B. A. PROGRAM MASS COMMUNICATION and JOURNALISM SYLLABUS FOR CBCS

Discipline Specific Core (DSC)
- DSC 1/ Paper 1: Introduction to Journalism
- DSC 1/ Paper 2: Introduction to Broadcast Media
- DSC 1/ Paper 3: Advertising and Public Relations
- DSC 1/ Paper 4: Introduction to New Media

Skill Enhancement Course (SEC)
- SEC 1/ Paper 1: Print Journalism and Production
- SEC 1/ Paper 2: Photography
- SEC 2/ Paper 1: Radio Production
- SEC 2/ Paper 2: Documentary Production

Discipline Specific Elective course (DSE)
- DSE 1/ Paper 1: Specialized Reporting
- DSE 1/ Paper 2: Dissertation

Generic Elective Course (GE)
- GE 1/ Paper 1: Development Communication
- GE 1/ Paper 2: Film Studies
B.A. Program

Mass Communication and Journalism

University of North Bengal

Under

Choice Based Credit System
<table>
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<th>Year</th>
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| 4  | 5  | DSC 1: Introduction to New Media (Paper 4)     | English (Paper 2)                      |
|    |    | DSC 2 (Paper 4)                                |                                        |

| 3  | 5  | SEC 2: Radio Production (Paper 1)               | DSC 1: Specialized Reporting (Paper 1) |
|    |    | DSE 2                                          |                                        |

<p>| 3  | 5  | GE 1: Development communication (Paper 1)      |                                        |</p>
<table>
<thead>
<tr>
<th>Paper 1</th>
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SEMESTER I
DSC1 Paper 1
Introduction to Journalism

Course contents:

Unit 1 - Understanding News
Ingredients of news
News: meaning, definition, nature
The news process: from the event to the reader (how news is carried from event to reader)
Hard news vs. Soft news, basic components of a news story
Attribution, embargo, verification, balance and fairness, brevity, 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 Rudolf Flesch
formula- skills to write news

Unit 3 - Understanding the structure and construction of news
Organising 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

Internal Assignment:
a. Seminar Presentation

Suggested Readings:

4. Carole Flemming and Emma Hemmingsway. An Introduction to Journalism; Vistaar

**SEMESTER II**

**DSC1 Paper 2**

**Introduction to Broadcast Media**

**Course contents:**

**Unit 1 - Basics of Sound**
- Concepts of sound-scape, sound culture
- Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound
- Sound Design-Its Meaning with examples from different forms
- Sound recording techniques
- Introduction to microphones
- Characteristics of Radio as a medium

**Unit 2 - Basics of Visual**
- What is an image, electronic image, television image
- Digital image, Edited Image (politics of an image)
- What is a visual? (still to moving)
- Visual Culture
- Changing ecology of images today
- Characteristics of Television as a medium

**Unit 3 - Writing and Editing Radio News**
- Elements of a Radio News 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)
- Elements of a Television News Story: Gathering, Writing/Reporting.
- Elements of a Television News Bulletins
- Basics of Editing for TV - Basic Soft-wares and Techniques (for editing a news capsule).

**Unit 5 - Broadcast News: Critical Issues and Debates**
- Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters)
- Changing Character of Television News ( 24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae' ?
- News as Event, Performance and Construction.

**Internal Assignment:**

a. Project: Preparation of News Capsule (Radio or Television)
Suggested Readings:

2. Robert c Allen and Annette Hill (Ed- 2004),
3. The Television Reader, Routledge (Pgenos: 10-40)
4. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)

Suggested Resources & Documentaries-

- News Bulletins in English and Hindi on National and Private channels (as teaching material)
- Documentary- ‘The future of Television News.’

