



UNIVERSITY OF CALCUTTA

Notification No. CSR/ 02 /19

It is notified for information of all concerned that the Syndicate in its meeting held on 24.09.2018 (vide Item No.20) approved some revisions in the existing Syllabus and Regulations of 2-year 4-Semester M.A. course in Journalism and Mass Communication under CBCS (as notified in Notification No.CSR/55/18 dated 13.08.2018), in the Post-Graduate Departments of the University and in the affiliated Colleges offering Post-Graduate Courses under this University, laid down in the accompanying pamphlet.

The above shall be effective from the academic session 2018-2019.

SENATE HOUSE
KOLKATA-700073
The 21st January, 2019

Dr. Soumitra Sarkar
(Dr. Soumitra Sarkar)
Registrar (Acting)

Dr. Soumitra Sarkar

UNIFORM CBCS Syllabus

MA in Journalism and Mass Communication

A Choice Based Credit System of four semesters. Each course is divided into Units.

CC stands for Core Course, DSE stands for Discipline Specific Electives.

GE stands for Generic Electives.

In Semester III and IV only one Elective Subject has to be chosen.

Each unit is further be divided in Lectures (L) Tutorials (T) and Practical (P).

Each Credit is one lecture hour per week.

Introduced from
Session 2018-2019

Each Paper is of 50 marks, with 10 marks for Continuous Internal Assessment



Department of Journalism & Mass Communication
University of Calcutta

UNIVERSITY OF CALCUTTA
Department of Journalism and Mass Communication
Under
Faculty Council for P.G. Studies in Education, Journalism & Library Science

MA in Journalism and Mass Communication
UNIFORM CBCS SYLLABUS
W.E.F THE ACADEMIC SESSION 2018-19

Contact

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The Uniform CBCS Syllabus for MA in Journalism and Mass Communication, University of Calcutta is a Choice Based Credit System of four Semesters. Each course is divided into Units. CC stands for Core Course, DSE stands for Discipline Specific Electives. GE stands for Generic Electives. In Semester III and IV only one Discipline Specific Elective has to be chosen. Each unit is further be divided in Lectures (L) Tutorials (T) and Practical (P).
Each Credit is one lecture hour per week. Each semester is of about 15-18 weeks.

Each Paper is of 50 marks, with 10 marks for Continuous Internal Assessment

History of the Department

The University of Calcutta is among the pioneers of Journalism education in South Asia.

The proposal for a Department of Journalism was first mooted by the Indian Journalists' Association (IJA) in 1934. In 1950 the University of Calcutta formally announced a two year Post Graduate Diploma course in Journalism. The then Chief Minister of West Bengal, Dr. Bidhan Chandra Roy inaugurated the course formally on 7 October 1950.

Renowned newspaper editor Mr. Chapalakanta Bhattacharya (1901-1989) steered the programme for more than a decade since its inception. The course enjoyed the support of the best professionals in the media industry. The First Press Commission of India also in its report in 1954, spoke highly of the programme: 'The Calcutta University is the only University whose post-graduate course for diploma in journalism extends over a period of two years. There is a standing Committee for Journalism formed by the Syndicate of the University which looks after the Department of Journalism. There are six part-time professors and lecturers, all veteran journalists ... The number of students admitted every year is dependent upon the possibility of giving them practical training (Report of the Press Commission, 1954 p 198-199).

Over the years the department has grown in strength. The M.A. course in Journalism was started from the academic session 1971-73. Subsequently, the Ph.D. programme was also introduced.

Most of our students have gone on to become very successful professionals in the industry. A number of students have also been successfully placed as Faculty members in universities and colleges across the country.

The Department was awarded the Departmental Special Assistance by the UGC twice.

Distinctive Features of the Uniform Choice Based Credit System Course

The Choice Based Credit System M.A. curriculum in Journalism and Mass Communication has been designed consulting the updated curriculum of the major universities in India and deliberations with industry professionals.

The curriculum has tried to strike an optimum balance between the theoretical and practical aspects of Media and Communication practice and research. We expect to help train students to meet the ever-changing challenges of the media and communication industry and to equip them with the critical skills required to sustain themselves in the Information Society.

Apart from the traditional career opportunities in the Print, Electronic and Digital Media, Public Relations and Advertising, students completing the course have diverse career opportunities in content creation, research, integrated marketing communication and social communication initiatives. Students also have the option of a career in various government departments.

With its emphasis on innovative pedagogy and criticality we also hope to equip students with the necessary skills and attitudes required to become efficient communication researchers.

The Core Objectives of the course:

- i. to equip students with a critical understanding of the media and communication milieu.
- ii. to acquaint students with the updated developments in Media and Communication Theory and Research.
- iii. to enhance the journalistic skills of students through practice, assignments, seminars, workshops, discussions and fieldwork to acquaint them with the best global practices in journalism and media industry.
- iv. to develop platform-agnostic skills for the dynamic digital and convergent media environment.

University of Calcutta
Regulations for Master of Arts (MA) Degree in Journalism and Mass Communication (JMC)

1. The uniform course of study leading to the Master of Arts (MA) Degree in Journalism and Mass Communication (JMC) from the University of Calcutta shall be conducted by the Department of Journalism and Mass Communication, University of Calcutta and in the affiliated Colleges under the University of Calcutta.

2. Nature of course: The MA course in Journalism and Mass Communication under the Choice Based Credit System shall be divided into four semesters. The duration of each semester shall be of six months, as follows:

Semester I: July to December Semester-II: January to June

Semester-III: July to December Semester-IV: January to June

Each Semester shall comprise of five papers. Each Paper comprising of five units is of 50 marks, with 10 marks for Continuous Internal Assessment.

CC stands for Core Course, GE stands for Generic Elective Course, DSE Stands for Discipline Specific Elective courses. Each unit is further divided in Lectures (L) Tutorials (T) and Practical (P). Each Credit is one lecture hour per week. Each semester is of about 15-18 weeks.

Semester	Course	Course Title	L	P	Total Credits	Marks
I	JMC101CC	Principles of Communication	5		5	40+10
	JMC 102CC	History of Media	5		5	40+10
	JMC 103CC	Media Laws and Ethics	5		5	40+10
	JMC 104CC	Print Journalism	4	1	5	40+10
	JMC 105CC	Print Journalism Practical		5	5	40+10
		Total			25	200+50

(16 Core Credits and 4 Discipline Specific Elective Credits for Semester I, 4 Core and any one of four Discipline Specific Elective papers)

Semester	Course	Course Title	L	P	Total Credits	Marks
II	JMC201CC	Advertising	5		5	40+10
	JMC 202CC	Public Relations	5		5	40+10
	JMC 203CC	Advertising and Public Relations — Practical		5	5	40+10
	JMC 204CC	Broadcast Journalism	5		5	40+10
	JMC 205CC	Broadcast Journalism — Practical		5	5	40+10
		Total			25	200+50

(16 Core Credits and 4 Discipline Specific Elective Credits for Semester II, 4 Core and any one of four Discipline Specific Elective papers)

Semester	Course	Course Title	L	P	Total Credits	Marks
III	JMC301CC/GE JMC 301GE for other PG students	Communication Research	4		4	40+10
	JMC 302GE	International Communication Or any other from other discipline, with permission	4		4	40+10
	JMC 303CC	New Media	5		5	40+10
	JMC 304CC	New Media — Practical		5	5	40+10
Any one Elective paper	JMC 305DSE1	Sports Journalism	4	1	5	40+10
	JMC305DSE2	Business Journalism	4	1	5	40+10
	JMC 305DSE3	Media and Human Rights	4	1	5	40+10
	JMC 305DSE4	Media Society and Culture	4	1	5	40+10
		Total			23	200+50

Note: In Semester III, being a Core Course JMC301CC code will be used for JMC students, JMC301GE code will be used for students other than JMC. A student of JMC has to opt a GE course – either JMC302GE International Communication Or any other course from other discipline subject to the proper permission of the department.

Semester	Course	Course Title	L	P	Total Credits	Marks
IV	JMC 401CC/GE Or any other from other discipline with permission	Media Management	4		4	40+10
	JMC 402GE	Film and Documentary Studies -Or any other from other discipline, with permission	3	1	4	40+10
	JMC 403CC	Writing for Media — Practical	1	4	5	40+10
	JMC 404CC	Dissertation		5	5	35+15
Any one Elective paper	JMC 405DSE1	Science Journalism	4	1	5	40+10
	JMC 405DSE2	Environment Journalism	4	1	5	40+10
	JMC 405DSE3	Photo Journalism	3	2	5	40+10
	JMC 405DSE4	Development Communication	4	1	5	40+10
	Total				23	195+55

Note: In Semester IV, being a Core Course JMC301CC code will be used for JMC students, JMC401GE code will be used for students other than JMC. A student of JMC has to opt a GE course – either JMC402GE Film and Documentary Studies Or any other course from other discipline subject to the proper permission of the department.

3. Intake and eligibility: Not more than 60 students in total shall be admitted to the course. Three years Honours Graduates of the current and immediately previous year are eligible to apply. Candidates are selected for admission to the course in two categories.

To fill up 60% of the total seats— The B.A. (Honours) Graduates in Journalism and Mass Communication of the current and immediately previous academic session under the University of Calcutta (10+2+3 System) are eligible to apply as per the schedule duly notified. The candidates in this category are selected for admission strictly in order of merit on the basis of marks obtained in B.A. (Honours) Examination in Journalism and Mass Communication of the University of Calcutta.

For the rest 40% of the total seats -- The Honours Graduates (10+2+3 System) in any subject (including B.A. Honours Graduates in Journalism and Mass Communication) of the current and immediately previous academic session under the University of Calcutta and from other recognized Universities are eligible to apply as per the schedule duly notified. The candidates are selected for admission strictly in accordance with the merit list prepared on the basis of the marks obtained by candidates in the Entrance Test conducted by the University of Calcutta.

The eligibility of the Honours Graduates from the Universities outside West Bengal shall be subject to the decision of C.U. Equivalence Department.

