



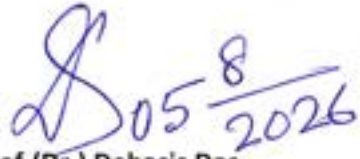
UNIVERSITY OF CALCUTTA

Notification No. CSR/88/2026

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in the exercise of his powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 04.08.2026, approved the Syllabus of Two-year (Four Semesters) Master of Arts (MA) in Journalism and Mass Communication as per the NEP-2020 / SEP-2022 Postgraduate Guidelines (Notification No. CSR/72/2026- Dated 07.07.2026) of this University.

The updated Regulation is laid down in the accompanying pamphlet which will be effective from the academic session **2026-2027** and onwards.

SENATE HOUSE
Kolkata-700073
05.08.2026


Prof.(Dr.) Debasis Das
Registrar

REGISTRAR
UNIVERSITY OF CALCUTTA

UNIVERSITY OF CALCUTTA

Department of Journalism and Mass Communication

MASTER OF ARTS (MA) SYLLABUS OF JOURNALISM AND MASS COMMUNICATION (JMC)

**Under the Choice Based Credit System (CBCS)
framed as per the NEP-2020 / SEP-2022 Postgraduate Guidelines**

**Post Graduate Regulations, 2026
Under NEP 2020/SEP 2023**

**Course Duration: 2 Years, 4 Semesters
[W.e.f. Academic Session 2026-2027]**

Notification No. CSR/72/2026- Dated 07-07-2026

Approved by: P G Board of Studies Meeting Dated 03 August 2026

Contact:

**Hardinge Building, Second Floor
Asutosh Shiksha Prangan (College Street Campus)
87/1, College Street, Kolkata 700073**


04/8/2026

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A. Programme Structure

The MA programme in Journalism and Mass Communication is a two-year (four-semester) postgraduate course. The total credit requirement is 80 credits, with each semester carrying 20 credits. Each course carries 50 marks, of which 20% (10 marks) is reserved for Continuous Internal Assessment and 80% (40 marks) for the Semester-End Examination. The Dissertation (JMC404CC) carries 8 credits and 100 marks. No internal for Internship or Outreach Project.

Sem	Course Code	Course Title	Credit (L-T-P)	Marks
I	JMC401CC	Principles of Communication	4 (3-1-0)	40+10
	JMC402CC	History of Media	4 (3-1-0)	40+10
	JMC403CC	Media Laws and Ethics	4 (3-1-0)	40+10
	JMC404CC	Print Journalism	4 (3-0-1)	40+10
	JMC405CC	Print Journalism — Practical	4 (1-0-3)	40+10
		Semester I Total	20	250
II	JMC406SECO Internship/ Outreach Project	Skill Enhancement Course (JMC406SEC-1 or JMC406SEC-2) / Internship (JMC406-3) / Outreach Project(JMC406-4) (Any One)	4 (0-0-4)	40+10
	JMC501CC	Advertising and Public Relations	4 (3-1-0)	40+10
	JMC502CC	Advertising and PR — Practical	4 (1-0-3)	40+10
	JMC503CC	Broadcast Journalism	4 (3-0-1)	40+10
	JMC504CC	Broadcast Journalism — Practical	4 (1-0-3)	40+10
		Semester II Total	20	250
III	JMC505CC	Communication Research	4 (3-1-0)	40+10
	JMC506CC	Media, Society and Culture	4 (3-1-0)	40+10
	JMC507CC	Digital Media	4 (3-0-1)	40+10
	JMC508CC	Digital Media — Practical	4 (1-0-3)	40+10
	JMC509DSE	Discipline Specific Elective (Any One)	4 (3-1-0)	40+10
		Semester III Total	20	250
IV	JMC510CC	Film and Documentary Studies	4 (3-1-0)	40+10
	JMC511CC	International Communication	4 (3-1-0)	40+10
	JMC512CC	Media Management	4 (3-1-0)	40+10
	JMC513CC	Dissertation	8 (0-0-8)	50+50
		Semester IV Total	20	250
		GRAND TOTAL	80	1000

L = Lecture, T = Tutorial, P = Practical. DSE Options (Sem III): Sports Journalism / Business Journalism / Media and Human Rights / Development Communication / Environment Journalism. SEC Options (Sem II): Video Production / AI Fundamentals/Internship/Outreach Project.