SEMESTER III

DSC1 Paper 3

Advertising and Public Relations

Course contents:

Unit 1-Introduction to Advertising
   Meaning and history Advertising
   Importance and Functions - Advertising as a tool of communication, 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,
   CSR
   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

Internal Assignment:
  a. Project:
     Design an ad copy for print media or Script writing for electronic media for a product or service
     or
     Planning and designing PR campaign

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
  5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
  7. Dennis L. Wilcose & Glen T, Public Relations, Pearson

SEC 1 Paper 1
Print Journalism and Production

Course contents:

Unit I: 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 II: 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 III: 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 IV: 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

Internal Assignment:
a. Class Test

Suggested Readings

**SEMESTER IV**

**DSC 1 Paper IV**

**Introduction to New Media**

Course contents:

Unit 1 Key Concepts and Theory
Defining new media, terminologies and their meanings – Digital media, new media, online media *et al.*;
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, Copyleft 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.

Internal Assignment:
   a. Project: Creation of a Blog with minimum 5 posts

Suggested Readings:

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SEC 1 Paper 2
Photography

Course contents:

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

Unit II: Equipments of Photography
Cameras
Lenses
Tripods
Monopods
Camera bags
Digital storage

Unit III: Lighting
The different types of lighting-Natural lighting–and Artificial Lighting
The reflection of light
Recommended equipment for outdoor lighting
Introduction to indoor lighting and Photographing

Unit IV: Types of Photography and Photojournalism
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,
CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)
Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Internal Assignment:
a. Project: Theme based photography assignment

Suggestive Readings:
2. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.

SEMESTER V
SEC 2 Paper 1
Radio Production

Course contents:
Unit I- 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 II- 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.

Unit III - Broadcast Formats

Group A
Radio
magazine
Interview
Talk Show
Discussion
Documentary
Radio

Drama

Group B
Public Service Advertisements
Jingles

Suggested Exercise-
Producing any one Radio format mentioned in Group A which should include Public Service Advertisement and/or Jingle mentioned in Group B of Unit III . (Duration-5 minutes).

Internal Assignment:
a. Class Test

Suggested reading list-

DSE 1 Paper 1
Specialized Reporting

Course contents:

UNIT I: Business Journalism
- Business Industry as a Beat
- Sources of news on Business
- Developing Business story idea
- Writing stories from Press Releases

UNIT II: Science Journalism
- Science as a Beat
- Sources of news on Science
- Developing Science story idea
- Writing stories from Press Researches

UNIT III: Environment Journalism
- Environment as a Beat
- Sources of news on Environment
- Developing Environment story idea
- Writing stories on Environment

UNIT IV: Sports Journalism
- Sports as a Beat
- Sources of news on Sports
- Developing Sports story idea
- Writing stories on Sports

UNIT V: Development Journalism
- Development Journalism as a Beat
- Sources of news on Development Journalism
- Developing Development Journalism story idea
- Writing stories on Development

Internal Assignment:
- a. Class Test

Suggested readings:

12. Participatory Communication, Working for change and development – Shirley A. White, K
13. Sadanandan Nair and Joseph Ascroft.
15. India, the Emerging Giant – Arvind Panagariya.
16. Participatory Video, Images that Transform and Empower – Shirley A. White
17. (Editor).
19. Television and Social Change in Rural India – Kirk Johnson.
20. Communication, Modernization and Social Development– K. Mahadevan,
23. Designing messages for development communication: An audience participation-based
24. approach (communication and human values)– by Bella M Mody.

**GE I Paper 1**

**Development Communication**

**Course contents:**

**UNIT 1 Development:**
- Concept, concerns, paradigms
- Concept of development
- Measurement of development
- Development versus growth
- Human development
- Development as freedom
- Models of development
- Basic needs model
- Nehruvian model
- Gandhian model
- Panchayati raj
- Developing countries versus developed countries
- UN millennium dev goals

**UNIT 2 Development communication:**
- Concept and approaches
- Paradigms of development: Dominant paradigm, dependency, alternative paradigm
- Dev comm. approaches – diffusion of innovation, empathy, magic multiplier
- 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
Role of development agencies and NGOs in development communication
Critical appraisal of dev comm. programmes and govt. schemes: SITE, KrishiDarshan, 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 Practising 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 tribal problems and issues;

Internal Assignment:
a. Term Paper

Suggested Readings:


SEMESTER VI
SEC 2 Paper 2
Documentary Production

Course contents:

Unit 1: Understanding Audio-Visual Production
- Introduction to Documentary / Short Film
- Introduction to Shooting styles
- Introduction to Editing styles
- Structure and scripting the documentary

Unit 2- Stages of Production
- Pre-Production, Production, Post Production
- Research: Library, Archives, location, life stories, ethnography
- Writing a concept: telling a story
- Treatment
- Writing a proposal and budgeting

Suggested Practical Exercise- Shooting a Documentary / Short Film (5-6 minutes) and Editing the same.

