Step-By-Step Guide*, 3rd Edition. University of California: Sage publication.

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11 of 26

JMC-CC - 203 - RADIO COMMUNICATION

Unit - I

Development of radio as a medium of mass communication. Emergence of All India Radio. Growth of radio in the post-independence era. FM Radio: state and private initiatives. Radio broadcasting in Chhattisgarh.

Unit- II

Studio and operating facilities for radio programme production. AM and FM transmission, Internet Radio. Microphones and recorders. Field recordings and voice dispatches.

Unit-III

Evolving formats for radio programmes, role of demographics. News and current affairs, entertainment, business, sports, programmes for special audience and commercials. Organization of radio newsroom, structure and types of radio news bulletins. Writing radio scripts. Print punctuation vs. broadcast punctuation.

Unit-IV

Performers for radio: announcers, newscasters, commentators, talk show hosts and entertainers including disc jockeys. Broadcasting ethics, codes and social responsibilities Radio in education and development. Community Radio movement.

BOOKS FOR REFERENCE

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

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12 of 26

JMC-CC - 204 - TELEVISION COMMUNICATION

Unit I

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

Unit II

Anatomy of Camera - different parts of camera, working of camera, support and accessories of camera, different Lenses for camera, focus, aperture, depth of field, shutter speed, summing up. Lighting- importance of lighting, visual treatment, different lighting methods, sources of light, different types of lights and Instruments for studio and out-door.

Unit III:

Sound- production equipment for sound, audio recording systems, functions of sound, types and uses of microphones, advantages of different microphones in shooting locations, sound effects.

Unit IV

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

BOOKS FOR REFERENCE

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

References

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

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13 of 26

JMC-CC - 205 - INTERNET JOURNALISM

Unit - I

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

Unit- II

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

Unit -III

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

Unit - IV

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

BOOKS FOR REFERENCE

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

References

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

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