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Abbreviations and Types of Courses

Abbreviation	Legend	Meaning
JMC	Journalism and Mass Communication	The subject/programme prefix used in every course code.
CC	Core Course	A compulsory course of the programme that imparts the fundamental, comprehensive and advanced knowledge of the discipline. All students must study every Core Course.
DSE	Discipline Specific Elective	An elective offered by the parent Department that allows a student to study a specialised area of the programme as per her/his interest. In Semester III a student chooses any one DSE.
SEC	Skill Enhancement Course	A practice-oriented course that imparts practical skills, hands-on training and soft skills to enhance employability. In Semester IV a student chooses any one SEC.
CIA	Continuous Internal Assessment	The internal (20%) component of each course, assessed within the semester through tests, assignments, seminars, etc.
SEE	Semester-End Examination	The external (80%) component of each course, assessed through the end-of-semester examination.
L – T – P	Lecture – Tutorial – Practical	The weekly distribution of credit hours for a course (e.g. 3-1-0 means 3 lecture + 1 tutorial + 0 practical hours).
SGPA / CGPA	Semester / Cumulative Grade Point Average	Standard measures of a student's performance in a semester and across the programme respectively.
ABC	Academic Bank of Credits	The digital mechanism storing credits earned by a student, enabling credit transfer and mobility.

Note: This programme is composed of Core Courses (CC), one Discipline Specific Elective (DSE) and one Skill Enhancement Course (SEC) or Internship or an Outreach Project, together with the Dissertation.

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B. Overview of the Curriculum

Semester	No. of Papers	Marks / Paper	Credit / Paper	Total Marks	Total Credits
I	5	50	4	250	20
II	5	50	4	250	20
III	5	50	4	250	20
IV	3 + Dissertation	50 / 100	4 / 8	250	20
Total	19	—	—	1000	80

Question Pattern (Semester-End Examination — 40 Marks)

The detailed question pattern for the Semester-End Examination shall be formulated by the PG Board of Studies (PGBOS) in Journalism and Mass Communication, subject to the policy of the University.

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C. Programme Educational Objectives, Outcomes and Specific Outcomes

Programme Educational Objectives (PEOs)

- PEO1: To prepare students to become skilled, ethical and socially responsible media professionals, academicians and researchers capable of leading and innovating across the evolving media landscape.
- PEO2: To equip graduates with a strong theoretical foundation and practical competence in print, broadcast, digital and emerging media.
- PEO3: To develop critical, analytical and research abilities for advanced study, independent research and informed engagement with media, law, policy and society.
- PEO4: To foster sensitivity to constitutional values, human rights, cultural diversity and the public interest in media practice.
- PEO5: To cultivate technological and entrepreneurial readiness, including competence with digital tools, data and artificial intelligence in media work.

Programme Outcomes (POs)

On successful completion of the programme, students will be able to:

- PO1: Demonstrate comprehensive theoretical knowledge of communication, media and society, including the Indian context.
- PO2: Exhibit proficiency in media writing, reporting, editing and multi-platform content production.
- PO3: Apply legal and ethical awareness to real-world and newsroom contexts.
- PO4: Engage with specialised and interdisciplinary domains of media and communication.
- PO5: Show awareness of global, cultural and developmental perspectives in communication.
- PO6: Conduct media research using appropriate qualitative, quantitative and analytical methods.
- PO7: Demonstrate digital and technological competence, including the responsible use of artificial intelligence.
- PO8: Exhibit industry readiness, professionalism and the capacity for lifelong learning.

Programme Specific Outcomes (PSOs)

- PSO1: Critically analyse media systems, theories and policy frameworks, including India's evolving digital governance (IT Rules 2021, DPDP Act 2023, Telecommunications Act 2023, BNS 2023).
- PSO2: Produce professional journalistic, advertising, public relations and audio-visual content across print, broadcast and digital platforms.
- PSO3: Design and conduct independent communication research and present a dissertation of publishable quality.
- PSO4: Apply contemporary digital, data and AI tools — including prompt engineering and AI-assisted production — to media and communication practice.

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

1. Title, Duration and Conducting Body

1.1 The programme shall be called the Master of Arts (MA) in Journalism and Mass Communication (JMC), conducted under the Choice Based Credit System (CBCS) framed as per the NEP-2020 / SEP-2022 PG guidelines.

1.2 The uniform course of study leading to the MA Degree in Journalism and Mass Communication from the University of Calcutta shall be conducted by the Department of Journalism and Mass Communication, University of Calcutta, and by the affiliated College(s) under the University of Calcutta.