1. Readings: Erik Barnow and Krishnaswamy Documentary
4. Trisha Das *How to Write a Documentary Double Take* by PSBT

Internal Assignment:
a. Class Test

Suggested Screenings
1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Nightmail by Basil Wright
4. Bombay Our City by Anand Patwardhan
5. Black Audio Collective
6. City of Photos by Nishtha Jain
7. Films by PSBT

DSE 1 Paper 2
Dissertation

Every student will have to submit a dissertation in any area of Mass Communication detailed in the curriculum under the guidance of any faculty of the Department. The objective of the dissertation 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 Mass Communication. Word limits maximum 3000 words.

Internal Assignment:

Mode of Evaluation: Full write-up along with power point presentation and Viva Voce

GE 1 Paper 2
Film Studies

Course contents:

Unit I - Language of Cinema
Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage
Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element
Difference between story, plot, screenplay

Unit II - Film Form and Style
German Expressionism and Film
Noir Italian Neorealism
French New-Wave
Genre and the development of Classical Hollywood

Unit III - Alternative Visions
Third Cinema and Non Fiction
Cinema Introduction to Feminist Film Theory
Auteur- Film Authorship with a special focus on Ray and Kurusawa

Unit IV - Hindi Cinema
1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave (Mrinal Sen, Ritwik Ghatak, Adoor Gopalakrishnan, Syam Benegal, Govind Nihalini, Gautam Ghosh)
Globalisation and Indian Cinema, The multiplex
Era Film Culture

Unit V Film Bodies
CBFC
NFDC

Recommended Screenings or clips

Unit I
a. *Rear Window* by Alfred Hitchcock (Language of Cinema)
b. *Battleship Potempkin* by Sergei Eisenstein (Language of Cinema) o *Man with a Movie Camera* by Dziga Vertov
c. *Germany Year Zero* directed by Roberto Rosselini (Italian Neo Realism)
d. *Metropolis* by Fritz Lang/ *Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)
e. *Pather Panchali* by Satyajit Ray
f. *The hour of the Furnaces* by Fernando Solanas
B.A. (Honors)

Mass Communication and Journalism

University of North Bengal

Under

Choice Based Credit System
Course Instruction

1. **Course:** Mass Communication and Journalism (Honours)

1.1 Duration of the Course: Three years BA (Hons) Degree (6 Months term X 6 Semesters)

Credit & Marks Distribution:

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B. A. (HONS) MASS COMMUNICATION and JOURNALISM SYLLABUS FOR CBCS

Core Course:

- C 1 Introduction to Journalism
- C2 Introduction to Media and Communication
- C3 History of the Media
- C4 Media Ethic and Law
- C5 Introduction to Broadcast Media
- C6 Reporting and Editing for Print
- C7 Advertising and Public Relations
- C8 Introduction to New Media
- C9 Development Communication
- C10 Media and Cultural Studies
- C11 Global Media and Politics
- C12 Film Studies
- C13 Media Industry and Management
- C14 Communication Research and Methods

Discipline specific Elective (DSE) (any four)

- DSE 1 Alternative Media
- DSE 2 Print Journalism and Production
- DSE 3 Photography
- DSE 4 Media, Gender and Human Rights
- DSE 5 Multimedia Journalism
- DSE 6 Advanced Broadcast Media
- DSE 7 Specialized Reporting
- DSE 8 Dissertation

Generic elective (GE)

- GE 1 Basics of Journalism
- GE 2 Photography
- GE 3 Film Studies
- GE 4 Documentary Production