4. Reserved categories: Reservation for the Scheduled Caste, Scheduled Tribe, OBC-A, OBC-B / Physically Handicapped etc. candidates as per the rules.

5. Registration: Candidates admitted to the course shall be registered as students of the University of Calcutta. Candidates from other recognized Universities shall apply for Registration Certificate within 30 days after the admission. At the time of application, the candidates must submit Migration Certificate obtained from the University they last studied at and pay the Registration Fee.

6.Attendance: The attendance of the students shall be counted from the date of commencement of classes. Candidates taken admission after commencement of classes will have their percentage of class attendance counted from the very next day of their admission.

Collegiate Candidates: Students having attended at least 65% of the total classes (including seminars, special classes, special lectures, tutorials, workshops, etc.) held during the semester will be deemed to have completed the said course and, hence, will be eligible to appear at the Semester-end Examination.

Non-Collegiate Candidates: The candidates, having attended 55% and above but below 65% of the total classes (including seminars, special classes, special lectures, tutorials, workshops, etc.) held during the semester will be treated as Non-Collegiate candidates. They may be sent up at the Semester-end Examination if their short percentage is condoned by the appropriate authority on payment of such 'Condonation Fee' as may be prescribed by the University from time to time.

Discollegiate Candidates: The candidates whose percentage of class (including seminars, special classes, special lectures, tutorials, workshops, etc. attendance falls below 55% in the Semester shall be treated as Discollegiate candidates. They are not eligible to appear at the end-semester examination.

7. For the end- semester examination each candidate shall send an application in the prescribed form together with such fee/fees as may be fixed by the University within the time schedule duly notified by the University.

Students may write their assignments and final examination in Bengali or English.

8. End-Semester Written Examination: In each paper [if not otherwise mentioned] the assessment of 40 marks shall be done on the basis of end-semester written examination duly notified by the competent authority of the University. In each paper [if not otherwise mentioned] the rest 10 marks shall be assessed internally within the stipulated time of the semester concerned.

9. Duration of end-semester written examination for each paper [if not otherwise mentioned] of 40 marks shall be of two (2) hours.

10. For each paper (Theoretical Courses/ Papers) in the end-semester written examination the answer script shall be examined by an examiner duly appointed by the University on recommendation of the P.G. Board of Studies concerned.

11. End-Semester Written Examination for the Core Course – JMC105CC- Print Journalism-Practical ; Marks: 40; Duration: 2 hours 30 minutes

Two examiners shall evaluate the answer script(s). In case of a difference of 15% or more of full marks between the two examiners, the script(s) shall be referred to a third examiner for evaluation. Marks awarded by the examiners shall be averaged.

12. End-Semester Written Examination for the Core Course – JMC 203CC- Advertising and Public Relations – Practical; Marks: 40; Duration: 2 hours 30 minutes

Part- A (Advertising) - Marks 20

Part-B (Public Relations) – Marks 20

The examiner (s) would be appointed separately for Part A, Part B. In each Part, the answer script(s) shall be evaluated by two examiners. In case of a difference of 15% or more of full marks between the two examiners, the script(s) shall be referred to a third examiner for evaluation. Marks awarded by the examiners shall be averaged.

13. End-Semester Examination for the Core Course – JMC205CC: Broadcast Journalism- Practical: Marks: 40

Part A (Marks 25): A number of micro-groups of not more than 10 (Ten) students in each group, to be notified by the Head of the Department will be formed among the examinees. Each group is to make an audio-visual programme on a subject approved by the Head of the

Department or by a teacher/ guest teacher on behalf of the Head of the Department. The VCD containing the programme of a duration of 7-10 minutes along with the script has to be submitted to the Department within a date duly notified and in a sealed cover with names of the candidates, roll numbers and subject written clearly on it. Each cassette will be evaluated by three examiners (including at least one external examiner). Marks awarded by them shall be averaged. The marks awarded to a group shall be credited against each individual member of the particular group.

Each examinee is also required to attend the viva-voce test on the audio-visual programme as per the schedule duly notified. Three examiners (including at least one external examiner) will evaluate the performance(s) of each examinee in making the audio-visual programme and marks awarded by them will be averaged.

Marks are allotted as follows: Audio-visual programme-15 marks and Viva-Voce 10 marks (Total- 25).

Part B (Marks 15): A number of groups will be formed among the examinees. Each group is to make an audio programme on a subject approved by the Head of the Department or by a teacher/ guest teacher on behalf of the Head of the Department. The CD containing the programme of 7-10 minutes duration along with the script has to be submitted to the Department within a date duly notified and in a sealed cover with names of the candidates, roll numbers and subject written clearly on it.

Each cassette will be evaluated by three examiners (including at least one external examiner). Marks awarded by them will be averaged. The marks awarded to a group shall be credited against each individual member of the particular group. Each examinee is also required to attend the viva-voce test on the audio-visual programme as per the schedule duly notified. Three examiners (including at least one external examiner) will evaluate the performance(s) of each examinee in making the audio-visual programme and marks awarded by them will be averaged.

Marks are allotted as follows: Audio-visual programme-10 marks and Viva-Voce 5 marks (Total- 15).

14.End-Semester Examination for the Core Course – JMC304CC – New Media-Practical; Semester-end examination (Marks: 40); Internal Assessment 10 marks.

Part-A: Written (20 Marks)- Duration: 1 hours 15 minutes

Part-B: Computer (10 Marks) of One hour duration.

Part-C: Practical Project (10 Marks) To be submitted on a CD with the relevant links on a word document and the content.

The examiner (s) would be appointed separately for Part A, Part B and Part C. In Part A, the answer script(s) shall be evaluated by two examiners. In case of a difference of 15% or more of full marks between the two examiners, the script(s) shall be referred to a third examiner for evaluation. Marks awarded by the examiners will be averaged. Part B and Part C will be examined by three examiners (including at least one external examiner) and marks awarded by them will be averaged.

15. End-Semester Examination for the Core Course – JMC403CC --Writing for Media – Practical ; Marks: 40; Duration: 2 hours 30 minutes

Two examiners shall evaluate the answer script(s). In case of a difference of 15% or more of full marks between the two examiners, the script(s) shall be referred to a third examiner for evaluation. Marks awarded by the examiners will be averaged.

16. For the Core Course – JMC404CC- Dissertation – Semester IV: In the Semester IV, each student is required to prepare a Dissertation paper in any area of Journalism and Mass Communication/ Advertising/ Public Relations, duly approved by the Head of the Department and under the supervision of a teacher of the Department as partial fulfillment of his/her M.A. examination. The Dissertation paper has to be submitted (three printed or typed copies in bound form and a soft copy) as per the schedule duly notified by the competent authority of the University, failing which his/her candidature is liable to be cancelled.

Each Dissertation paper shall be evaluated by two examiners and marks awarded by them will be averaged.

Each examinee is also required to attend the viva-voce test on the Dissertation paper as per the schedule duly notified by the competent authority. Two examiners will evaluate the performance(s) of each examinee candidates and marks awarded by them will be averaged.

Marks are allotted as follows: Dissertation paper -35 marks and Viva-Voce - 15 marks (Total-50).

17. The core course **JMC205CC Broadcast Journalism - Practical** and **JMC304CC New Media Practical** involves fieldwork. Students will be assigned fieldwork- based projects.

18. Internal Assessment: In each unit [except for the Core Course – **JMC404CC Dissertation**], the rest 10 marks shall be assessed internally within the stipulated time of the semester concerned. Internal Assessment for the units shall comprise several components, such as, written test, assignment reports, interview, seminar presentation, viva voce etc., All assignments including the schedule, duration of written test, if conducted, etc. for the Internal Assessment shall be determined by the P G Board of Studies and all such relevant information shall be duly notified by the Head of the Department on the Departmental Notice Board.

19. Any candidate who after completion of all end- semester examinations for all units (Theoretical and Practical courses/ papers), duly submits Dissertation paper, appears in viva-voce test and fulfills all other formalities including satisfactory completion of the assignments or appearing for and completing the written examination for the Internal Assessment shall be provided both the grade points and the overall percentage of marks in individual papers and in aggregate. At the end of each semester, the students will be awarded a Semester Grade Point Average (SGPA) and on the successful completion of all the semesters a Cumulative Grade Point Average (CGPA). For calculation of SGPA and CGPA, the CSR/55/09 be followed.

20. Any candidate has to secure not less than 35% marks in each individual paper and not less than 40% in practical examinations and internal assessment and 40 % in aggregate to qualify in any semester examination. In addition, to mitigate any ambiguity, the CSR/55/09 may be accepted.

21. If a candidate fails to pass in the end-semester examination, he/she shall not be entitled to claim a refund of the fees.

22. Students have to complete the entire course within four (4) years from the year of first admission. If a student gets an 'F' in a particular paper, he/she shall be deemed to have failed in that paper only and shall be required to appear in a supplementary examination to be offered within six months of the original examination. Candidate who fails in not more than two papers can clear the paper/s in two more consecutive chances (excluding the main examination) along with higher semester examination. If the candidate is unable to clear the same within two consecutive chances, he/she shall be dropped from the concerned course.

23. A candidate who has failed in more than two papers will have to appear at the same semester without appearing at the higher semester. In that case attendance in the theoretical classes will not be mandatory. If he has passed in the internal assessment of the failed papers, he will not have to appear for the internal assessment again for these papers.

24. If all the chances of a candidate (Main +2) have been exhausted he/she has to drop or leave the course. He may apply for re-admission in the same course of study in the 1st semester of the next academic session along with the fresh applicants. In any case, the candidate has to clear the entire course within four (4) years from the year of first admission.

25. A candidate may apply for review of not more than one paper [except for the Practical Courses/ Papers; **JMC 404 CC- Dissertation** and the Internal Assessment] in each end-semester written examination as per the schedule duly notified by the University. However, such a candidate has to obtain not less than 40% marks in aggregate in the respective end-semester examination and not less than 35% marks in each individual paper of the papers not asked for review.