1.3 Duration: Four Semesters (Two Years). Each academic year comprises two semesters (one odd and one even), with each semester having a minimum of 15 working weeks of active teaching and learning.

1.4 The MA Degree must be completed within a period as per relevant norms of the University.

2. Eligibility for Admission

2.1 A candidate must have passed a 3-Year (6-Semester) or 4-Year (8-Semester) Bachelor's examination from the University of Calcutta or from any other recognised University/Institution whose examination has been recognised as equivalent thereto, and must fulfil other conditions of eligibility as prescribed by the University from time to time.

2.2 For admission to the 1st Semester (2-Year Master's programme), a 3-Year Bachelor's Degree with a minimum total of 120 credits, including a minimum of 12 credits in the relevant subject, shall be the eligibility criterion, as per the NEP PG framework.

2.3 Candidates with a 4-Year Bachelor's Degree (Honours / Honours with Research) carrying a minimum of 160 credits, including 20 credits in the subject, may be considered for lateral entry to the 3rd Semester (2nd Year) as per University policy.

2.4 Three-year Honours Graduates (10+2+3 system) and four-year UG (Honours/Honours with Research) graduates shall be eligible as per the University's prevailing admission rules.

2.5 The eligibility of Honours Graduates from universities other than the University of Calcutta shall be subject to the decision of the CU Equivalence Department.

3. Admission Categories and Selection

3.1 As per University Rules

3.2 Reserved Categories: Reservation of seats for Scheduled Caste, Scheduled Tribe, OBC-A, OBC-B, PWD and other categories shall be maintained as per the rules in force.

4. Registration

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

4.2 The credit points earned may be redeemed as per the Academic Bank of Credits (ABC) guidelines, enabling horizontal and vertical mobility with lateral entry options in accordance with the UGC (Establishment and Operation of Academic Bank of Credits in Higher Education) Regulation, 2021.

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5. Credit and Curriculum Framework

5.1 Each Semester carries 20 credits (within the NEP range of 20–24), and the programme totals 80 credits. One credit equals one hour of lecture/tutorial work per week, or two hours of practical/laboratory work per week, over a minimum of 15 working weeks per semester.

5.2 The first two semesters are based entirely on course work. For the 3rd and 4th semesters, the Department may, subject to availability of facilities, offer course work and research (including the Dissertation) as reflected in the programme structure.

5.3 A minimum of 50% of the total credits comprises Core Courses; the remaining credits are assigned to Elective (Discipline Specific Elective), Skill Enhancement and research components.

5.4 In Semester II, a student must choose any one Skill Enhancement Course (SEC) or enrol for Internship or an Outreach Project. In Semester III, a student must choose any one Discipline Specific Elective (DSE).

5.5 Exit Option: A candidate enrolled for the 2-Year Master's programme who opts to exit after the first year (on successful completion of two semesters with a minimum of 40 credits) shall be entitled to receive a PG Diploma in the relevant discipline, as per the NEP PG Regulations.

6. Continuous Internal Assessment

6.1 Assessment Pattern: In each course[except for JMC513CC Dissertation; JMC406SEC-3 (Internship); JMC406SEC-4 (Outreach Project)], 20% of the marks (10 marks) shall be reserved for Continuous Internal Assessment (CIA) and 80% (40 marks) for the Semester-End Examination (SEE).

6.2 The Internal Assessment shall have formative and summative components, correlated with the learning outcomes of the course. Components may include written tests, assignment reports, interviews, seminar presentations, group discussions, quizzes, case studies, field work, viva voce, etc.

6.3 All assignments, including the schedule and duration of any written test conducted for the Internal Assessment, shall be determined by the PG Board of Studies and duly notified by the Head of the Department on the Departmental Notice Board.

7. Examination Structure and Conduct

7.1 The examination for each semester shall be conducted as per the academic calendar.

7.2 For each semester-end examination, each candidate shall submit an application in the prescribed form together with the fee(s) fixed by the University/affiliating College within the time schedule notified by the University.

7.3 Semester-End Written Examination: In each theory paper, the assessment of 40 marks shall be done on the basis of the semester-end written examination duly notified by the competent authority. The remaining 10 marks shall be assessed internally within the stipulated time of the semester.

7.4 Duration of Semester-End Written Examination: ordinarily two (2) hours for theory papers of 40 marks; and two (2) hours thirty (30) minutes for practical papers, unless otherwise notified by the Department.

7.5 Question Pattern (Semester-End, 40 marks): The detailed question pattern shall be formulated by the PG Board of Studies (PGBOS) in Journalism and Mass Communication, subject to the policy of the University.