Ability Enhancement Compulsory Course (AECC)

- Environmental Science
- English/MIL Communication

Skill Enhancement Course (SEC)

- SEC 1 Radio Production
- SEC 2 Documentary/Short Film Production
## B. A. (HONS) MASS COMMUNICATION and JOURNALISM

### Proposal Semester wise Structure

<table>
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SEMESTER I

C 1 Introduction to Journalism

Course contents:

Unit 1 - Understanding News
  Ingredients of news
  News: meaning, definition, nature
  The news process: from the event to the reader (how news is carried from event to reader)
  Hard news vs. Soft news, basic components of a news story
  Attribution, embargo, verification, balance and fairness, brevity, 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 Rudolf Flesch formula-skills to write news

Unit 3 - Understanding the structure and construction of news
  Organising 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

Internal Assignment:
  a. Seminar Presentation

Suggested Readings:

C2 Introduction to Media and Communication

Course contents:

Unit I Media and Everyday Life
   Introduction to Radio, Television, Film, Mobile phones, Social Media
   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

Unit III Introduction to Communication Theories
   Bullet Theory
   Individual Difference Theory,
   Personal Influence Theory
   Cognitive Dissonance Theory
   Agenda Setting Theory

Unit IV Introduction to Communication Models
   Aristotle Model
   Berlo’s Model
   Laswell’s Model
   Shanon & Weaver’s Model

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

Internal Assignment:
   a) Class Test

Suggested Readings:
5. 2006) pages 42-64; 71-84; 148-153; 298-236


SEMESTER II

C3 History of the Media

Course contents:

Unit I History of Print Media
   Media and Modernity: Print Revolution, Telegraph, Morse Code
   History of the Press in India: Colonial Period, National Freedom Movement
   Gandhi and Ambedkar as Journalists and Communicators

Unit II National Freedom Movement
   Baptist Missionary, Buckingham, Metcalfe
   Tilak, Hickey, Raja Rammohun Roy, Aurobindo, Surendranath
   Statesman, Amrit Bazar Patrika

Unit III Media in the Post Independence Era
   Emergency and Post Emergency Era
   Changing Readership, Print Cultures, Language Press

Unit IV Evolution of Media
   Evolution of Radio, Television, Film, Internet

Internal Assignment:
   a. Project: Poster Presentation

Suggested Readings:

1. Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press, 2010)(Chapter 2 and Chapter 5)
4. (New Delhi, Oxford 2003)
6. Neurath P. “Radio Farm Forum as a Tool of Change in Indian Villages,” Economic Development of
7. Cultural Change, vol 10, No. 3 (pp 275-283)


**Topics for Student Presentations**

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

2. A case study of radio programmes like *Faujibhaiyonkeliye* and *behnokakaryakram* and *kutchmahila 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, Newspapers, music and photographs.

7. A discussion on digital archives.
C4 Media Ethics and Law

Course contents:

Unit I 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
- Parliamentary Privilege
- Contempt of Court
- Intellectual Property Rights
- Media ethics and cultural dependence

Student Presentations-
- Photocopied material for Study Packs in India; Aaron Swartz.
- Attack on Freedom of artists and authors

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-
- Tehelka’s Westend
- School Teacher Uma Khurana case

Unit 3- Representation and ethics
- Advertisement and Women Pornography
- Objectionable Advertisements, Drugs and Magic Remedies

Student Presentations-
- Students will submit on above mentioned topics.