26. If on review the marks secured by a candidate in a theoretical course/ paper increases by more than 15% or decreases by more than 5% of the total marks in that paper, the script shall be referred to a third examiner and the candidate shall be awarded the average of the marks awarded by the three examiners. In the process of review, marks may remain unchanged, may increase or may decrease. Any such change shall be given effect and a fresh mark sheet shall duly be issued.

27. Provisional mark sheet may be issued to all eligible candidates on the basis of the end-semester examination. The Final mark sheet and certificate shall duly be issued after completion of all four semesters.

28. Each successful candidate shall receive his/her MA certificate in a form as specified herein under –

This is to certify that _____ (name) obtained the degree of MA in Journalism and Mass Communication in this University having been successful at the final semester examination in the year ___ and that he/she was placed in the ___ class.

The Senate House

Vice-Chancellor

29. The students shall have to abide by such rules, regulations, orders and notifications as may be issued from time to time by the appropriate authorities of the University.

30. If any difficulty or doubt arises in giving effect to the provision(s) of these Regulations, the decision of the authority/body of the University shall be final.

31. These rules shall come into effect from the Academic Session 2018-19.

Semester – I

JMC101CC Principles of Communication

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Communication – Definitions, process, elements, function, barriers, Nature and process of human communication, verbal and nonverbal communication, inter-personal, group, public, mass communication, communication and socialization-Nature, process, characteristics, impact of mass communication, media of mass communication and their characteristics.

UNIT- 2

Models: Aristotle, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley & MacLean - Berlo, Rogers & Shoemakers -Two steps & multi step flow – Agenda Setting - convergent and gate-keeping,.

UNIT- 3

Media Effects Theories: News Framing; Media Priming; Social-Cognitive theory of mass communication; Uses and Gratifications; Cultivation theory; Stereotyping; Public Communication Campaigns; Entertainment and Enjoyment as Media Effects.

UNIT-4

Media systems and theories: Types of Media Systems; Individual Differences Theory, Normative theories; Functional theory; Feminist theory; Mass media: public opinion and democracy. Media culture and its production- Propaganda model -Public Sphere and Jürgen Habermas - Media organizations, media content, market-driven media content – effects, Political Economy of Communication.

UNIT- 5

Audience Concept and Research; Activity and Selectivity; Active and Passive Audience; Audience as Market; Audience as Public; Structural approach to audience formation; Subculture and audience; Gendered audience; Audience norms for content; Sociability and uses of media; Media Literacy:

Reading List:

1. Baran, Stanley and Davis, Dennis Mass Communication Theory, 7th Edition, 2015
2. Denis McQuail, McQuail's Mass Communication Theory, 6th Edition, 2010
3. Fahmy Shahira et al; Visual Communication Theory and Research, 2014
4. Fortner, Robert and Fackler Mark; The Handbook of Media and Mass Communication Theory, 2014
5. Harris, Richard Jackson; A Cognitive Psychology of Mass Communication, 6th Edition, 2013
6. Keval J. Kumar, Mass Communication in India, 1994
7. Kevin Williams, Understanding Media Theory, (2003),
8. Stevenson Nicholas; Understanding Media Cultures, 2002
9. Thomson B. John : The Media and Modernity, Polity Press, 1995

10. Vir Bala Aggarwal, V S Gupta, Handbook of Journalism and Mass Communication, 2012
11. Yadava, J.S. and Mathur Pradeep; Issues in Mass Communication, 2008

JMC102CC History of Media

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Social, cultural, economic and political background of the development of media; Origin of the press(newspapers)in different parts of the world—developments in Europe and the USA-emergence of telecommunication system and its impact -- Development of typesetting and printing technologies and their impact -special reference to India – early efforts to publish newspapers (both English language and Indian language) in different parts of India – J A Hicky – Rammohun Roy – Derozians – Harish Chandra Mukherjee-- post-1857 developments –Development of mass circulated press in India – repressive press laws by the colonial rulers.

UNIT- 2

The Indian press and the movement for national Independence- – social, political and economic issues and the Indian press – conflict with colonial rule-- important personalities of Indian journalism (both English and Indian language)--major Indian newspapers—birth of journalists’ organizations – commercialization of press – changing ownership pattern-developments as a profession-- establishment of organizations like IJA, INS, AINEC etc.

UNIT- 3

Development of news agency system – Havas, Reuters, AP etc. – origin and development of news agencies in India –Reuter’s monopoly—nationalist interventions — development of photo journalism – special reference to India;

UNIT- 4

Major trends after Independence – Radio - Television – Satellite TV, Cable TV, Internet —Trends in print media (both English and Indian languages) — modernization and diversification — Press Commissions –Press Council of India--monopolization and corporate control – Indian media and Globalization—Foreign Direct Investment in Indian media industry — Development of journalism and communication education with special reference to India.

UNIT- 5

Historical development of Indian films – major film production centres—Bombay, Chennai, Kolkata etc — Major film personalities—developments after Independence—Film censorship—effect of Globalization; Growth of regional film industries; Popularity of Indian films in the international market.

Reading List:

1. Amelia Bonea, The News of Empire: Telegraphy, Journalism and the Politics of Reporting in Colonial India, OUP, 2016
2. Arvind Singhal, Everett M Rogers, India’s Information Revolution, 2001
3. B S Kesavan, History of Printing and Publishing in India, Vol. I-III, NBT, 1997
4. Barns, Maragarita, The Indian Press, History of Growth of Public Opinion in India, G Allen and Unwill, London, 1940
5. Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press , 2010)
6. H R Luthra, Indian Broadcasting, 1986

7. Israel, Milton. Communications and Power, Propaganda and the press in the Indian nationalist struggle, 1920-47 Cambridge University press, Delhi 1994
8. J. Natarajan, History of Indian Journalism, 1995
9. K M Shrivastava, News Agencies from Pigeon to Internet, 2007
10. Krishnamurthy, Nadig. The History of Journalism in India, Mysore Prasaranga 1968.
11. Natarajan. S, A History of the press in India, Asia Publishing House, 1962.
12. P C Chatterjee, Broadcasting in India, Sage, 1991
13. Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
14. Press Council of India, Future of Print Media, 2001
15. Robin Jeffrey, India's newspaper revolution, 2000
16. S C Bhatt, Indian Press Since 1955
17. Usha M. Rodrigues & Maya Ranganathan, Indian News Media-From Observer to Participant, 2014
18. Vanita Kohli- Khandekar, The Indian Media Business, 4th edition, 2013

JMC103CC Media Laws and Ethics

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Media ethics – concept – comparing media ethics and media laws- media ethics, media freedom – media's social responsibility and accountability -self-regulation – trial by media- Media's ethical problems including privacy, -sting operation- right to reply, covering communal disturbances, atrocities on women, elections -- yellow journalism- cheque book journalism- Paid news -- Plagiarism-- ethical issues related with ownership of media –Ombudsman--Press Council of India and its guidelines and codes—Guidelines and/or Codes suggested for media/press by other national and international organizations – Election Commission guidelines for media.

UNIT- 2

History of press/media laws in India – Press and Registration of Books Act, 1867-- Registration of newspapers— Constitution of India-Fundamental rights – Freedom of speech and expression and their limits – Provisions of declaring emergency and their effects on media – Provisions for legislature reporting; Parliamentary privileges - Contempt of parliament and journalistic defense; Universal Declaration of Human Rights- relevant Unesco initiatives;

UNIT- 3

Defamation and journalistic defense – Contempt of court and journalistic defense -- --relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity - Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Indecent Representation of Women Act, 1986 -- WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act – Right to Information Act 2005- Whistle blower Protection Act (2011)

UNIT- 4

Cinematograph Act 1953 –Prasar Bharati Act --Regulation of Private TV Channels--Cable TV Regulations Act – Policy Guidelines for Setting up Community Radio Stations in India -- Community Radio Licence Procedure-- Community Radio regulations in India -- Broadcasting Code for AIR and Doordarshan, Self-regulation of private TV channels; Codes for advertising and public relations.

UNIT- 5

Press Freedom in the Digital Age; New Challenges; cyber freedom- Surveillance; Privacy; Laws and regulations related to online media--Information Technology Act 2000;Wiki Leaks — challenges before free media. Ethical issues related to cyber media; Social Media Trolling; Communication Policy for the Digital Age

Reading List:

1. Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy Kreshel and Robert Woods, Media Ethics: Cases and Moral Reasoning, 2015
2. D D Basu, Laws of the Press in India, 2002
3. Edward S Herman and Noam Chomsky, Manufacturing Consent: The Political Economy of Mass Media, 2010
4. Ess Charles; Digital Media Ethics, 2013
5. Fortner, R.S. and Fackler Mark; The Handbook of Global Communication and Media Ethics, 2011
6. Media, Press and Telecommunications Laws, Eastern Book Company
7. Paranjy Guha Thakurta, Media Ethics: Truth Fairness and Objectivity, 2011
8. Plaisance, P.L; Media Ethics: Key principles for Responsible Practice, 2013
9. Report of the Press Commissions, First and Second

JMC104CC Print Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT 1

Structure of news department –News desk, editorial department set-up, news flow, copy management and organization-- Editor – Managing editor – Executive editor -- Chief Editor/Editor in Chief/ Group Editor/Editor-at-Large-- Roving Editor – Resident editor – position and status – duties and responsibilities – qualities; News editor –Chief reporter – Chief sub-editor–Sub editor – position and status – duties and responsibilities – qualities---Reporter-- Special correspondents – status, duties and qualities -- Photojournalist – qualities- duties and responsibilities. --Digital archives and library.

UNIT 2

News- concept and definition, elements, values, sources, types--news beats; Reporting-intro/lead— structure of news, inverted pyramid pattern; Reporting regular briefing, press conference, meet the press; Beat Reporting : crime, court, weather, legislature and parliament, election, health, education, human interest, life style. News agency reporting – style;

Interpretative reporting – purposes, techniques; Investigative reporting – purposes, sources, styles, techniques; -- Political reporting-- Legislative reporting-- Diplomatic reporting-- Scoops and

exclusives--Specialized reporting – science and technology, health, travel and tourism, disaster, sports, elections, economic, development, commerce, consumer rights gender. Conflict Reporting.