7.6 For each theory paper in the semester-end examination, the answer script shall be examined by one examiner (if not otherwise mentioned) duly appointed by the University on the recommendation of the PG Board of Studies concerned.

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8. Practical Examinations — Special Provisions

8.1 JMC405CC Print Journalism — Practical: Semester-End Examination 40 marks, duration 2 hours 30 minutes; Internal Assessment 10 marks. Answer script shall be examined by one examiner.

8.2 JMC502CC Advertising and Public Relations — Practical: Semester-End Examination 40 marks, duration 2 hours 30 minutes — Part-A (Advertising) 20 marks examined by one examiner; Part-B (Public Relations) 20 marks examined by one examiner.

8.3 JMC406SEC-1 & JMC406SEC-2 Skill Enhancement Courses (Video Production / AI Fundamentals): assessed through a practical production/build project with viva (40 marks) and a portfolio/lab component as Internal Assessment (10 marks). Semester end project shall be examined by one examiner. Viva shall be conducted by two examiners and they shall award marks jointly.

8.4 Internship/Outreach Project (alternative to the Skill Enhancement Course): assessed entirely through the Semester-End Examination — the certificate, a Report and viva-voce (50 marks) — with no separate Internal Assessment component, as detailed under the Internship and Outreach Project entries in Section D.

8.5 JMC504CC Broadcast Journalism Practical: Semester-End Examination: Marks: 40

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

A number of micro-groups shall 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 on behalf of the Head of the Department.

The VCD containing the programme 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.

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 by the competent authority of the University to evaluate the performance(s) of each examinee in making the audio-visual programme.

Part A shall be examined by two examiners and marks awarded by them shall be averaged.

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

A number of micro-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 on behalf of the Head of the Department. The CD containing the programme 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.

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 programme as per the schedule duly notified by the competent authority of the University to evaluate the performance(s) of each examinee in making the audio programme.

Part B shall be examined by two examiners and marks awarded by them shall be averaged.

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8.6 JMC508CC Digital Media Practical: Semester-End Examination 40 marks — Part-A Writing for Digital Media (20 marks, examined by one examiner, Duration of examination 1 hour 15 Minutes), Part-B Web Designing (10 marks, examined by two examiners with marks averaged), Part-C Practical Projects on Content Development – contents submitted in any suitable device (e.g. Pen drive)(10 marks, examined by two examiners with marks averaged); Internal Assessment 10 marks.

9. Dissertation (JMC513CC)

9.1 The Dissertation carries 8 credits and 100 marks, distributed as: Literature Review 25 marks (25%), Methodology 25 marks (25%), Findings and Analysis 25 marks (25%) and Presentation and Viva Voce 25 marks (25%).

9.2 Each student shall prepare a Dissertation (between 12,000 and 15,000 words) in any area of Journalism and Mass Communication, duly approved by the Head of the Department, as partial fulfilment of the MA examination.

9.3 Submission: Each student shall submit two printed/typed copies in bound form and a soft copy as per the schedule duly notified by the competent authority of the University.

9.4 The Dissertation Paper, comprising the Literature Review (25 marks), Methodology (25 marks) and Data Analysis (25 marks), shall be evaluated by two examiners (an external) and the marks awarded by them shall be averaged. The Presentation and Viva Voce (25 marks) shall be conducted in the home centre in the presence of an external examiner; two examiners shall evaluate the performance and award marks jointly.

9.5 The Dissertation/research work shall be supervised by a faculty member/s as decided by the Departmental Committee. Research integrity and a plagiarism check using approved software shall be an integral part of the research work, as per the institutional policy of the University of Calcutta.

10. Pass Requirement and Grading

10.1 A candidate shall secure a minimum qualifying Letter Grade 'D' (Grade Point 5, i.e. 40% marks) in each component of each course — including internal and external components of theory/practical independently — to pass.

10.2 Absolute grading shall be used on the UGC 10-point scale: 90–100 Outstanding (A+, 10); 80–<90 Excellent (A, 9); 70–<80 Very Good (B+, 8); 60–<70 Good (B, 7); 50–<60 Average (C, 6); 40–<50 Pass (D, 5); below 40 Fail (F, 0); Absent (Ab, 0).

10.3 SGPA (Semester Grade Point Average) is the ratio of the sum of credit points to the sum of credits in a semester. CGPA (Cumulative Grade Point Average) is the weighted average of grade points across all semesters: $CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$. Percentage of Marks = $CGPA \times 10$. Both are expressed up to two decimal places.