Unit 4- Media and Regulation
- Regulatory bodies, Codes and Ethical – ASCI, TRAI, RNI
- Guidelines Self Regulation
- Media Content- Debates on morality and Accountability: Taste, 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

Internal Assignment:
   a. Project: Case Study Presentation

Essential Reading list:
1. Thakurta, Paranjoy Guha, Media Ethics, Oxford University Press, 2009
2. Barrie Mc Donald and Michel Petheran, Media Ethics, Mansell, 1998
5. Iyer Vekat, Mass Media Laws and Regulations in India - Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
SEMESTER III

C5 Introduction to Broadcast Media

Course contents:

Unit 1 - Basics of Sound
- Concepts of sound-scape, sound culture
- Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound
- Sound Design-Its Meaning with examples from different forms
- Sound recording techniques
- Introduction to microphones
- Characteristics of Radio as a medium

Unit 2 - Basics of Visual
- What is an image, electronic image, television image
- Digital image, Edited Image (politics of an image)
- What is a visual? (still to moving)
- Visual Culture
- Changing ecology of images today
- Characteristics of Television as a medium

Unit 3 - Writing and Editing Radio News
- Elements of a Radio News 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)
- Elements of a Television News Story: Gathering, Writing/Reporting.
- Elements of a Television News Bulletins
- Basics of Editing for TV- Basic Soft-ware 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.

Internal Assignment:
- a. Project: Preparation of News Capsule (Radio or Television)

Suggested Readings:

2. Robert c Allen and Annette Hill (Ed- 2004),  
3. The Television Reader, Routledge (Pgenos: 10-40)  
4. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)  

Suggested Resources & Documentaries-  
- News Bulletins in English and Hindi on National and Private channels (as teaching material) -  
  Documentary- ‘The future of Television News.’
C6 Reporting and Editing for Print

Course contents:

UNIT 1 Covering news
   Reporter- role, functions and qualities
   General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences
   Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports;

UNIT 2 Interviewing/Types of news leads
   Interviewing: doing the research, setting up the interview, conducting the interview
   News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification
   Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

UNIT 3 The Newspaper newsroom
   Newsroom, Organizational setup of a newspaper, Editorial department
   Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures
   Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
   Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

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

Internal Assignment:
   a. Project: Publication of Dummy Newspaper

Suggested Readings

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
   Reporting for the Media, Fred Fedler and John R. Bender, Oxford University
7. Reporting for the Print media’. (2nd ed) . ;Fedler, Fred. Harcout, 
   Bruce Jovanovich Inc., NY. 1979
Course contents:

Unit 1-Introduction to Advertising
   Meaning and history Advertising
   Importance and Functions - Advertising as a tool of communication, 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,
   CSR
   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
**Internal Assignment:**

a. Project:
   - Design an ad copy for print media or Script writing for electronic media for a product or service
   - or
   - Planning and designing PR campaign

**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
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
7. Dennis L. Wilcoe & Glen T, Public Relations, Pearson
SEMESTER IV

C8 Introduction to New Media

Course contents:

Unit 1 Key Concepts and Theory
Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; 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, Copyleft 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.

Internal Assignment:

a. Project: Creation of a Blog with minimum 5 posts

Suggested Readings:


7. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact

C9 Development Communication

Course contents:

UNIT 1 Development:
- Concept, concerns, paradigms
- Concept of development
- Measurement of development
- Development versus growth
- Human development
- Development as freedom
- Models of development
- Basic needs model
- Nehruvian model
- Gandhian model
- Panchayati raj
- Developing countries versus developed countries
- UN millennium dev goals

UNIT 2 Development communication:
- Concept and approaches
- Paradigms of development: Dominant paradigm, dependency, alternative paradigm
- Dev comm. approaches – diffusion of innovation, empathy, magic multiplier
- 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
- Role of development agencies and NGOs in development communication
- Critical appraisal of dev comm. programmes and govt. schemes: SITE, KrishiDarshan, 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 Practising 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 tribal problems and issues;
Internal Assignment:
   a. Term Paper

Suggested Readings:

C10 Media and Cultural Studies

Course contents:

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

Unit II- Theories of Media
Sociological Theories
Normative Theories

Unit III Communication Models
Newcomb
Westley & MacLean
Schramm & Osgoods
Gerbner

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

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

Internal Assignment:
  a. Seminar Presentation

Suggested Readings

1. *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
6. Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV)
8. James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey
8.  Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
9.  Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books
SEMESTER V

C11 Global Media and Politics

Course contents:

Unit I: Media and international communication:
   The advent of popular media- a brief overview
   Propaganda in the inter-war years: Nazi Propaganda, 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
   Chomskey’s idea of manufacturing concept
   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

