

**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 JMUATA2	Photography Radio Production	2	2+0+0	30	70
	SEC1	JMUATL1 JMUATL2	Media Industry and Management Media, Gender and Human Rights	2	2+0+0	30	70
	Additional Credit Course						
	Total				19		
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						
	Total				19		
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						
	Total				22		
	C8	JMUDDT8	Introduction to new media	5		30	70
	C9	JMUDDT9	Development	5		30	70

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IV			Communication			
	C10	JMUDDT10	Media Ethics and the law	5	30	70
	GE4	JMUDDTG4	Documentary Production	5	30	70
	AEC4	JMUDDTA4	Public Relations	2	30	70
	Internship*			6**		
	Additional Credit Course					
	Total			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					
	Total			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	JMUF1		6		100
	Additional Credit Course					
	Total			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

C1- 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. 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

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 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 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).

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*; Vistaar 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 Ninan 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

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. 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
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

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 JMUBTT1 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, 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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	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	3
CO4	3	3	2	3	3	2	2

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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 Benett, 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

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

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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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CO	PO			PSO			
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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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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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SEMESTER III

C5 JMUCTT5 Introduction to Broadcast Media

Course Objectives:

1. To know the concept of broadcasting
2. To know the various sounds and images used in broadcasting
3. To know the basics of radio news writing
4. To know about the basics of news writing for television
5. To understand the issues related to broadcasting

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 Softwares 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.

Course outcomes:

1. Understanding of the concept of broadcasting
2. Understanding of the various sounds and images used in broadcast media
3. Learning of the basics of the news writing for radio
4. Learning of the basics of the news writing for television
5. Understanding of the various critical issues and debates about the broadcasting of news

Readings:

Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)

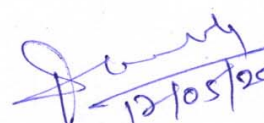
Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)

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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CO1	3	3	1	3	3	3	1
CO2	3	2	1	3	2	2	1
CO3	3	2	2	3	3	2	2
CO4	3	3	2	3	3	3	2


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C6 JMUCTT6- History of the Media

Course Objectives:

1. To know the historical development of print media
2. To know the historical development of radio in India
3. To know the historical development of television in India
4. To know the historical development of the photography and the cinema

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 Prasar Bharati.

Course outcomes:

1. Understanding of the historical development of print media
2. Understanding of the historical development of radio in India
3. Understanding of the historical development of television in India
4. Understanding of the historical development of the photography and the cinema

Readings:

Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010) (Chapter 2 and Chapter 5)

Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).

Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)

Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32 Chatterjee, P.C. *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57

Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)

David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.

Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthy, G. Poitevin (Ed.) (Sage 2005)

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

Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"

John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000)

Topics for Student Presentations

1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.

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2. A case study of radio programmes like *Fauji bhaiyon ke liye* and *behno ka karyakram* and *Kutch mahila radio*
3. Trace the transformation of certain traditional musical genres like devotional music, Ghazals and folk songs with the advent of cassette technology.
4. Compare the history of Cinema with the history of other visual media.
5. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period Of Emergency and the debate around censorship of media by the Indian state.
6. Presentations on the importance of archiving. The state of archives of Indian cinema, News papers, music and photographs.
7. A discussion on digital archives.

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	3	2	3	3	2	2	3

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C7 JMUCTT7 Advertising and Public Relations

Course Objectives:

1. To know the concept of advertising and its functions
2. To know the designing of Ad-copy and advertising campaign
3. To know the concept of public relations and its functions
4. To learn the planning ,strategy and the uses of the tools of 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

Course outcomes:

1. Understanding of the concept of advertising and its functions
2. Learning of the designing of Ad-copy and advertising campaign
3. Understanding of the concept of public relations and its functions
4. Learning of the making PR campaign, the skills of the use of PR tools and the writing for media

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

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

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GE 3: JMUCTG3 (Elective Generic) Semester III

Film Appreciation

Course Objectives:

1. To understand the basics of cinema and its structures for film appreciation
2. To know the language and the forms of Cinema
3. To know the historical development of Chhattisgarhi Cinema
4. To know the historical development of Hindi Cinema

Course contents:

Unit I -

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

- 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 Panchaliby* 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 *Pyaas* by Guru Dutt

Course outcomes:

1. Understanding of the basics of cinema and its elements for film appreciation
2. Learning of the language and grammar of cinema for film appreciation
3. Understanding of the historical development of the Chhattisgarhi Cinema for the appreciation of the regional films
4. Understanding of the historical development of Hindi Cinema for film appreciation

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*

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

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AEC3: Offered from the pool

JMUCTA3- News Reporting

Course Objectives

1. To understand the basics of reporting
2. To familiarize the students with different kinds of reporting and specialized reporting.

