



List of New Course(s) Introduced

Department : *Journalism and Mass Communication*

Programme Name : *M.A JMC*

Academic Year : *2020-21*

List of New Course(s) Introduced

Sr. No.	Course Code	Name of the Course
1.	JMPATT1	History of Journalism
2.	JMPATT2	Theories of Mass Communication
3.	JMPATT3	Media Writing
4.	JMPATO1	Multimedia Journalism
5.	JMPBTT1	PRINT MEDIA-1 (REPORTING)
6.	JMPBTT2	PRINT MEDIA-2 (EDITING)
7.	JMPBTT3	MEDIA LAW AND ETHICS
8.	JMPBTT4	COMMUNICATION RESEARCH
9.	JMPBTD1	(A) RADIO COMMUNICATION
10.	JMPBTD1	(B) Tv COMMUNICATION
11.	JMPBTD1	(C)Film Studies



Implementation of CBCS

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

Academic Year : 2020-21

School : School of Studies of Arts

Department : Journalism and Mass Communication

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

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

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

The following members were present in the meeting:

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

Following points were discussed during the meeting

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

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


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Signature & Seal of HoD

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



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

Scheme

**Syllabus for
Master of Arts
(Journalism and Mass Communication)
based on CBCS with LOCF
(Two Years/Four Semesters)**

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

Degree: M.A. (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-I						
Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)
Core-1	JMPATT1	History of Journalism	5	4:1:0	30	70
Core -2	JMPATT2	Theories of Mass Communication	5	4:1:0	30	70
Core -3	JMPATT3	Media Writing	5	4:0:1	30	70
Open Elective	JMPATO1	Multimedia Journalism	5	4:1:0	30	70
*Additional Credit Courses			2			
Other if any						
TOTAL			22			

Semester-II						
Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-4	JMPBTT1	Print Media-I (Reporting)	5	4:0:1	30	70
Core -5	JMPBTT2	Print Media-II (Editing)	5	4:0:1	30	70
Core -6	JMPBTT3	Media Law and Ethics	5	4:1:0	30	70
Soft Core/Discipline Specific elective 1	JMPBTD1	(a)Radio Communication (b)T.V. Communication (c) Film studies	5	4:0:1	30	70
Research Methodology	JMPBTT4	Communication Research	2		30	70
*Additional Credit Courses			2		30	70
Other if any						
TOTAL			24			

Semester-III						
Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-7	JMPCTT1	Internet Journalism	5	4:0:1	30	70
Core -8	JMPCTT2	Internship	5	0:0:5	--	100
Soft Core/Discipline Specific elective 2	JMPCTD1	(a)Women, Children and Media (b)Human Rights & Media (c) Folk Media & Community Media	5	4:1:0	30	70
Soft Core/Discipline Specific elective 3	JMPCTD2	(a)Citizen Journalism (b)Corporate Communication (c) Digital Journalism	5	4:1:0	30	70
*Additional Credit Courses			2		30	70

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Other if any					
		TOTAL	22		

Semester-IV

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-9	JMPDIT1	Advertising and Public Relations	5	4:0:1	30	70
Core-10	JMPDIT2	Development Communication	5	4:1:0	30	70
Soft Core/Discipline Specific elective 4	JMPDID1	(a)Global Communication (b)Community Radio (c) Documentary Production	5	4:1:0	30	70
**Dissertation /Project	JMPDD1	Dissertation /Project	6	0:0:6	--	100
Other if any						
		TOTAL	21			

L= Lecture, T= Tutorial, P = Practical (Lab)

* Additional Credit courses (not mandatory in nature)

** Departments may allot 4 to 20 credits for dissertation /project work. Dissertation/Project would be of 100 marks.

Please refer 6.3 of the CBCS PG Regulation 2021-22 for deciding number of core / softcore / discipline specific and dissertation courses.

The departments have liberty to decide the number of these courses as per their requirements. The above table is suggestive in nature.

The number of teaching hours per week preferably should not exceed 26-28 hours.

The soft core / Discipline specific courses will be treated as special paper of old pattern as and when needed.

MOOC's courses will be offered as per university guidelines

***Dissertation and Internship exams will be conducted of 100 marks each.

****Internal assessment Exam will be conducted twice in each semester, each will be of 15 marks.

The above syllabus is based on CBCS system with LOCF.