Internal Assignment:
   a. Term Paper

Suggested readings:


10. **Additional Readings:**


C12 Introduction to Film Studies

Course contents:

Unit I - Language of Cinema
- Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage
- Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element
- Genre and the development of Classical Hollywood cinema

Unit II - Film Form and Style
- German Expressionism and Film Noir
- Italian Neorealism
- French New-Wave

Unit III - Alternative Visions
- Third Cinema and Non Fiction Cinema
- Introduction to Feminist Film Theory
- Auteur- Film Authorship with a special focus on Ray and Kurusawa

Unit IV - Hindi Cinema
- Early Cinema and the Studio Era
- 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
- The Indian New-Wave (Mrinal Sen, Ritwik Ghatak, Adoor Gopalakrishnan, Syam Benegal, Govind Nihalini, Gautam Ghosh)
- Globalisation and Indian Cinema
- Film Culture

Unit V Film Bodies
- CBFC
- NFDC

Internal Assignment:
- a. Class Test (Film Review)

Recommended Screenings or clips
Unit I
- Rear Window by Alfred Hitchcock (Language of Cinema)
- Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
- Man with a Movie Camera by Dziga Vertov
- Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
- Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
e. *Pather Panchali* by Satyajit Ray

f. *The hour of the Furnaces* by Fernando Solanas

Unit IV

a. *Nishant* by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)

b. *Pyaasa* by Guru Dutt

Suggested Readings:


3. Sergei Eisenstein, “A Dialectic Approach to Film Form” from his book *Film Form: Essays in Film*


8. Paul Schraeder “Notes on Film Noir” in John Belton ed. *Movies and Mass Culture* New Brunswick,


SEMESTER VI

C 13 Media Industry and Management 1

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
  Foreign Direct Investment

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
  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
  Digital Media Entrepreneurs

Internal Assignment:
  a. Project: Case Study Presentation

Suggested Readings

1. Vinita KohliKhandeka, Indian Media Business, Sage
2. PradipNinan Thomas, Political Economy of Communications in India, Sage
3. Lucy Kung, Strategic management in media, SAGE
4. Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
6. John M. lavine and Daniel B. Wackman, Managing Media Organisations
C14 Communication Research and Methods

Course contents:

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

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

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

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

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

Internal Assignment:

a. Class Test

Readings:
Skill Enhancement Course  
Semester III  

SEC 1 Radio Production

Course contents:

Unit I- 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 II- 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.

Unit III - Broadcast Formats

Group A
Radio magazine
Interview
Talk Show
Discussion
Feature
Documentary
Radio Drama

Group B
Public Service Advertisements
Jingles

Suggested Exercise-
Producing any one Radio format mentioned in Group A which should include Public Service Advertisement and/or Jingle mentioned in Group B of Unit III. (Duration-5 minutes).

Internal Assignment:

a. Class Test
Suggested reading list-

Skill Enhancement Course  
Semester IV  

SEC 2 Documentary / Short Film Production

Course contents:

Unit 1: Understanding Audio-Visual Production  
Introduction to Documentary / Short Film  
Introduction to Shooting styles  
Introduction to Editing styles  
Structure and scripting the documentary

Unit 2- Stages of Production  
Pre-Production, Production, Post Production  
Research: Library, Archives, location, life stories, ethnography  
Writing a concept: telling a story  
Treatment  
Writing a proposal and budgeting

Suggested Practical Exercise- Shooting a Documentary / Short Film (5-6 minutes) and Editing the same.