Unit-I

News: Definition, elements, structure of news, hard news and soft news, sources of news, Basics of reporting: meaning, elements, Beat reporting, Qualities and functions of a reporter, free lancer, stringer.

Unit-II

Types of reporting : crime, accident , health, education, economics/business, sports, Political , court, religion and culture etc., Interpretative reporting, Investigative reporting, Citizen reporting, Interview Feature and column

Course Outcomes

1. Students understand the basics of reporting.
2. Students get familiarize with different kinds of reporting and to create understanding of specialized reporting.

BOOKS FOR REFERENCE

Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.

Kamath, M.V. *Journalists Handbook*.

Srivastava, K.M. *News Reporting & Editing*

Kamath, M.V. *Professional Journalism*

Puri, G.K. *Journalism*

Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

CO	PO			PSO			
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CO1	3	2	2	3	3	3	2
CO2	3	3	2	3	3	3	2

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SEMESTER IV

C8 JMUDTT8 Introduction to New Media

Course Objectives:

1. To know the concept of the New Media
2. To know the Digital Journalism and New Media technologies
3. To know about the laws and ethics regarding writing for the New Media
4. To learn the writing techniques and content designing for 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.

Course outcomes:

1. Understanding of the concept of New Media
2. Learning of the Digital Journalism and New Media technologies
3. Understanding of the important laws and ethics related to writing for New Media
4. Learning of writing skill and content designing for new media

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. O'Reilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
Grossman, "Iran Protests: Twitter, the Medium of the Movement"
Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists. The New Yorker, August

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

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C9 JMUDTT9 Development Communication

Course Objectives:

1. To understand the concept of development
2. To understand the concept of the Development Communication and its approaches
3. To know the role of mass media in Development Communication
4. To learn the practices of Development Communication and Rural Journalism

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;

Course outcomes:

1. Understanding of the concept of development
2. Understanding of the concept and uses of Development Communication
3. Understanding of the role of Mass Media in Development Communication
4. Learning of the practices of Development Communication and skills of Rural Journalism

Suggested Readings:

Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The ThirdWorld, Sage Publications.
Belmont CA : Technology Communication Behaviour, WordsworthPublication, New Delhi, 2001.
Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan,Upadhyay Varanasi, 2007.
UNDP : Human Development Report (published every year), OxfordUniversity Press, New Delhi.
World Bank : World Development Report (published every year) Oxford University Press, New Delhi.

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	3	3	3	2	3	3
CO4	3	2	2	3	2	2	3

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C10 JMUDTT10 Media Ethics and the Law

Course Objectives:

1. To know the various laws regarding the media practices
2. To understand the ethical framework regarding media practices
3. To know the regulatory bodies of media
4. To know the media ethics for writing about the various sections of the society

Course contents:

Unit-1

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

Student Presentations- Photocopied material for Study Packs in India

Unit 2

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

Student Presentations-

1.Tehelka's Westend 2.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

Course outcomes:

1. Learning of various laws regarding the media practices
2. Understanding of the ethical framework regarding media practices
3. Knowing the various media regulatory bodies and their functions
4. Learning of the ethics and laws regarding write ups for different sections of the society

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
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
- Iyer Vekat, Mass Media Laws and Regulations in India- Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction

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

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GE 4: (Elective Generic) Semester IV

Documentary Production

Course Objectives:

1. To know the theoretical framework of documentary
2. Learn the documentary production
3. To get skilled in the technique and technologies of Documentary Production
4. To acquaint with the current trends of Documentary Production

Course contents:

Unit 1:

Understanding the Documentary, Introduction to the debate on realism, Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical Debates in the Documentary Encounter, Defining the Subject/Social Actor/Participant Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker, & Audience Camcorder Cults Documentary

Unit 2-

Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography, Writing a concept: telling a story, Writing a Treatment, Proposal and Budgeting, Structure and scripting the documentary, Issues of Funding and Pitching, Issues of Primary and Secondary Audience

Unit 3-

Documentary Production: Production, Documentary Sound, Documentary Cinematography – a responsive filmic encounter, Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list, Production Team, Meetings, Checklist, Crowd Funding

Unit 4 –

Documentary Production: Post-Production, Grammar of editing, Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy, Distribution and Exhibition Spaces (Traditional and Online), Festivals and International Market, Box office documentaries

Suggested Practical Exercise – Making a short documentary (5-10 minutes).