UNIT 3

Basic rules and style of writing Opinion Pieces--Editorial –Column –Syndicate column- Reviews–cinema, book, drama, exhibitions etc.

Interview – importance – types with special reference to personality interview – planning – home work – technique of questioning – note recording and audio recording – writing style.

Feature – definition – difference between feature and news report – special kind of writing – different type of features – scope.

Human interest stories – its importance – scope and areas – choice of subject – style of presentation.

Writing features and articles for magazines

UNIT 4

Editing – principles – different styles for different media –terminology – editing in the electronic age--- difference between daily and Sunday newspapers and magazines in (i) style, (ii) format, (iii) perspective and (iv) approaches.

Different types of copy – selection of copy – processing of copy – news value – principles – improving intro and lead – paraphrasing – sub head – editing news agency copy – selection – processing – editing process in English and language papers.

Headline – importance – types – art and principles to be followed – difference style for different items: hard news items, anchor story, feature etc.

UNIT 5

Page make up – different types – principles to be followed – relevant software-- front page and other pages – edit page – open page – features pages – placing advertising – principles of photo editing---caption writing- use of illustration – Photo Feature, Infographs- typography – main type groups. Page make up tabloids—magazines

Reading List:

1. Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill Publication, 2000
2. Carole Flemming and Emma Hemmingway, An Introduction to Journalism; Vistaar Publications, 2006.
3. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
4. H. Evans, News Headlines, National Council for the Training of Journalists, 1974.
5. Hyde, Grant Milnor; Newspaper Editing – A manual for Editors, Copyreaders and Students, 2008
6. Ludwig, Mark, D and Gilmore, Gene; Modern News Editing, 2005
7. M V Kamath, Professional Journalism, 2009
8. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An introduction to Journalism, Blackwell Publishing, 2006.
9. Mencher, Melvin, News Reporting and Writing.MC Graw Hill, NY. 2003
10. Randall, David; The Universal Journalist, 5th Edition, 2016
11. Richard Keeble. The Newspaper's Handbook 5th Edition; Routledge Publication,2014.

12. Robinson Tom; The Evolution of News Reporting, 2010
13. Thussu, D.K, .War and the Media : Reporting conflict 24x7, Sage Publications,2003.
14. Thussu, D.K. News As Entertainment, Sage, 2007

JMC105CC Print Journalism-Practical

Total Marks-50 [including Internal Assessment -- Marks 10]

Semester-end Written Examination (Marks: 40): Duration: 2 hours 30 minutes

1. Page Making – Front Page/ Feature Page –use of relevant software
2. Writing news report– lead, intro, headline
3. Editing agency copy/general copy.
4. Editorial writing
5. Caption writing

Semester – II

JMC201CC Advertising

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT-1

Advertising – definitions and concepts – evaluation of advertising – relevance of advertising – types – with special reference to India – advertising as an industry, professional and art form – current trends in India – the social and cultural extent of Indian advertising – international advertising – multinational companies, global marketing, trading and advertising strategies, global and local approach, multinational agencies.

UNIT- 2

Brand building & brand positioning – role of advertising in brand building – definition & concepts – components of a brand. Importance of brand power – brand strategy & structure – case studies in brand positioning. Advertising creativity – concept & definition – creative process – copy writing – language & its significance in creativity; semiotics – use of appeals – interface of copy writing & visual creativity.

UNIT- 3

Marketing communication – need for integrated communication – the value chain system in marketing : choosing value, deciding value, communicating value – consumer behaviour : environmental influences, personal influence, decision process – marketing strategies : Market segmentation, targeting, positioning – importance of marketing mix – role of advertising in marketing, role of advertising in different product categories – consumer, industrial, corporate, service, financial, social marketing etc., lifestyle advertising - budgeting – advertising goals and strategies : importance of marketing – advertising and sale promotion goals and segmentation and positioning strategies, media strategies, SP strategies, developing brand personality, preparing the advertising plan.

UNIT-4

Advertising research: Importance of research in advertising – pre and post testing of advertisement – qualitative and quantitative research strategies – use of AIDA, DAGMAR etc., other diagnostic tests – limitation of research strategies – advertising, planning and decision making – importance of research inputs – market research and situation analysis, consumer behaviour, product and behaviour analysis budgeting – advertising goals and strategies

UNIT- 5

Advertising creativity : the creative brief and strategy – elements of good advertising – creative strategy at work – copy and art – importance of visual thinking – guidelines for writing – visibility – identity – promise and simplicity.

Campaign planning – process of campaign planning – case studies of contemporary campaigns: Governmental & Non-Governmental, product, institutional & public service etc. Defining a problem for working out a campaign.

Reading List:

1. Belch, G.E and Belch, M.A; Advertising and Promotion: An Integrated Marketing Comm. Perspective, 10th Edition, 2015
2. Jefkin, Frank; Advertising, 4th Edition, Pearson, 2002

3. Jethwaney, Jaishri and Jain, Shruti, Advertising Management, OUP India, 2012
4. Ogilvy, David; Ogilvy on Advertising, Prion, 2001
5. Pandey, Piyush; Pandeymonium: Piyush Pandey on Advertising, Penguin, 2015
6. Sengupta, Subrata; Brand Positioning: Strategies for Competitive Advantage, Tata McGraw-Hill., 2005
7. Shah, Kruti; Advertising and Integrated Marketing Communications, McGraw Hill, 2014
8. Valladares, June; The Craft of Copywriting. Sage Publications, 2000
9. Wharton Chris; Advertising as Culture, 2013
10. Yeshin, Tony; Advertising, Thomson, 2006

JMC202CC Public Relations

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT-1:

Public Relations – concept and scope –historical perspectives- development in India--Public Relations as a management function-Professionalism and job description of Public Relations- Public Relations strategy and tactics- magnitude and power of corporate communication- Difference of Public Relations from advertising, publicity, marketing, sales promotion, propaganda and lobbying- Contemporary scenario of Public Relations practice.

UNIT - 2:

Acquiring comprehensive knowledge about the organisation- business management- identifying competitive advantage- application of behavioural and social science- expertise to gather information from news - generating department in an organisation- understanding difference between the public, voluntary, commercial and regulated sector: government, publicity and private sector: NGO and CAG- working knowledge of contemporary public affairs practice including MPs, Civil Servants, Shareholders, Stake holders, customers, clients, trade association, think tank, business and pressure groups, unions, media, lobbying, issue and risk management, CSR, Corporate law, influencing public policy and building and maintaining corporate reputation.

UNIT-3

Various tools and media of communication-advertisement, brochure, annual report, house journal, film, coffee table book, sponsorship, photography, event management, facility visit, press conference, press briefing, new media- to work in a in-house studio to learn news production, film and video production and advertising layout, production of different ad design- setting out Public Relations campaigns- developing the elements of creativity.

UNIT-4

Public Relations writings- reading the culture of the organisation and its milieu and understanding the requirement of the organisation- Art of PR writings in different kind of brochures, press release, press hand out, press announcements, notice, advertisement, tender, house journal, new media- chief executive's speech- script writing for films etc.- how to make CEO's brief for news conference, feature writings- crisis message, writings for broadcast, telecast, scripts, webpage, e-mail and other alternative media- content management and presentation techniques .

UNIT-5

International public relations scenario with emphasis on PR development in India-PR professional bodies, Associations, Councils in the world - annual public relations programmes and budgeting-preparing a plan for PR Audit- financial public relations, public relations evaluation for its activities and assessing feedback for the same-PR education: research, training and employment readiness programmes- new trends in PR - challenges and opportunities and preparation for the same.

Reading List:

1. Bernays, Edward; Public Relations, 2013
2. Bivnis Thomas; Public Relations Writing: The Essentials of Style and Format, 8th Edition, 2013
3. Black, Sam; Practice of Public Relations, 4th Edition, 2013
4. Broom Glen M: Cutlip and Center's Effective Public Relations, International Edition, 2013
5. Duhe, Sandra C; New Media and Public Relations, 2007
6. Jefkins, Frank; Public Relations Techniques, 1994
7. Jethwaney Jaishri; Corporate Communication: Principles and Practice, 2010
8. Kaul J M: Public Relations in India, 1976
9. Lloyd, John and Toogood, Laura; Journalism and PR; News Media and Public Relations in the Digital Age, 2014
10. Mehta, D.S.; Handbook of Public Relations in India, 2002
11. Michael Bland, Alison Theaker & David Wragg: Effective Media Relations: How to get results, 2005
12. Oliver, Sandra; Public Relations Strategy, 2009
13. Phillips, D. and Young, P.: Online Public Relations: A practical guide to developing an online strategy in the world of social media, 2009
14. Theaker Alison; The Public Relations Handbook, 2016

JMC203CC Advertising and Public Relations – Practical

Total Marks-50 [including Internal Assessment -- Marks 10]

Semester-end Written Examination (Marks: 40): Duration: 2 hours 30 minutes

Part- A (Advertising)- Marks 20

1. Creating Print Advertising Copy.
2. Script for television commercials using the story board format and the script format.
3. Script for radio advertisements

Part-B (Public Relations) Marks20

1. Making PR Campaign on relevant social issues
2. Writing press release on contemporary issues.
3. Frame a design for image building, restoration and maintaining strategy for the organisation from decadence to elevation.
4. Make out analysis, action plan and multi-faceted public relations tactics and strategy for organising events.