PO's

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.

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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 understand the different creative and constructive roles that communication professionals play specifically for development

PSO5. 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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SYLLABUS FOR SEMSTER-I

Core-I: JMFATTI- HISTORY OF JOURNALISM

Course Objectives

1. To acquaint students with the glorious journey of Journalism.
2. To enhance understanding of the origin of the Print media.
3. To inculcate the knowledge of growth of Print Journalism.
4. To acquaint students with Chhattisgarhi Press and journalist of Chhattisgarh.

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Course Outcomes

1. Students would be able to acquaint themselves with the glorious journey of Journalism.
2. Students would be able to enhance understanding of the origin and of the Print Journalism.
3. Students would be able to enhance the knowledge of history of Chhattisgarhi Print Media.
4. Students would be able to enhance understanding of Chhattisgarhi Journalists during the freedom movement.

BOOKS FOR REFERENCE

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

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	3	1	3	1	2
CO2	3	1	1	3	1	3	1	2
CO3	3	1	1	3	1	3	1	1
CO4	3	1	1	3	1	3	1	2

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Core-2: JPMATT2 Theories of Mass Communication

Course Objectives

1. To have a basic understanding of key communication and persuasion theories.
2. To trace the development of various theoretical schools and communication models.
3. To develop a critical perspective for analyzing and understanding media texts.
4. To understand the process, elements, characteristics, importance, function and role of mediated communication in society.

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Course Outcomes

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.
4. Students would be able to acquaint themselves with the various types of Communication, their functional role.

BOOKS FOR REFERENCE

- Ghosh, Subir. *Mass Communication Today*
Agarwal, Virbala. *Handbook of Journalism and Mass Communication*
Narula, Uma. *Handbook of Communication*
Narula, Uma. *Mass Communication Theories*
Mc.Quaill, Dennis. *Mass communication*
Narula, Uma. *Mass Communication-Theory & Practice*
Murty, D.V.R. *Media and Accountability- An overview*
Sharhe, Dhiraj. *Communication in the IT age*
De.Fleur, Melvin. *Human Communication*
Fiske, John. *Introduction to Communication Studies*
Ault, Emery, Agee. *An Introduction to Mass Communication*
Vilani, J.V. *Mass Communication in India*
Rajan, Nalini. *21st Century Journalism in India*

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	1	2	2	2
CO2	3	2	2	3	1	2	2	2
CO3	3	3	2	3	1	3	3	2
CO4	3	2	2	3	1	3	2	2

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Core-3: JMPATTJ- Media Writing

Course Objectives

1. To understand basics of news writing.
2. To understand the theory, methods, and practice of gathering information and writing news.
3. To understand different writing techniques, media production etc.,
4. To develop the knowledge of web writing.

Unit I

Media writing as communication, engaging the reader, Research and writing, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing, Principles of good media writings With revision of visual grammar, syntax and style. Drafting and revising.

Unit II

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

Unit III

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

Unit IV

Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism. Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release.

Course Outcomes

1. Students know about the basics of news writing.
2. Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
3. Students would be able to understand different writing techniques and media Production.
4. Students will have the knowledge of web writing.

Books

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

References

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

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	3	3	2
CO2	3	2	2	3	3	3	1	2
CO3	3	3	2	3	3	3	3	2
CO4	3	3	2	3	3	3	1	2

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Open Elective JMPATO1 Multimedia Journalism

Course Objectives

1. To understand the multimedia.
2. To understand the basics of multimedia reporting.
3. To understand writing and production techniques of audio-video content.
4. To learn the basics of mobile journalism

Unit1: Basics of Multimedia- Features of Multimedia, Uses of Multimedia in Print and Audio video Journalism, media writing, news writing for web, Quotes and Attributions, Interviewing Techniques etc.

Unit 2: Photo and Audio & Video Content: Rule of thirds, focal point, Composition etc. Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting.