Course outcomes:

1. Understanding of the theoretical framework of documentary and modes of documentary
2. Learning of documentary making and its techniques
3. Skilled in the technique and technologies of Documentary Production
4. Acquainted with the current trends of Documentary Production

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

DOX magazine Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Suggested Screenings:

Michael Moore: *Roger and Me* and *Nanook of the North* by Robert J Flaherty

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

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AEC4: OFFERED FROM THE POOL

JMUUTA4 Public Relations

Course Objectives:

- To know the concept of Public relations and its functions.
- To know the Public relations campaign Planning.
- To know the role of Public relations

Course contents:

Unit 1:

Public Relations- Introduction to Public Relations, Concepts of Public Relations, Growth and development of PR. Importance, Role and Functions of PR, Principle and Tools of Public relations.

Unit 2:

PR Campaign-Stages, Strategy, planning, execution, evaluation, Research for PR, Public in PR, PR in Marketing, Role of PR in Crisis management, Apex bodies in PR- IPRA code - PRSI, PR in New Media, PR in Govt.- State and Central, PR in Private Sectors, PR in NGO's, Press Releases, Press Conferences.

Course outcomes:

1. Understanding the concept of Public Relations and its functions
2. Understanding the Public relations campaign Planning.
3. Understanding of the role of public relations.

Further Readings

1. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
2. Heath Robert L, Handbook of Public Relations, Sage Publications
3. Dennis L. Wilcose& Glen T, Public Relations, Pearson
4. Cutlip S.M and Ceter A.H., Effective Public Relations, Prentice Hall
5. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta

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

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Internship (Minimum 4 weeks)

Course Objectives:

1. To develop skill competencies specific to an occupation or profession.
2. To expand oral and written communication skills.
3. To learn the cultures and to work effectively within diverse environments.
4. To acquire additional interpersonal communication and interaction skills.

Internship

Students will undertake a four-week internship in media and communication organisations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

Course Outcomes:

As a result of the internship experience students will be able to:

1. Apply appropriate workplace behaviours in a professional setting.
2. Demonstrate content knowledge appropriate to job assignment.
3. Exhibit evidence of increased content knowledge gained through practical experience.
4. Explain how the internship placement site fits into their broader career field.
5. Evaluate the internship experience in terms of their personal, educational and career needs.
6. Some outcomes will represent reinforcement activities. They will provide the opportunity to perform and to reinforce familiar skills in the student's new working environment. Others will represent activities which are unfamiliar and which will provide opportunities to acquire new sets of skills.

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	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	3	3	3

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SEMESTER V

C11 JMUETT11 Global Media and Politics

Course Objectives:

1. To know the international communication order
2. To understand the information flow in the world
3. To know the issues of international communication and global media
4. To understand the role of media in globalisation and global market

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

Course outcomes:

1. Understanding of the concept of international communication
2. Understanding of the flow of information at global level
3. Understanding of the issues of the world information flow and global media
4. Learning the role of media in the cultural promotion, the global market and the globalisation

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 Francis Publication, 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.

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CO1	3	1	1	3	2	1	1
CO2	3	3	2	3	3	2	3
CO3	3	2	3	3	2	2	3
CO4	3	2	2	3	2	2	2

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C12 - JMUETT12 -Advanced Broadcast Media

Course Objectives:

1. To know about Public Service Broadcasting and its model in India
2. To understand the structure and working of a broadcast channel
3. To learn the advanced techniques for radio production
4. To learn the advanced techniques for television production

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 genere 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

Course outcomes:

1. Understanding about the Public Service Broadcasting and its model in India
2. Understanding of the functions, structure and working of a broadcast channel
3. Learning of the advanced broadcast production for radio
4. Learning of the advanced broadcast production for television

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. AmbrishSaxena, 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