JMC204CC Broadcast Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Journey of electronic media (television and radio) in India-Convergence of electronic media-Radio as mass medium: its characteristics- evolution and growth — Outlines of Recommendations of different Committees including Chanda Committee 1966 – Verghese Working Group 1978 – Joshi Working Group 1983 – Vardan Committee 1992 – Paswan Committee 1996 – Sengupta Committee 1996 etc)

Transmission texture of broadcast techniques: SW -AM-FM-DTH-INTERNET-PODCAST-HAM. Community Radio

UNIT- 2

Radio programme production process and techniques,- Aspects of sound recording – types of microphones and their uses – field recording skills -studio chain; live studio broadcast with multiple sources News production.-using sound bytes and actualities - formats of radio programmes – studio interviews – studio discussions – phone-in programmes – O.B. production of sporting and mega events -Listenership survey-AIR Code

UNIT- 3

Writing for radio: Spoken language writing – writing for programmes-News writing – structuring radio-copy-voice designing- effective use of voice – enunciation, flow, pronunciation, modulation. Various Sound Editing Software.

UNIT- 4

TV as a tool of mass communication: its characteristics- evolution and growth- television for development (SITE)-social and commercial impact (TAM-TRP-BARC)

Video shooting with TV camera –basic shots and camera movement, Video Editing.

Fundamentals of TV News and Programme Production (form and format of national and regional 24-hour news channel & entertainment channel)

UNIT- 5

Studio based production and Transmission (Terrestrial-Satellite-Cable-DTH-IP T.V), Reporting for T.V--Formats of TV programmes – studio interview – studio discussion - studio shows with audience participation — TV documentary production – Live telecast – Writing for T.V -News writing – structuring T.V news copy-Presentation- news casting and news anchoring.

Reading List

1. Allen, Robert C. and Annette Hill (Eds), The Television Studies Reader, Routledge, 2004
2. Boyd, Andrew, Broadcast Journalism: Techniques of Radio and Television News, 6th Edition, 2012
3. Carrol Fleming; The Radio Handbook, Routledge , 2002
4. Hilliard, Robert L, Writing for Television, Radio, and New Media,11th Edition, Wadsworth Publication, 2014
5. Hudson Gary and Rowlands, Sarah; The Broadcast Journalism Handbook, 2007

6. Millerson, Gerald; Effective Television Production, 3rd Edition, 2016
7. Owens, Jim; Television Production, 2016
8. P C Chatterjee, Broadcasting in India, Sage, New Delhi, 1988.
9. Report of the Working Group on Television Software for Doordarshan, Vol. 1-2, Publication Division, New Delhi, 1985.
10. Robert McLeish- Radio Production, Fifth edition-Focal Press, 2005
11. Vasuki Belavadi, Video Production, 2nd Edition, OUP, 2013
12. Zettl, Herbert; Television Production Handbook, 2014

JMC205CC Broadcast Journalism -Practical

Total Marks-50 [including Internal Assessment -- Marks 10]

Semester-end Examination: Marks: 40

Part A (Marks 25): FIELDWORK BASED

- 1. Making of audio-visual programme in micro- groups.**
2. Analysis, discussion and Review of news bulletins etc.
3. TV interview exercise (Live & Recorded)
4. News reading and anchoring exercises,
5. Spot reporting : PTC and WT
6. Commercials of Social Campaign
7. News Package(3 mints)
8. Whatsapp Reporting.

Marks are allotted as follows:

Audio-visual programme-15 marks
& Viva-Voce 10 marks

Part B (Marks 15): FIELDWORK BASED

- 1. Making of audio programme in micro- groups.**

Marks are allotted as follows:

1. Audio Interview (Live & Recorded)
2. News Reading
3. RJ-in of Live Talk Show
4. Radio Feature (with O.B Recoding)
5. Radio Spot
6. Radio Promos and Jingle
7. Live Commentary

Marks are allotted as follows:

Audio programme-10 marks
& Viva-Voce 5 marks

Semester - III

JMC301CC/GE Communication Research

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Definition and Elements of Research; Research methods and Approaches in Social Sciences. Administrative and Critical Traditions; Mass media research and Scientific methods. Importance of communication research — Indian scenario; Research Process: Formulation of research problem, review of literature, hypothesis, types of research designs.

UNIT- 2

Qualitative Research: Case Studies — Ethnography Ethno methodology, Symbolic Interactionism, Policy and archival research —Participant Observation and Non-Participant Observation —Focus Group — Ground Theory Methods, Action Research, Historical research. Content analysis; Communication Policy Analysis; Analyzing Visuals: still and moving images. Use of Software for Qualitative Research

UNIT- 3

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

UNIT- 4

Introduction to statistics; Use of Statistics in Media Research; inferential and parametric, non-parametric, uni-variate, bi-variate, multivariate statistics, correlations, linear regression, logistics regression, factor analysis, Principal Component Analysis, Anova, Structural Equation Modeling; Use of SPSS

UNIT- 5

Data Analysis and Report writing—data analysis techniques – Experimental Research; preparation of research reports/project reports/dissertations, Referencing and Citation Style. Ethical perspectives of mass media research; Effects research – Strengths and Limitations

Reading List:

1. Berger, Arthur Asa; Media and Communication Research Methods, 2015
2. Fink, Arlene & J. B. Kos.; How To Conduct Surveys, A Step By -Step Guide, 3rd Edition., Sage, 2005
3. Gerianne Merrigan & Carole L. Huston, Communication Research Methods, 3rd Edition, OUP, 2014
4. Hansen Anders, Cottle Simon, Newbold Chris; Mass Communication Research Methods. Sage, 2009
5. Jensen, Klaus Bruhn; A Handbook of Media and Communication Research-Qualitative and Quantitative Methodologies. Routledge, 2013

6. John C. Reinard; Communication Research Statistics, California State University: Sage publication, 2006
7. Kothari C R, Research Methodology: Methods and Techniques, New Age 3rd Edition, 2016
8. Krippendorff, Klaus; An introduction to its Methodology, 2004
9. Rubin, Rebecca B., Alan M. Rubin, Paul M. Haridakis; Communication Research: Strategies and Sources, 2009
10. Wimmer and Domnick; Mass Media 'Research: An Introduction, 10th edition. Boston: Wadsworth, 2013

JMC302 GE International Communication

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

International communication-definition—history and development of communication as an international phenomenon -- intercultural and cross-cultural communication--International communication during pre-colonial period— Colonial Structures of Communication--International communication during colonial age—growth of international telegraphic network -- growth of news agency system – Grand alliance of news agencies

UNIT- 2

Advancement during World War I and World War II– role of the League of Nations-- origin of international communication as an academic discipline.

UNIT- 3

Supranational communication; satellite communication – its historical background – status – progress – effects – satellite communication and shrinking world; -Impact of ICT-Role of UN, UNESCO, ITU, WTO etc.

UNIT- 4

Debate on New International Information and Communication Order--NIICO and New International Economic Order -- MacBride Commission's report –Efforts by the Non-aligned nations-- Internet and online media—effects- Convergence of media – Problems and options- --Contemporary issues related to transnational broadcasting and its impact on culture-Media Policies in an International Context..

UNIT- 5

Effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct-- protection of cultural diversity – Universal Declaration of Cultural Diversity-- present issues – position of the developing countries- India's position and approach to international communication issues.

Reading List.

1. Art Silverblatt, Nikolai Zlobin, International Communications: A Media Literacy Approach, 2015
2. Daya Kishan Thussu , International Communication: *A Reader*, 2010
3. Daya Kishan Thussu , International Communication: Continuity and Change, 2016
4. Edward S Herman and Robert McChesney, The Global Media: The New Missionaries of Corporate Capitalism, 2001
5. George Gerbner, Hamid Mowlana, Kaarle Nordenstreng, The Global Media Debate: Its Rise, Fall and Renewal, 1993
6. Hamelink, Cees : Cultural autonomy in global Communications, Longman, London, 1983.
7. Hamid Mowlana, Global Information and World Communication: New Frontiers in International Relations
8. Kaarle Nordenstreng, Ulf Jonas Björk, Frank Beyersdorf, Svennik Høyser, Epp Lauk, A History of the International Movement of Journalists: Professionalism Versus Politic
9. MacBride Commission,,Many Voices, One World, UNESCO, Pais, 1980.
10. Oliver Boyd-Barrett, Media Imperialism, 2014

JMC303CC New Media

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT 1

Introduction to New Media: ICTs; Internet and Society; New media technology and culture: community and identity; participatory culture and new media; New media literacy; The Information Technology Revolution; History of Internet in India

UNIT 2

Characteristics of new media; Various usages of new media: Different types of new media, Interactivity; Simultaneity; Compression of time and space; Theories of Network Society; Social Media theories; Internet as Public Sphere; Online communities; Free and Open Source Software

UNIT 3

Convergence of media and its effect on journalism--Digital journalism-- evolution---characteristics- - technical components --integration of new technologies, new ways of storytelling---interactivity; prospects of online journalism in India;

Financing online journalism- subscription models-modes of online advertising- online advertising and marketing techniques -On-line editions of newspapers- management and economics - online newspapers-creation, feed, marketing, revenue and expenditure -- Online presence of different media

UNIT 4

Social Media and Citizen Journalism- Use of Convergent technology for social change --Social networking; Introduction to social profile management products, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing , Social publishing: Flickr, Instagram, YouTube, Sound cloud, Citizen Journalism: Concept, Case studies,

Blogging; a brief history of blogs, blogs as narratives, Live blogging; Bloggers as journalists and 'opinionates' - Internet radio; podcasts.

UNIT 5

Computer Mediated Communication: Different types of CMC; Important theoretical framework of CMC, cyber platform and communities; Information Society Theory; Digital Divide; Search engine dynamics; Impact of social media on our social, cultural and political life. Citizenship in a digital society: Cyber-democracy; Advertising in the digital platform; e-learning; e-commerce; telecom industry in India; Surveillance; Cybercrime; New Media Economy

Reading List:

1. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
2. Eugenia Siapera, Understanding New Media, Sage, 2011
3. Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley, 2011
4. Goldsmith, Jack, and Tim Wu., Who Controls the Internet? Illusions of Borderless World. Oxford University Press US. 2006.
5. Kasturi, Suman and BobbyVardhan; Social Media, Connecting the World 24X7, Dominant Publishers, 2017
6. Lev Manovich. The Language of New Media. Cambridge: MIT Press.2001
7. Narayan and Narayanan(Ed); Indian Connected: Mapping the Impact of New Media; Sage, 2016
8. Simon Lindgren, Digital Media and Society, Sage, 2017
9. Tapas Ray, Online Journalism: A Basic Text, 2006
10. Vincent Miller. Understanding Digital Culture. Sage Publications, 2011.