10.4 A candidate obtaining Grade 'F' shall be considered to have failed in that course and shall reappear as per the existing rules of the University under the semester system.

11. Review, Re-appearance and Improvement

11.1 Any candidate may apply, as per duly notified rules, for review of a course/paper in each semester-end written examination, except for the following: the Internal Assessment of each course/paper (Semesters I–IV); Semester-II Broadcast Journalism Practical (JMC504CC); Semester-III Digital Media Practical (JMC508CC) Part-B and Part-C; and Semester-IV Dissertation (JMC513CC).

11.2 A candidate who fails to secure the required marks in any course(s) shall reappear in the course(s) with the next batch, provided the degree is completed within its maximum allowed duration as per relevant University Rules. Where there is a change in the course title, such students shall be examined as per their original course syllabus.

11.3 Supplementary examinations for 3rd and 4th semesters shall be conducted within three months of the declaration of the 4th-semester result.

12. Attendance and Promotion

12.1 A candidate falling short of the required attendance (as per relevant Rules of the University) in any course(s) shall not be eligible to appear in that course(s) and shall be entitled to appear in a subsequent session after attending the deficit classes, subject to condonation as permissible under the relevant University Regulations.

12.2 The programme shall have a carry-on (promotion) system for candidates fulfilling the statutory requirements, in accordance with the NEP PG Regulations.

13. Award of Degree and Transcript

As per Relevant Rules of the University.

14. General Provisions

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

14.2 The respective PG Board of Studies may incorporate skill-based modules, industry collaborations, internships and counselling/placement opportunities, and may include one person from industry as an invitee, to enhance relevance and employability.

14.3 If any difficulty or doubt arises in giving effect to these Regulations, the matter shall be referred to the competent authority/body of the University, and the decision of the University shall be final.

14.4 These Regulations and the Syllabus shall come into effect from the Academic Session 2026-2027.

D. Detailed Syllabus (Unit-wise)

SEMESTER I — 5 Papers | 20 Credits

Code	Course Title	Credits	Marks	Int.	Ext.
JMC401CC	Principles of Communication	4	50	10	40
JMC402CC	History of Media	4	50	10	40
JMC403CC	Media Laws and Ethics	4	50	10	40
JMC404CC	Print Journalism	4	50	10	40
JMC405CC	Print Journalism — Practical	4	50	10	40
Total		20			

JMC401CC Principles of Communication

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Communication: Nature, Process and Models

Communication — definitions, process, elements, function, barriers; nature and process of human communication; verbal and nonverbal communication; inter-personal, group, public, mass communication; communication and socialisation; media of mass communication and their characteristics. Models: Aristotle, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley & MacLean, Berlo, Rogers & Shoemakers; two-step and multi-step flow; convergent and gate-keeping; Diffusion of Innovation; Sadharanikaran Theory.

| UNIT 2 — Media Effects Theories

Mass Society Theory, Limited Effects Theory, Agenda Setting; News Framing; Media Priming; Social-Cognitive theory; Uses and Gratifications; Cultivation theory; Stereotyping; Public Communication Campaigns; Entertainment and Enjoyment as Media Effects; Digital Media characteristics; Technological determinism (Innis, McLuhan); Media ecology; Facebook Influence Model Study.

| UNIT 3 — Media Systems and Political Economy

Types of media systems; Individual Differences Theory; Normative theories; Functional theory; Feminist theory; Mass media, public opinion and democracy; Propaganda Model (Herman and Chomsky); Cultural Industry; Public Sphere (Habermas); Frankfurt School; Decoding-encoding theory (Stuart Hall); Political Economy of Communication.

| UNIT 4 — Audience Theory and Media Literacy

Activity and Selectivity; Active and Passive Audience; Audience as Market; Audience as Public; Structural approach; Reception theories; Subculture and audience; Gendered audience; Sociability and uses of media; Field Theory (Bourdieu); Actor-network theory (ANT); Media Literacy. Parasocial Interaction Theory

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

JMC402CC History of Media

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Origins, Colonial Press and National Independence

Social, cultural, economic and political background of media development; origin of the press in Europe and USA; printing technologies; early newspapers in India; J.A. Hicky, J.S. Buckingham, Rammohan Roy, Derozians, Harish Chandra Mukherjee; post-1857 developments; Nationalist press; Anglo-Indian press; repressive press laws. Indian press and the national independence movement; conflict with colonial rule; important personalities; major Indian newspapers; birth of journalists' organisations; commercialisation; changing ownership pattern; establishment of IJA, INS, AINEC.