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

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DSE 1: SS/EC/DSE/501A- (Elective Discipline Specific) Semester V

A-Media Industry and Management

Course Objectives:

1. To understand the concept of Media Management
2. To understand the media industry ,its issues and challenges
3. To learn about the structure of news media organisation, media economics and entrepreneurs

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. Learning the concept and techniques of Media management
2. Understanding of the issues and challenges of media industry
3. Understanding the structure of news media organisation, media economics and entrepreneurs

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

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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DSE 1: SS/EC/DSE/501A (Elective Discipline Specific) B- Print Journalism and Production

Course Objectives:

1. To learn the specialised reporting for different beats of reporting
2. To understand the trends in print journalism
3. To learn the production of newspaper
4. To learn the printing and editing technology of newspaper & magazine

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 control.

Unit 3:

Production of Newspaper, Principles of Layout and Design: Layout and format, Typography, Copy preparation, Design process (size, anatomy, grid, design), Handling text matter (headlines, pictures, advertisements) Page make-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 Express, 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 Newspapers and Magazines

Course outcomes:

1. Learning of the specialised reporting for different beats
2. Understanding of the trends in print journalism
3. Learning of the principles of lay-out designing
4. Learning of the modern printing and the advanced editing technologies used in the production of newspaper and magazine

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

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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DSE 2: SS/EC/DSE/501B- (Elective Discipline Specific) Semester V

A-Photography

Course Objectives:

1. To know the historical development of photography
2. To understand the mechanisms of photography
3. To understand the uses of lights in photography
4. To learn the techniques of digital photography and editing
5. To learn 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

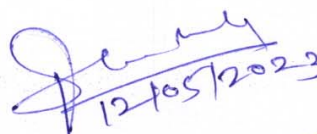
Photojournalism, Brief History – Global & Indian, Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.), Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier',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

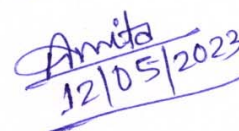
Course outcomes:

1. Understanding of the historical growth and development of photography
2. Learning the operation of camera
3. Learning of the uses of various types of lighting in photography
4. Learning of the techniques of Digital Photography and Editing
5. Learning of the basics of the Photo Journalism

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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	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	3	3	2	2	3

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Semester V
DSE 2 : SS/EC/DSE/501B (Elective Discipline Specific) B- Media, Gender and Human rights

Course Objectives:

1. To understand the role of media in the social world
2. To understand the conceptual framework in Gender studies
3. 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 of the role of media in social world
2. Understanding of the conceptual framework regarding in Gender studies
3. Understanding of the role of the 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. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
5. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
6. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
7. 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

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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AEC5: OFFERED FROM THE POOL
AEC5- JMUETA5 - CORPORATE COMMUNICATION

Course Objectives

1. To understand the concepts and evolution of corporate communication in the context of organizations
2. To learn the media relations and corporate reputation management
3. To learn the various applications of corporate communication

Unit I

Corporate Communication – Definition, concept, and evolution of Corporate Communication , Stakeholders. Corporate Communication and Marketing, Corporate Communication and Brand management

Unit II

Applications of Corporate Communication - Media relations, Public Relations: tools and techniques, Writing for media, Community Relations and CSR, Employee Communication, Corporate Communication in Brand Promotion, PRSI

Course Outcomes

1. Course will enhance knowledge and Skills of Fundamentals of Corporate communication PR.
2. Students will be able to Understand the strategic of media relations and corporate communication management
3. Students will be able to understand prerequisites of writing for different media platforms

Textbooks

Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.

Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.

References

Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.

Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR.*

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

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SEMESTER VI

C13 : JMUFTT13- Advanced New Media

Course Objectives:

1. To Learn the basics of New Media framework
2. To understand the sociological, critical and cultural perspective of New Media
3. To learn the digital production for 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 through social networks & actively participate in a Cyber Media campaign.

Course outcomes:

1. Understanding of the basics of the New Media production
2. Understanding of the sociological, critical and cultural perspective of New Media
3. Learning of the digital production for New Media

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.