JMC304CC New Media- Practical

Total Marks-50 [including Internal Assessment -- Marks 10]

FIELDWORK BASED

Hands-on training in photography, audio slideshows, content management systems and writing for the web.

(Hyper) Text • Audio • Video • Still images • Animation • Flash interactivity • Blogs • Micro blogging & Social networking/Facebook/Twitter/RSS feeds • Poll surveys/Email etc. • Digital Story telling Formats • Content writing, editing, reporting and its management • Structure of a web report • Planning and designing of Web Pages, Blogs, web channels

Creating electronic newspapers

Creating Internet advertisement

Creating video channels for free online platform

Semester-end examination (Marks 40) (Including Fieldwork based assignments)

Part-A: Written (20 Marks)

1. Creating content for digital platform
2. Writing listicles for the digital platform
3. Using audio and video in social media platform
4. Creating content for digital media.

5. Writing FAQs

Part-B: Computer (10 Marks)

1. Preparing and uploading webpage
2. Preparing and uploading website
3. Using audio and video in social media platform
4. Hands-on training in digital photography
5. Live streaming

Part-C: Practical Project (10 Marks)

1. Creating story packages that integrate text, visuals and sound
2. Planning and designing an individual page on free online video platform(10 issues)

JMC305DSE1 Sports Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT - 1

Sports – its growing popularity – Sports policies of the Government in India—Role of the State Governments--sports in educational curriculum --Sports Authority of India – objectives and contribution -- organizational structure of Indian sports-- Corporatization of sports –sponsorship – ethical issues-- Indian experience ;

UNIT - 2

Major international sports events--Olympics, Asiad, Commonwealth games, SARC games, World Cup Soccer, World Cup Crickets, Wimbledon etc.—India and international sports events--Major Sports Events in India-- Outstanding sports personalities in India and abroad --- Rural and tribal sports- history, social and political impact

UNIT - 3

Origin, history Rules and regulations of different games and sports – football, cricket, tennis, table tennis, badminton ball, volleyball, hockey, archery etc. – officials of different games and their standards

UNIT - 4

Development of sports journalism with special reference to India – print media, radio, TV, digital media etc -- Sports photography in magazines.

Sports magazines and their importance, fields and degree of specialization required- role and importance in popularizing sports.

Sports department in popular dailies-- sports editor – reporter – sub editor – sports page – special pages – sports column -

UNIT - 5

Sports coverage by radio -- sports reporting for radio—techniques--radio's contribution to popularization of sports. Management of Sports and its modern formats;
Sports coverage by TV -- preparing television programmes on sports -- Sports TV channels and their impact;
Sports presenter and their specific requirements.

Reading List:

1. Chiranjib – World Cup Football
2. David Pickering, The Cassell Soccer Companion, History, facts and anecdotes, London, 1997.
3. E.W Swanton, The World of Cricket.
4. G Mehera, Asian Games, New Delhi, 1989.
5. Hill, Christopher, R.: Olympic Politics, Athens to Atlanta (1896 – 1996), Manchester and New York.
6. John Sugden and Alan Tomlinson, FIFA and the contest for World Football, London, 1998.
7. John Woodcock, The Times, One Hundred Greatest Cricketers, London, 1998.
8. Jonathan Rice, Start of Play (The Curious Origins of our Favorite Sports, London, 1998.
9. Mathur, The Encyclopaedia of Indian Cricket.
10. Morehead, Albert H.E. and Mott Smith, Geoffrey, Hoyle's Rules of the Games, London, 1946.
11. Rueben Fine (ed), The World's Greatest chess Games. London, 1951.
12. Srinivas Rao, Sports Journalism

JMC305DSE2 Business Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT - 1

Basic knowledge of finance system in India; gathering, distribution and allocation of revenue vis-a-vis Central Government and State Governments; finance commission and planning commission. Central and State budgets: budget-making exercise, how to read a budget, concept of zero deficit budget, importance of Public Accounts Committee

UNIT - 2

Introduction to Tax Laws, essential commodities act, MRTP, FERA, industrial relations and disputes acts, and companies acts other laws relevant to finance, business and industries. New economic policy and its impact; decreasing state intervention, role of Indian corporate conglomerates and multi-nationals

UNIT - 3

sources of news on business, finance and industry – governments, chambers of commerce and industries, corporate, trading and industrial executives, share markets, commodities markets, money market etc. Government policy decision having bearing on commerce and industry; company reports, RBI reports; analysis of decisions, reports and statements; AGMs

UNIT - 4

Business journalism; history (international and Indian); satellite network and new trends in business journalism; international money market and new information technology; commercial database, ethics in business reporting – business journalism, servant or watchdog; concept of social audit.

UNIT - 5

Introduction to major industries – electronics, heavy engineering, chemical, steel, cement, power, bio-technology, agro-industries, service and agricultural; their role in economy. International business environment, global perspective on role of state in national economic globalization process and rising power of multi-nationals; economic imperialism

Reading List:

1. Business Newspapers: Economic Times, Financial Express, Business Standard, Observer of Business and Politics, Business Line.
2. Contemporary Budget Papers: Government of India, Government of West Bengal, Zila Parishad, Municipalities and Corporations.
3. Indian Economic Yearbook, National, Agarwal, A.N. & Verma H.O. New Delhi
4. Keith Hayes, Business Journalism: How to Report on Business and Economics, Apress
5. Periodicals: Business India, Business World, Business Today, The Economist, Dalal Street Journal, Advertising & Marketing (A & M), Far Eastern Economic Review, EPW etc.
6. Reporting Technical Information, Houp, Kenneth & Pearsall, Thomas, Macmillan, NY, 1984.

JMC305DSE3 Media and Human Rights

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT-1

Human Rights - concept, scope and importance—historical perspectives-changing dimensions of human rights – Human Rights movements—Human Rights and Democracy, Human Rights and Education Trade Union Rights--Human Rights and environmental issues--Human Rights and Secular Values – Human Rights and Gender Equity--Human Rights of Accused persons- Human Rights and child labour, bonded labour - Human Rights and death, torture in police lockups--Human Rights and fighting terrorism - Concern for protection of Human Rights in the context of Globalisation.

UNIT-2

Human Rights in International Perspective -- UN system and human rights- Universal Declaration of Human Rights 1948 -- International Covenant on Civil and Political Rights 1966-- International Covenant on Economic, Social and Cultural Rights 1966-- Convention on Elimination of All Forms of Racial Discrimination 1965 -- Convention on Elimination of All Forms of Discrimination against Women 1979 -- Convention on the Rights of the Child 1989 --Role of organizations like Amnesty International, Human Rights Watch,

UNIT-3

Fundamental rights, Freedom of Speech and Expression under Indian Constitution, Freedom of Press, Right to Know, RTI, Right to Privacy, AFSPA, Custodial Deaths
Role and responsibilities of implementing agencies of human rights in India-- National Human Rights Commission -- State Human Rights Commission - National Commission for Women-- National Commission for Minorities - National Commission for Scheduled Caste & Scheduled Tribe (S.C. & S.T.)

UNIT-4

Media and Social Issues: Problems of girl child and women, LGBT Movement, Casteism, Violence against women, Rights of Children and Adolescents, UNCRC, Child Labour, Exploitation of children and Reform Process, Protection of Children against Sexual offences, Reflection of such issues in Media

UNIT-5

Writing on Human Rights: Promotion, Protection and Violation, Types of Reports, Sources of News, Trends in Indian Press, Problem of writing about Human Rights Issues, Media in Promotion and Protection of Human Rights, Investigative Journalism, Media Activism, Advocacy Journalism –Role of Social Media and mobilization of public opinion.

Reading List:

1. A R Deasi(ed), Expanded Governmental Lawlessness & Organised Struggles, Bombay, 1991.
2. A R Desai, Repression and Resistance in India, Bombay, 1990.
3. B G Recharan, Thirty Years after the Universal Declaration, Hague, 1979.
4. Council of Europe, Human rights and a changing media landscape (2012)
5. D D Basu, Introduction to the Constitution of India
6. D Papademas (Ed) (2011), Human Rights and Media. Bringley, UK: Emerald References
7. Gaius Ezejoifer, Protection of Human Rights under the Law, London, 1984.
8. Jack Donnelly, Universal Human Rights in Theory and Practice, Cornell, 1989.
9. Lanterpacht : International Law and Human Rights, New York, 1993.
10. Lilich Richard B. : International Human Rights Problems of Law, Policy and Practice, Boston, 1991.
11. Maalik Surendra : Fundamental Rights Cases, Lucknow, 1975.
12. Michael Perry, The Constitution, Course and Human Rights, New Delhi, 1982.
13. S. Guruswamy, Human Rights and Gender Justice, New Delhi: APH Publishers' Pvt. Ltd, (2009)
14. Tardy M. : Human Rights – The International Petition System, New York, 1979.
15. Universal Declaration of Human Rights, UNO (1945)
16. V R Krishna Iyer, Human Rights and the Law, Indore, 1984.
17. Z Nedhati, Human Rights in the World, Manchester, 1972.

JMC305DSE4 Media Society and Culture

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT - 1

Concept of Culture--meaning, dimensions--the basic theoretical framework. Counter cultures, women, youth, minorities. Critical Cultural Theory; Frankfurt School; Communication Technology and Culture, Mass Media and Postmodern Culture, Culture industries

UNIT - 2

Media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Feminist critiques of media. Media and the minorities. National culture and communication policy. Mass Society; Political Economy; Functionalism; Technology Determinism; Information Society.