Unit 3
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 story telling, 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. Students know about the basics of Multimedia.
2. Students will be having the knowledge of writing and telling story in multimedia platforms.
3. Students would be able to understand different writing techniques and media Production.
4. Students would learn the basics of mobile journalism

Suggested readings:

1. Savage, Terry Michael and Karla E.Vogel.(2013.) An Introduction to Digital Multimedia Jones & Bartlett Publication.
2. Flammarion-Pere Castor, Korolenko, Michael.(2002.) Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson.
3. Garrand, Timothy. (2006) Writing for Multimedia and the Web: A Practical Guide to Content Development for Media, CRC Press.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	2	3	3	3	3	2
CO4	1	3	1	1	3	3	3	1

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SYLLABUS FOR SEMSTER- II

Core-4 JMBTTI: Print Media – I (Reporting)

Course Objectives

1. To understand the basics of reporting
2. To familiarize the students with different types of reporting.
3. To create understanding of specialized reporting.
4. To develop the general understanding of art culture and sports etc. reporting.

Unit-I

News: Definition, elements, values, structure of news report, headlines, Intro/Lead writing and kinds of lead, Body of news story, Objectivity and sources of news, Beat reporter, Qualities of a reporter.

Unit-II

Basics of reporting: Meaning, elements, types; Reporting, (a) Specialised reporting (Science, health, education, Economics/Business, development, sports, agriculture, rural, urban) (b) Crime and Accident (c) Disaster, (d) Political (e) Court, (f) Religion and Culture (g) Human Interest Stories (h) Administration-Municipality, local administration etc.

Unit – III

Interpretative reporting: purposes and techniques; Investigative reporting: purposes, sources, styles and techniques, Columns and columnists, on the spot reporting, table reporting, Mobile reporting, Internet reporting, citizen reporting, Civic reporting

Unit – IV

Interview- Types, purpose and techniques. Reviews and criticism: Books, Films, TV programs, Feature: Elements, types and writing; Panel discussion, Community discussion, Speech, Lecture, Seminar and Symposia, Press release, Press notes,

Course Outcomes

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to develop the general understanding of art culture and sports etc. reporting.

BOOKS FOR REFERENCE

- Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.
Kamath, M.V. *Journalists Handbook*
Srivastava, K.M. *News Reporting & Editing*
Fodden, F. *Reporting for Print Media*
Charnley, Mitchell V. *Reporting*
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				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3

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Core-5. JNPBT2 - Print Media - II (Editing)

Course Objectives

1. To familiarize the students with the basics of editing.
2. To understand the process of editing for various platforms.
3. To inculcate the knowledge of dummy, printing and layout.
4. To develop the knowledge of photography.

Unit - I

Introduction to News editing, Fundamentals of editing, Proof reading, Rewriting news, Newspaper style sheet, Different types of copies: copy of reporters, Press releases and article, news agencies, Glossary of journalistic terms.

Unit - II

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

Unit - III

Headlines: Types and techniques of writing, Intro/Lead: Types and techniques of writing, Body, Dummy, Layout, Design, Page make-up, Principles of page make-up, types of page make-up/layout, planning the front page and inside pages, designing special pages, supplements and tabloids newspaper and magazine.

Unit - IV

Concept of photo journalism, news value of photograph, types and sources, legal and ethical aspects of photography, Photo cropping and captioning. Qualities and responsibilities of a photo journalists, Still, Digital and Drone photography; Photo story; Photo feature; eminent photo journalist of India; Cartoon and cartoonist.

Course Outcomes

1. Students would be able to familiarize themselves with the basics of editing.
2. Students would be able to understand the process of editing for various platforms.
3. Students would be able to understand about the dummy, printing and layout.
5. Students would be able to develop the knowledge of photography.

BOOKS FOR REFERENCE

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

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3

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Core-6. JPBTT3 - Media Laws and Ethics

Course Objectives

1. To provide understanding of knowledge of the Indian constitution.
2. To familiarize students with the fundamental rights and duties and legal aspects of media.
3. Students will know Press laws and understand the importance of media related laws .
4. Students will know the Codes of ethics of news papers, television and Press Council of India.

Unit I

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

Unit II

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

Unit III

Press Council of India and Press Commissions of India – Objectives and functions of PCI, Accountability and independence of media. Covering Conflict, First Press Commission, Second Press commission; Code of Conduct by Associations of Media professionals

Unit IV

Press Laws - Contempt of Courts Act 1971, Law of defamation, relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, RTI, Press and Registration of Books Act, 1867; Copyright Act, Cyber Laws.