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CO1	3	1	1	3	1	1	1
CO2	3	3	2	3	3	3	2
CO3	3	2	3	3	2	2	3
CO4	3	3	1	3	3	3	1

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C14: JMUFTT14- Communication Research and Methods

Course Objectives:

1. To introduce the fundamentals of research and describe the relationship between mass communications
2. To explain the process, concepts and techniques of different research
3. To infer the impact of research in mass communication
4. To introduce various approaches, elements, and data analysis methods used in media research
5. To help students to prepare research design for various media and prepare a dissertation

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

Course outcomes:

1. Students would learn the definitions and basic concepts of research, communication research, media research and social research with its features and differences
2. Learners would gain knowledge about the need, role, importance, functions and ethics of research
3. Learning of the digital production for New Media
4. Students would learn the various types of research.
5. Understanding of the strengths and weakness of the various research methods used in mass communication 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

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

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DSE 3: SS/EC/DSE-502A- A-Multi-Media Journalism

Course Objectives:

1. To understand the multimedia and its uses in journalism
2. To learn skill of media writing on multimedia platforms
3. To learn the uses of multimedia for photojournalism and audio-video content generation
4. To learn the uses of multimedia in mobile 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.

Course outcomes:

1. Understanding of the multimedia and its uses
2. Learning of the skill of media writing using multimedia platform
3. Learning of the uses of multimedia for photo journalism and audio & video content generation
4. Learning of the uses of multimedia in mobile journalism

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

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

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DSE 6: SS/EC/DSE-502A- B-Introduction to Film Studies

Course Objectives:

1. To understand the language of cinema
2. To learn the forms & style of cinema
3. To understand the historical development of Chhattisgarhi Cinema, its issues and prospects
4. To know the historical development of Hindi Cinema

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- *Rear Window* by Alfred Hitchcock (Language of Cinema), *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema), *PatherPanchaliby* Satyajit Ray, *The hour of the Furnaces* by Fernando Solanas

Unit IV - *Nishantby* ShyamBenegal/Aakrosh by GovindNihalani (Indian New wave), *Pyasaby* Guru Dutt

Course outcomes:

1. Understanding of the language and grammar of cinema
2. Knowing the various forms and style of cinema
3. Understanding of the historical development of Chhattisgarhi Cinema, its issues and the challenges for future prospects
4. Understanding of the historical development of Hindi Cinema

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 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 AswinPunanthambekar Eds. New York: New York University Press. 2008

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

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SEMINAR: 02 Credits

Jenny
12/05/2023

Amita
12/05/2023

DISSERTATION/PROJECT: 06 Credits

DISSERTATION & PROJECT –JMUFD1- DISSERTATION & VIVA-VOCE

COURSE OBJECTIVES

1. To develop skill competencies specific to an occupation or profession.
2. To expand oral and written communication skills.
3. To learn cultures and to work effectively within diverse environments.
4. To acquire additional interpersonal communication and interaction skills.

Every student will have to prepare a dissertation in any area of Journalism and Mass communication detailed in the curriculum under the guidance of regular faculty member. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavor to create new knowledge in any area of Journalism and Mass Communication. The guide(s) to supervise such dissertations will be appointed by the Head of the Department from among the regular faculty members of the Department. The guide(s) should certify that the dissertation is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department within clear 15 days (including holidays) before commencement of the Fourth Semester examination for onward transmission to the Controller of Examination. The students at their own cost should carryout preparation of the dissertation. The dissertation will be evaluated both by the internal and external examiners and marks shall be communicated to the Controller of the Examination through the Head of the Department.

Outcomes of Course

1. Upon successful completion, students will have the knowledge and skills to: plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions.
2. They appropriately apply qualitative and/or quantitative evaluation processes to original data.
3. Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources.
4. Communicate research concepts and contexts clearly and effectively both in writing and orally.

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

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JMUATL2- Print Journalism and Production

Course Objectives:

1. To know about the Print Journalism and its types
2. To know the newspaper production process
3. To know the modern technology of printing
4. To learn advanced newspaper and magazine editing

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 control.

Unit 3:

Production of Newspaper, Principles of Layout and Design: Layout and format, Typography, Copy preparation, Design process (size, anatomy, grid, design), Handling text matter (headlines, pictures, advertisements) Page make-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 Express, 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 Newspapers and Magazines

Course outcomes:

1. Understanding of Print Journalism and trends in Print Journalism
2. Understanding of the newspaper layout and designing
3. Learning of the printing process
4. Learning of the advanced newspaper and magazine editing

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

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

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