UNIT - 3

Audience theory: Goals of audience research — Alternative traditions of research— Audience issues of public concern — Types of audience: The audience as a group or public — The gratification set as audience — The medium audience— Audience as defined by channel or content

UNIT - 4

Media Organisation: The media organization in a field of social forces
Relations with society; Relations with pressure and interest groups; Relations with owners and clients; Relations with the audience; Aspects of internal structure and dynamics

UNIT - 5

Media Content: Critical perspectives on content;
Structuralism and semiology; Media content as information; Media performance discourse;
Objectivity and its measurement; Questions of research method

Reading List:

1. James W Carey Communication As Culture: Essays on Media and Society, Routledge, (1989)
2. John Storey, What Is Cultural Studies? A READER (Edited by John Storey) Hodder Education – 2009
3. McPhail, T. L.(2009).Development communication: Reframing the role of media. UK: Wiley Blackwell
4. McQuail D, McQuail's Mass Communication Theory; 6th Edition; Sage, 2010
5. Servaes, J., Jacobson, T. & White, S.A. (Eds.), Participatory communication for social change. Thousand Oaks: Sage
6. Stuart Hall Representation: Cultural Representations and Signifying Practices - Vol. 2 (Culture), Sage 1997
7. Wilkins, KG. (Ed.) : Redeveloping communication for social change: Theory practice and power. UK: Rowman and Littlefield Publishers 2000.

Semester - IV

JMC401CC/GE Media Management

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Management – principles – scope –Overview of media landscape in India—Print, Radio, Television, Digital media- New media and its impact-- media economy with special reference to Indian market-- media as an industry and profession; Introduction to Media Economics.

UNIT- 2

Indian media consumer. - Principles of media management and their significance --Foreign equity in Indian media (including print media) – New challenges. Sources of Revenue for Print, Electronic and Digital Media.Strategy to boost advertisements – competition with other media – management of advertisement department – advertisement manager – responsibilities -- apex bodies: DAVP, INS and ABC.

UNIT- 3

Print Media Management—Ownership patterns, structure of newspaper organization & functions of various departments & personnel. Emerging marketing strategies. Customer Relationship Management (CRM) in print, FDI in Media; Strategy to boost circulation – circulation department – functions – circulation manager – need of all round ability – coordination with other departments.

UNIT- 4

Broadcast Management – TV & Radio: Ownership Pattern-: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations, Audience research, Programming strategies, Programme promotion, Marketing programmes. FM radio in India.The market and the audiences, CBS; an analysis, issues of broadcast management.Management of community radio –principles and scope.

UNIT- 5

Employee / employer and customer relations services; Marketing strategies – brand promotion (space/time, circulation)– reach – promotion – Event management — market survey techniques - human research development for media. Strategies for monetization; Venture Capital in Media.

Reading List:

1. Alan B. Albarran, Management of Electronic Media
2. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O.Wirth, Handbook of Media Management and Economics, Routledge (2006)
3. Alison Alexander, James Owers, Rod Carveth (ed), Media Economics - Theory & Practice, Lawrence Erlbaum Associates, New Jersey (1993)
4. Arun Pattanaik, Textbook of Media Management
5. George Sylvie, Jan Wicks LeBlanc, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn Broadrick , Media Management: A Casebook Approach (Routledge Communication Series) 4th Edition
6. Gillian Doyle, Understanding Media Economics, Sage (2002)

7. Peter K. Pringle, *Electronic Media Management*, Focal Press (2006)
8. Pradip Ninan Thomas, *Political Economy of Communications in India*, Sage, 2010
9. Robert Picard, *Media Economics - Concepts and Issues*, Sage (1989)
10. Sandra Diehl and Matthias Karmasin, *Media and Convergence Management*
11. Vanita Kohli-Khandekar, *The Indian Media Business*, Sage (2010)

JMC402GE Film and Documentary Studies

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT– 1

Definition of a Film, Cinema, Fiction and Non-fiction-- Characteristics of film media -- Language of Cinema: image and sound codes: --Image Codes: (i) Codes rooted in the image (iconic codes), Codes of iconic nomination, pictorial codes, analogical codes. (ii) Codes rooted in photographically produced image: angle, Scale, Filters, focal length, diaphragm. (iii) Codes rooted in the sequencing of images: logical relations (i.e. flashback) aesthetic codes. Large syntagmatique.(iv) Codes rooted in the moving picture: Flashback, flash forward, freeze, animation, dissolve, fade in, out, slow and fast motion. (v) Codes rooted in the movement and in the image: movements of the camera.

Zoom. Sound Codes: diegetic, non-diegetic, sync/non sync, components, on-screen/ off-screen, sound counterpoint, relation between sound and image (eg. Difference between image mood and sound mood/ objective image and subjective sound), functions of music in cinema, silence.

Forms: Entertainment, information, persuasion, records/ archival, experimental; Formats: Regular 8 mm, Super 8 mm, 16 mm, 35 mm, 70 mm, 3D. Plot in Cinema; Narrative and plot: structure, conventions and variations, alternatives to narrative fiction -documentary and avant-garde; Conflict as a plot element; Character as a plot element

UNIT - 2

Mise-en-Scene and compositional elements: visual and spatial attributes;Lighting: high key, low key, Rembrandt, Chiaroscuro, exposure(Realism in Cinema, mise-en-scene in German Expressionist Cinema, French Poetic Realism); Cinematography : the camera in time and space– proxemics, focus, lens, movement and angles(lenses in creation of space, depth of field; focal length); Editing in Cinema: attributes of editing, story-centred editing, tempo, graphics, transitions; creating meaning outside the story, continuity and disrupting the rules;Russian montage versus classical decoupage classique style editing; Jump-cut and match-cut; Colour : Theory & Practice

UNIT – 3

Film History: (a) Brief history of the development of film in Europe, U.S.A. and India. (b) film style: classical, realist and formalist. (c) important directors, film companies and films :

(i) Period of institutionalization of cinema and after: D.W. Griffith; ii) Russian socialist realism: S.M.Eisentein; iii)Italian Neo-Realism: Vittorio De Sica, Rossellini, Fellini; iv) Cinema & Modernism: The Lumiere Brothers, George Melies, Charlie Chaplin Buster Keaton; Orson Welles, F

.W. Murnau, Fritz Lang, & Jean Cocteau; v) The French Masters: Jean Renoir, Robert Bresson; New Wave: Jean luc Godard, Alain Resnais and Francois Truffaut; vi) Auteurs : Alfred Hitchcock; vii) Postwar Japanese cinema: Akira kurosawa, Ozu, NagisaOshima; viii) Latin American Cinema: Imperfect Cinema, aesthetics of Hunger, ideas about first, second and third cinema
 Indian Cinema: D.G. Phalke, V. Shantaram, Satyajit Ray, RitwikGhatak, Raj Kapoor, Guru Dutt, A. D. Ghosh, B. V. Doshi, Shyam Benegal, Mrinal Sen, Bimal Roy, Basu Chatterjee, Girish Karnad, Maniratnam. Prabhat, New Theatres, Bombay Talkies, etc. Raja Harishchandra, Alam Ara, Sant Tukaram, Kalpana, Do Bigha Zamin, Pather Panchali, Charulata, Bhuvanashome; New Indian Cinema

UNIT -4

Fiction and non-fiction, documentary-definition-- evolution, forms, distinction from other creative modes like narrative fiction and avant-garde;

Analysing documentary texts- subject and ideologies, viewpoints, forms, production methods, audience-experience; Four Traditions of documentary –newsreel, propagandist, naturalist, realist; different stylistic traditions- verite, direct etc.;

Documentary precursors to cinema and television: war photography, BBC radio; some successors of documentary: non-fiction novels, new journalism and reality TV'; Documentary in the 21st century.

UNIT -5

Film Business and Industry-- Stages of film production from idea and script to post-production-- Economics, Finance and business of film- Film distribution, import and export of films-- Regional films.

Film Criticism: (a) Film criticism: Classical, structural, psychoanalytical, political, sociological and social & feminist; Genre, Auteur. Audience and Reception. (b) Reception theories: Theories of Louis Althusser, Janet Staiger and Stuart Hall

Intertextuality in Casablanca (1942), Interpretation and reception in The Matrix (1999)

Film Society: (a) Influences of Indian cinema, cultural of Indian cinema. (b) Report of the film enquiry committee, report of the working group on National Film Policy. (c) Dilemma of film censorship: Khosla Committee report on censorship. (d) Institutions: Films division, NFDC (FFC), FTII, NFAI, Film Festivals Authority of India, Censor Board. (e) Film Society Movement. (f) National and State awards for films.

Reading List:

1. Andrew, Dudley J. The Major Film Theories – An Introduction, OUP, 2008.
2. Barnouw, Erik, Documentary: A History of the Non-Fiction Film (New York and Oxford: Oxford University Press, 1974).
3. Bill Nichols, Introduction to Documentary, Indiana University Press, 2001.
4. Eric Barnouw & Krishnaswamy : Indian Film, OUP
5. Gaston Roberge, The Subject of Cinema, Seagull, Calcutta, 1990.
6. J Garth & J Linton, Movies as Mass Communication
7. James Beveridge, Script Writing for Short Films, Reports and Papers on Mass Communication, No. 57, UNESCO.
8. Jayashankar & Monteiro, A Fly in the Curry – Independent documentary Film in India, Delhi: Sage, 2016

9. Khwaja Ahmed Abbas: How Films are Made, NBT, 1977.
10. Kobita Sarkar, Indian Cinema Today: An Analysis, Sterling, New Delhi, 1975.
11. Marie Setton, Film as an Art and Film Appreciation, NCERT, New Delhi, 1964.
12. Marie Setton, The Art of Five Directors: Film Appreciation, National Institute of Audiovisual Aids, New Delhi, 1962.
13. Michael Rabiger, Directing the Documentary, Focal Press, 2009.
14. Michael Renov (ed.), Theorizing Documentary, Routledge: NY, 1993.
15. Nelmes, Jill (Ed), An Introduction to Film Studies, Routledge, 2007.
16. Quick Jon & Tem La Basu, Handbook of Film Production, Macmillan, New York, 1972.
17. Richard Kilborn and John Izod., An Introduction to Television Documentary – Confronting Reality, Manchester University Press, 1997.
18. Sanjit Narwekar, Films Division and the Indian Documentary, Publications Division, Ministry of I & B, 1992.
19. Satyajit Ray, Our Films, Their Films
20. Sigfried Kracauer, Theory of Film, Oxford U.P. Oxford/London/New York.
21. William Bernard, Obscenity and Film Censorship, Cambridge University Press, 1989.