1. Readings: Erik Barnow and Krishnaswamy Documentary  
4. Trisha Das How to Write a DocumentaryDouble Take by PSBT

Internal Assignment:

a. Class Test

Suggested Screenings

1. Michael Moore: Roger and Me  
2. Nanook of the North by Robert J Flaherty  
3. Nightmail by Basil Wright  
4. Bombay Our City by Anand Patwardhan  
5. Black Audio Collective  
6. City of Photos by Nishtha Jain  
7. Films by PSBT
Semester V
Discipline Specific Elective

DSE 1 Alternative Media

Course contents:

UNIT I – Community concept and Importance
   Community as Place
   Community as Identity
   Community as Ideology

UNIT II – Community Media as Alternative Media
   Concept, need and origin
   Types of Alternative media
   Alternative Media vis-à-vis Mainstream Media
   Alternative Media and Civil society

UNIT III – Types of Alternative Media

UNIT IV – Case Studies
   Local
   National
   International

Internal Assignment:
   a. Term Paper

Suggested Readings:
2. Pavarala, Vinod and Malik, Kanchan K - Other Voices: The Struggle for Community Radio in India.
5. Ole Prehn - Community media in the information age: perspectives and prospects.
Semester V
Discipline Specific Elective

DSE 2 Print Journalism and Production

Course contents:

Unit I: 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 II: 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 III: 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 IV: 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

Internal Assignment:
- a. Class Test

Suggested Readings

Semester V

Discipline Specific Elective

DSE 3 Photography

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 (The Silver Hallide Photography 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
   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
Internal Assignment:
   a. Project: Theme based photography assignment

Suggested Readings:
   On Photography- Susan Sontag The Man, The Image & The World: A
   Retrospective- Henri Cartier-Bresson
2. Basic Photography- Michael Langford.
3. All about Photography by Ashok Dilwali, National Book trust , Year of
   Publication:2010 New Delhi.
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 and Social Difference: class, gender, race etc

Unit III Media: Power and Contestation Public Sphere and its critique
   “Public sphere” of the disempowered?
   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 Rights
   Human Rights and Media ( Case Studies)

**Internal Assignment:**
   a. Project: Representation of Human Rights issues and violations in International and media

**Essential Readings**

2. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. *Media theories and approaches: A
   global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
Readings:


Semester VI  
Discipline Specific Elective  
DSE 5 Multi-Media Journalism

Course contents:

Unit 1 Introduction to Multimedia  
Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit 2 Print  
Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and notetaking, Interviewing Techniques.

Unit 3 Photograph  
Photography 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.

Internal Assignment:  
a. Project: Incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:  

DSE 6 Advanced Broadcast Media

Course contents:

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

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

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

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

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

Internal Assignment: Suggestive projects (any one)
   a) Script writing
   b) Presentation of experimental genre in Radio/ TV
   c) Presentation about PSBT and such organizations.
   d) Script on Music Presentation
   e) Presentation of Commercial Channel functions.
   f) Presentation on global broadcasting models & Indian Broadcasting Models
Suggested Readings

1. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
2. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier:
5. 271-307
6. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier,
9. F.Vinod Pavarala, Kanchan K Malik, FACILITATING COMMUNITY RADIO IN INDIA:
10. Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage,
11. Mc Leash, Robert, Radio Production (US: Taylor & Francis )
Course contents:

UNIT I: Business Journalism
   Business Industry as a Beat
   Sources of news on Business
   Developing Business story idea
   Writing stories from Press Releases

UNIT II: Science Journalism
   Science as a Beat
   Sources of news on Science
   Developing Science story idea
   Writing stories from Press Researches

UNIT III: Environment Journalism
   Environment as a Beat
   Sources of news on Environment
   Developing Environment story idea
   Writing stories on Environment

UNIT IV: Sports Journalism
   Sports as a Beat
   Sources of news on Sports
   Developing Sports story idea
   Writing stories on Sports

UNIT V: Development Journalism
   Development Journalism as a Beat
   Sources of news on Development Journalism
   Developing Development Journalism story idea
   Writing stories on Development

Internal Assignment:
   a. Class Test

Suggested readings:


12. Participatory Communication, Working for change and development – Shirley A . White, K

13. Sadanandan Nair and Joseph Ascroft.


15. India, the Emerging Giant – ArvindPanagariya.

16. Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).