Course Outcomes

1. Students will have understanding of our Indian Constitution.
2. Students will be aware to understand rights, duties, legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.

Textbooks

Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.
Guha Thakurta, Paranjoy (2011). *Media Ethics: Truth, Fairness and Objectivity*, 2nd Second, New Delhi: OUP.

Manna, B. (2006). *Mass Media and Related Laws in India*, Academic Publishers.

References

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

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	1	3	3	1	1	1	3
CO3	3	1	3	3	1	1	1	3
CO4	3	1	3	3	1	1	1	3

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DSE- JMPBTDI- (A) Radio Communication

Course Objectives

1. To understand the development and role of radio as a mass media
2. To understand radio, instrument and transmission modes.
3. To impart the knowledge about news bulletin and writing for radio.
4. To acquaint the students with the functions and responsibilities of various performers .

Unit – I

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

Unit- II

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

Unit-III

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

Unit-IV

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

Course Outcomes

1. Students will be able to understand the development and role of radio.
2. Students will understand setup of radio studio and its operating facilities and components
3. Students will be able to learn about news room bulletin writing and various other writing for radio.
4. Students will be able to perform for radio announcer, radio jockey, news caster etc.

BOOKS FOR REFERENCE

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

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	2	1	1	1	1
CO2	3	3	2	3	3	3	3	2
CO3	3	3	2	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3

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DSE- JMPBTD1- (B) - Television Communication

Course Objectives

1. Understand Television journalism and how to handle and use various television gadgets.
2. To introduce students with techniques and skills for T.V programme production.
3. Students will know the procedure and techniques of different programme formats of T.V news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.
4. Students will acquire skills and learn the techniques for editing television Programmes.

Unit I

Introduction to Television communication, Characteristics of Television; basic rules of composition, television aspect ratio, different video tapes and standards, different formats of TV programs, classification of shots.

Unit II

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

Unit III:

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

Unit IV

Program production: Understanding ENG and EFP, understanding pre-production, production and post-production; developing a new idea into a news story, basic interviewing and news writing techniques, news story modules and production, shot planning, coordination between cameraperson and the reporter, piece to the camera, shooting for written script, Video editing techniques-editing news story, dubbing and subtitling sound bites, signature tune, packaging, cut-away and uses.

Course Outcomes

1. Students will be able to learn tv Journalism and how to use various television gadgets.
2. Students will be able to learn the functions of camera and cover events and news based stories using mobile phones, video cameras.
3. Students will acquire skills and techniques of television media production
4. Students will be able to do the editing both offline and online programme of television with using the softwares.

BOOKS FOR REFERENCE

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

References

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

CO	PO			PSO				
	PO 1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3	3	2	1
CO2	3	3	1	3	3	3	1	1
CO3	3	3	1	3	3	3	2	1
CO4	3	3	2	3	3	3	3	2

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DSE- JMPBTD1 (C) – Film Studies

Course objectives

1. The courses offers a foundation for understanding cinema, its grammar, theories and forms.
2. Students will learn to create and analyse movie images.
3. Students will understand the relation of cinema with audience and know the various regulations of film production
4. Students will have the idea of preproduction and creation of regional cinema.

Unit-I

Origin and development of cinema-film language and theories: aesthetic theories, Soviet formalist theories, semiotic theories and ideological theories, Film and society, film movements, new wave films.

Unit-II

Film and technology, short history of technological development, film shooting, sound recording, set designing and set lighting; camera movements. Film crew-Director, Producer, Film star, Writer, Music director, Choreographer, Editor, Cinematographer, Art Director, Costume designer and others, Techniques of script writing.

Unit-III

Film audiences, Film Censorship, Regulation and finance of film production, film magazines, film festivals, film awards, reviews of select Indian and foreign films, CBFC, Training institution

Unit-IV

Regional Cinema- history and technological developments, personalities of regional cinema, cinema and local culture, problems of Chhattisgarhi cinema, Review of select Chhattisgarhi films.