JMC403CC Writing for Media - Practical

Total Marks-50 [including Internal Assessment -- Marks 10]

Semester-end Written Examination (Marks: 40): Duration: 2 hours 30 minutes

1. Writing soft stories/anchor stories for the Print Media.
2. Writing reviews- book/ film/cultural programme.
3. Writing opinion pieces
4. Writing script for radio talk show-writing for radio promos-jingle-general announcement-writing for intro of radio interview etc.
5. Writing for TV –writing news reports from footage—writing for television news scroll-writing script for T.V Documentary.

Reading List:

1. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
2. Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
3. Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
4. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
5. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.

JMC404CC Dissertation

Each student is required to prepare a Dissertation paper (between 10,000 and 12,000 words) in any area of Journalism and Mass Communication, duly approved by the Head of the Department and under the supervision of a teacher of the Department as partial fulfillment of his/her M.A. examination.

The Dissertation paper has to be submitted (three printed or typed copies in bound form and a soft copy) as per the schedule duly notified by the competent authority of the University, failing which his/her candidature is liable to be cancelled.

Marks are allotted as follows:

[Total Marks- 50]

Dissertation paper -35 marks

Viva-Voce on Dissertation paper -15 marks

JMC405DSE1 Science Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT 1

Science communication at the end of the Enlightenment and the importance of notions of the public in the origin of modern science - development of new audiences for science in the Nineteenth century and the emergence of new science communication media (e.g. mechanics' institutes, science journalism, public museums and zoos) - advent of the figure of the scientist as public expert and the debate about 'Two Cultures' – difference between science journalism and science communication

UNIT 2

Introduction of Western science in India through missionaries, travelers, army and civilian army of the East India Company– science in the 18th and 19th century –emergence of Indian pioneer scientists – science teaching– developments during post-Independence period – emerging areas of science and technology – convergence in study of science

UNIT 3

Institutions of science in India - the role of the Asiatic Society – Bose Institute – Indian Institute of Science - Council of Scientific and Industrial Research (CSIR) – Indian Space Research Organization (ISRO) – Indian Science Congress organizations for popularization of science – NCSTC and Vigyan Prasar – noted science societies at state level – Science and Technology Academies – awards for science communication and popularization.

UNIT 4

The boom in new media during the twentieth century and their impact on science journalism - role of a science page editor – popular science magazines in the west – science magazines in India – the ideal science reporter - scope of science journalism on radio & television in developing countries – science serials on radio and television – Bharat ki Chaap on Doordarshan – Science serials on All India Radio - tech news - understanding present market trends

UNIT 5

Science as an essential element in political, corporate and community news – major issues in science journalism – environmental pollution – genetically modified crops – research for disease prevention and eradication – nuclear power – disaster mitigation – scientific knowledge for effective governance – the North-South divide in science research and scientific development

Reading List:

1. Barbara Gastel, Presenting Science to the Public.
2. Blum, Deborah, Knudson, Mary & Marantz Henig, Robin. A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers. (2005)
3. D. Perlman, Science and the Mass Media.
4. Elise Hancock, Ideas into Words: Mastering the Craft of Science Writing. Baltimore and London: Johns Hopkins, 2003.
5. N Corcoran (Ed.). Communicating health: strategies for health promotion. Sage. (2013).
6. O.P. Jaggi, A Concise History of Science including Science in India.
7. R. Sundara, Popular Science in Mass Media.
8. Renata Schiavo, Health Communication: From Theory to Practice. John Wiley & Sons. 2013
9. Sharon, M. Friedman, Sharon, Woody, Carlol, L. Rogers (Ed) : Scientists and Journalists, Reporting Science as News.
10. Warren Burkett, News Reporting : Science Medicine and High Technology

JMC405DSE2 Environment Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT -1

Environment journalism – emergence—rise of environment activism—role of the state—developments in India—relevant laws—UN initiatives—environment protection and the role of media--Environmental journalism today—Skills for environmental journalism

UNIT -2

Journalism on the environment and its challenges --Media theory basics for the environmental journalist—Objectivity-Framing-News values—Agenda setting-Advocacy journalism--The media as environmental watchdog --Challenges for investigative environmental journalism.

UNIT -3

Writing an environment feature -- Features vs. news – Research—different types—writing process – sources' voice—structure.

UNIT -4

The struggle for issue definition-- Journalism and environmental protest---Social media in communicating environmental conflict--Corporate Social Responsibility and environmental communications

UNIT -5

Environment journalism in radio-- Environmental journalism in Television-- Environmental journalism in Digital media: Scope and techniques

Reading List:

1. Depoe Stephen, *Voice and Environment Communication*, Palgrave, 2014
2. H Bodker and I Neverla (Eds) *Environment Journalism*, Routledge, 2013
3. Hansen A, *Communication, Media and Environment*, Routledge, 2011
4. Milstein, Pileggi, Morgan; *Environment Communication Pedagogy and Practice*, Routledge, 2017
5. Robert Cox; *Enviromental Communication and the Public Sphere*, 2nd Edition, Sage, 2009
6. The Routledge Handbook of Environment and Communication, Routledge, 2015
7. Weiss Robert, *Covering the Environment*, Routledge 2008

JMC405DSE3 Photo Journalism

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT- 1

Photo journalism – the concept – definition – history of photo journalism in India and abroad - scope and importance in modern newspapers-- News photo – main characteristics- Photo agencies – news agency services – Foreign photo agency – AFP, AP, Reuters -- PTI & UNI – Photo Division- Government of India.

UNIT- 2

Photography department of a newspapers – Photo journalist – duties and responsibilities – qualities – role as a working journalist-- working in photography department

UNIT- 3

News photo – main characters – photo editing – principles and techniques – picture photo. Composition – fundamentals – viewpoint – shape and form – perspective – pattern and texture etc.

UNIT- 4

Photo editor--Photo editing – principles and techniques – picture photo. Composition – fundamentals – viewpoint – shape and form – perspective – pattern and texture etc.

UNIT- 5

Photography in the age of electronic imaging, from analogue to digital images, a post photography era, digital encoding, digital simulation, multi media digital, editing interactivity and media convergence, technical challenge and cultural continuity.

Reading List:

1. Arthur C Danto, *Playing with the Edge*, California, 1996.
2. Bischoff, Simon (ed) – Paul Bowles and How could I send a picture into the desert, Zurich, 1994.
3. Ian Jeffrey, *A Concise History*, Singapore, 1981.
4. John Hedgecoe, *The Photographer's handbook*, complete reference manual of photographic techniques, procedures and equipment, London, 1997.
5. Liz Wells, *Photography, a critical Introduction*, London, 1997.
6. Patricia Johnson, *Real Fantasies*, Edward Steichen's Advertisement Photography, California, 1997.
7. Pierre Bordieu, *Photography, a middle brow art*, London, 1996.
8. Susan Sontage, *On Photography*, London, 1977.

JMC405 DSE4 Development Communication

Total Marks-50 [including Internal Assessment -- Marks 10]

UNIT 1

Development--meaning, concept, process and models of development – theories – origin– approaches to development, problems and issues in development, characteristics of developing societies, genesis of organized development in the post-World War period — gap between developed and developing societies-- Alternative concept of development. Need-based approach; Sustainable development; Human development approach; Rights based approach and participatory approach to development, Development as freedom; Sustainable Development Goals.

UNIT 2

Development communication: meaning – concept – definition – philosophy – process -theories – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience — World War II and development communication, information dissemination education, behavior change, social marketing, social mobilization. Communication for social change, mass effects, media advocacy, digital media and development journalism.

UNIT3

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation– model of agricultural extension – case studies of communication support to agriculture –development communication policy – strategies and action plans – democratic decentralization,

UNIT 4

Development support communication: population and family welfare – health – education and society- environment and development - problems faced in development support communication. Developmental and rural extension agencies: governmental, semi-government, non-governmental organizations problems faced in effective communication, Diffusion of innovation; Extension approach; IEC and BCC approach; Development Support Communication; Participatory Communication. Comparative advantages of different media for development communication.

UNIT 5

Designing development messages— print media-- electronic media –ICT and digital media; Role of community media; Development messages for rural audience with special reference to India. Role of opinion builders, opinion leaders and change agents, processes of diffusion and adaptation of innovations, defects and limitation of this approach, personality, acceptability and credibility of communicators in rural environment.

Reading List.

1. Amartya Sen , Development as freedom, Alfred A Knopf, New York, 2011.
2. D V R Murthy, Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
3. Daniel Lerner & Wilbur Schramm, Communication and Changes in Developing Countries, 1972
4. Mefalopulos, Paulo; Development Communication Sourcebook, 2008
5. Ila Virginia C. Ongkiko, Introduction to Development Communication, 2003
6. Jan Servaes, Thomas Jacobson and Shirley White (eds), *Participatory Communication for Social Change*, Sage, 1996.
7. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, The Handbook of Development Communication and Social Change, Wiley-Blackwell
8. Linje Manyozo, Media, Communication & Development: Three Approaches, Sage, 2012
9. Nair and Shirley White (eds), *Perspectives on Development Communication*, Sage, 1993
10. Richard Peet and Elaine Hartwick, Theories of Development: Contentions, Arguments, Alternatives, 2nd Ed., Guilford Press, 2009
11. Srinivas Melkote and H. Leslie Steeves, Communication for Development: Theory and Practice for Empowerment and Social Justice, 3rd edition, Sage, 2015.
12. Uma Narula, Anand Har, Development Communication –Theory and Practice, 2004