17. The Art of Facilitating Participation – Shirley A . White (Editor).

18. Television and Social Change in Rural India – Kirk Johnson.

19. Communication, Modernization and Social Development– K. Mahadevan,


23. Designing messages for development communication: An audience participation-based

24. approach (communication and human values) – by Bella M Mody.
Every student will have to submit a dissertation in any area of Mass Communication detailed in the curriculum under the guidance of any faculty of the Department. The objective of the dissertation 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 Mass Communication. Word limits maximum 3000 words.

**Internal Assignment:**

Mode of Evaluation: Full write-up along with power point presentation and Viva Voce
Semester I
Elective Generic

GE 1 Basics of Journalism

Course contents:

Unit 1 - Understanding
News Ingredients of news
News: meaning, definition, nature
The news process: from the event to the reader (how news is carried from event to reader)
Hard news vs. Soft news, basic components of a news story
Attribution, embargo, verification, balance and fairness, brevity, 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, Rudolf Flesch formula - skills to write news

Unit 3 - Understanding the structure and construction of news
Organising 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

Internal Assignment:
a. Class Test

Readings
Semester II
Elective Generic

GE 2 Photography

Course contents:

Unit I: History of Photography
- Definition and origin of Photography
- The birth of Camera and its evolution
- Modernization of Photography and its use in Mass Media
- Invention of Digital Photography

Unit II: Equipments of Photography
- Cameras
- Lenses
- Tripods
- Monopods
- Camera bags
- Digital storage

Unit III: Lighting
- The different types of lighting—Natural lighting—and Artificial Lighting
- The reflection of light
- Recommended equipment for outdoor lighting
- Introduction to indoor lighting and Photographing

Unit IV: Types of Photography and Photojournalism
- 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, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)
- Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye

Internal Assignment:
- a. Project: Theme based photography assignment

Suggestive Readings:

2. All about Photography by Ashok Dilwali, National Book trust, Year of Publication: 2010 New Delhi.
Semester III
Elective Generic

GE 3Film Studies

Course contents:

Unit I - Language of Cinema
Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage
Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element
Difference between story, plot, screenplay

Unit II - Film Form and Style
German Expressionism and Film Noir
Italian Neorealism
French New-Wave
Genre and the development of Classical Hollywood Cinema

Unit III - Alternative Visions
Third Cinema and Non Fiction Cinema
Introduction to Feminist Film Theory
Auteur- Film Authorship with a special focus on Ray and Kurosawa

Unit IV - Hindi Cinema
1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave (Mrinal Sen, Ritwik Ghatak, Adoor Gopalakrishnan, Syam Benegal, Govind Nihalini, Gautam Ghosh)
Globalisation and Indian Cinema, The multiplex Era
Film Culture

Unit V Film Bodies
CBFC
NFDC

Recommended Screenings or clips

Unit I
a. Rear Window by Alfred Hitchcock (Language of Cinema)
b. Battleship Potempkin by Sergei Eisenstein (Language of Cinema) o Man with a Movie Camera by Dziga Vertov
c. Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism)
d. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
e. PatherPanchali by Satyajit Ray
f. The hour of the Furnaces by Fernando Solanas
Unit IV
  a. *Nishan*b by ShyamBenegal/Aakrosh by GovindNihalani (Indian New wave)
  b. *Pyaasaby* Guru Dutt

**Internal Assignment:**
  a. Class Test (Film Review)

**Suggested Readings:**
3. Sergei Eisenstein, “A Dialectic Approach to Film Form” from his book *Film Form: Essays in Film*
7. Paul Schraeder “Notes on Film Noir” in John Belton ed. *Movies and Mass Culture* New Brunswick,
11. Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
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: Problematics of ‘Voice of God’ Narrator & Different
   Posturings of the Narration, Participant, Filmmaker, & Audience
   Camcorder Cults

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
   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).

Internal Assignment:
  a. Class Test

Readings:
1. Erik Barnow and Krishnaswamy Documentary
4. Trisha Das *How to Write a Documentary Double Take*
   by PSBT
5. DOX magazine

Suggested Screenings:
1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Nightmail by Basil Wright
4. Bombay Our City by Anand Patwardhan
5. Black Audio Collective
6. City of Photos by Nishtha Jain
7. Films by PSBT