Course Outcomes

1. Students will have the understanding of cinema, its form and theories and so that they can analyse the critical study of cinema, filmmaking and film production to enhance their work as film scholars and analysts.
2. Students will demonstrate the relationship between film form and aesthetic effect through both film analysis and the creation of motion pictures.
3. Students will have the understanding of the pre-production, production, and postproduction filmmaking process
4. Students will demonstrate a broad knowledge of film history, national cinemas and modes of production.

BOOKS FOR REFERENCE

1. Robinson, David. *World Cinema: A Short History 11895-1980*. London: Eyre Methuen, 1973
2. Barnouw, Erik & S.Krishnaswamy. *Indian Film*. New York: Columbia University Press, 1963
3. Dickinson, Thorold. *A Discovery of Cinema*. London: Oxford University Press, 1971.
4. Robert, Stam & Toby Millev (Ed). *Film and Theory: An Anthology*. Malden : Blackwell Publishers Inc, 2000.
5. Andrew, J Dudley. *The Major Film Theories: An Introduction*. London: Oxford University Press, 1976.
6. Mast, Gerald & Marshall Cohen. *Film Theory and Criticism: Introductory Readings*. London: Oxford University Press, 1976.
7. Nichols, Bill (Ed). *Movies and Methods*. Calcutta: Seagull Books, 1993.
8. Mamer, Bruce. *Film Production Technique*. Belmont: Wadsworth/Thomson Learning, 2000.
9. Belletini, Gianfranco. *The Language & Technique of the Film*. Hagne: Mouton, 1973.
10. Bondanella, Peter (Ed). *Federico Fellini: Essays in Criticism*. New York: Oxford University Press, 1978.
11. Ray, Satyajit. *Our Films, Their Films*. Hyderabad: Orient Longman Ltd, 1976.
12. Ghatak, Ritwik. *Cinema and I*. Calcutta: Rupa & Co., 1987.
13. Hill, John & Gibson, Pamela Church. (2000). *Oxford Guide to Film Studies*. Oxford University Press.
14. Stam, Robert. (2000) *Film Theory: An Introduction*. BlackWell Publishers

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CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	2	2	2	2	1
CO2	3	2	3	3	3	3	1	1
CO3	3	2	3	3	3	3	1	3
CO4	2	3	3	2	2	1	2	3

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Research Methodology : JPBTT4 – Communication Research

Course Objectives

1. To impart the definitions and basic concepts of research and communication, elements of research importers and role communication research.
2. Students will learn the various types of research and methodology and tools for data collection, research, social research and difference between communication research, media research.
3. To know the elements of research.
4. To impart the knowledge of basics of statistics and media metrics for analysis and report writing.

Unit I

Definition and Elements of Research, Scientific approach of research, Research and Communication theories, role of communication research, Importance of communication research – Indian scenario. Formulation of research problem, review of literature, hypothesis, research design.

Unit II

Qualitative and Quantitative Research Methods, Ethnography, Ethno methodology, Symbolic Interactionism, grounded Theory, Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

Unit III

Tools of Data Collection – observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. Sampling methods. Media research: evaluation, feedback, feed forward. Public opinion surveys – pre-election studies and exit polls, Attitude Measurement – Thurstone, Likert, Guttman, Reliability and Validity Measurements.

Unit IV

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

Course Outcomes

1. Students would understand basic concepts, definitions of research and communication, element and their role of communication research.
2. Students would know the difference between communication research, media research and social research.
3. Students would gain the knowledge about various types of research methodology and tools for data collection.
4. Students will have the knowledge of basics of statistics and media metrics for analysis and report writing.

Textbooks for References

1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
2. Wimmer and Donnick. (2011) *Mass Media Research: An Introduction*, 10th edition. Boston: Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.
1. Reinard, John C. (2006). *Communication Research Statistics*, California State University: Sage publication.
2. Fink, Arlene & Kos, J. B. (2005). *How to Conduct Surveys. A Step-By-Step Guide*, 3rd Edition. University of California: Sage publication.

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CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2	2	2	3
CO2	3	3	3	3	3	2	2	2
CO3	3	3	3	3	3	3	2	3
CO4	3	2	3	3	3	3	2	3

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गुरु घासीदास विश्वविद्यालय
(केंद्रीय विश्वविद्यालय अधिनियम 2009 डा. 25 के अंतर्गत स्थापित केंद्रीय विश्वविद्यालय)
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