| UNIT 2 — News Agencies and Photo Journalism

Development of news agency system — Havas, Reuters, AP; origin and development of news agencies in India — API, Free Press of India, UPI; Reuters' monopoly; nationalist interventions; development of photo journalism in India.

| UNIT 3 — Post-Independence Media Development

Major trends after Independence — Radio, Television, Satellite TV, Cable TV, Internet; print media trends; modernisation and diversification; Press Commissions; Press Council of India; monopolisation and corporate control; Indian media and globalisation; FDI in Indian media industry; development of journalism and communication education.

| UNIT 4 — Indian Cinema: History and Development

Historical development of Indian films; major film production centres — Bombay, Chennai, Kolkata; major film personalities; developments after Independence; film censorship; effect of globalisation; growth of regional film industries; popularity of Indian films in the international market; Documentary and Animation.

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 Prasara 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. ParthasarthyRangaswami, 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

JMC403CC Media Laws and Ethics

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Media Ethics, Self-Regulation and Constitutional Framework

Media ethics — concept; comparing media ethics and media laws; media freedom; social responsibility and accountability; self-regulation; trial by media; privacy, sting operation, paid news, plagiarism; Press Council of India guidelines; Election Commission guidelines. History of press and media laws in India; Press and Registration of Books Act 1867; Constitution of India — Fundamental Rights; Freedom of speech and expression and their limits; Right to Communicate (Right to express, Right to Inform, Right to privacy); provisions of declaring emergency; historical provisions of the Indian Penal Code (IPC) 1860 relevant to media and expression — Defamation, Libel and Slander (IPC Sections 499–502) and Sedition (IPC Section 124A); obscenity..

| UNIT 2 — Defamation, Contempt and Working Journalists

Defamation, Libel, Slander — Bharatiya Nyaya Sanhita (BNS) 2023, Section 356 (replacing IPC 499-502); journalistic defence; Contempt of court; Parliamentary privileges; Contempt of parliament; Acts Endangering Sovereignty, Unity and Integrity of India (Sedition) — BNS Section 152 (replacing IPC 124A); Indecent Representation of Women (Prohibition) Act 1986; Miller test; Hicklin test; Working Journalists Act 1955; Wage Boards; Drugs and Magic Remedies Act 1954; SC/ST (Prevention of Atrocities) Act 1989; Right to Information Act 2005; Intellectual Property — Copyright Act, Trade Marks Act, Patent Act; famous cases involving journalists. The new criminal law framework — Bharatiya Nyaya Sanhita (BNS) 2023, Bharatiya Nagarik Suraksha Sanhita (BNSS) 2023 and Bharatiya Sakshya Adhiniyam (BSA) 2023 — and their provisions relevant to media and expression.

| UNIT 3 — Broadcasting, Digital Media and New Legislation

Cinematograph Act 1953; Film Censorship; Prasar Bharati Act; Regulation of Private TV Channels; Cable TV Regulations Act; Community Radio Policy; Broadcasting Code for AIR and Doordarshan. IT Act 2000 with specific emphasis on 2008 Amendment; IT (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021; Digital Personal Data Protection Act 2023 (DPDP Act) — data principal rights, data fiduciary obligations, consent framework, government exemptions; Telecommunications Act 2023 — internet shutdown powers, interception provisions, implications for freedom of expression and net neutrality.

| UNIT 4 — Privacy, Digital Rights and Media Freedom

Media freedom in the digital age; cyber freedom; surveillance; privacy; Justice K.S. Puttaswamy v. Union of India (2017) — privacy as a fundamental right; proportionality standard; Aadhaar and datafied identity; Shreya Singhal v. Union of India (2015) — Section 66A and free speech; Srikrishna Committee Report (2018); Whistleblowing, WikiLeaks; ethical issues related to AI and Digital 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 DBasu, 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. Paranjay 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

JMC404CC Print Journalism

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — News Department and Reporting

Structure of news department; News desk; editorial set-up; news flow; copy management; Editor and editorial hierarchy — duties, responsibilities, qualities; News editor, reporters, correspondents. News — concept and definition, elements, values, sources, types, news beats; intro/lead, inverted pyramid pattern; Beat Reporting; Interpretative, Investigative, Political, Legislative, Diplomatic reporting; Scoops; Photo Journalism; Specialised reporting — science, health, disaster, sports, economic, development, gender, conflict.

| UNIT 2 — Opinion Writing, Features and Interviews

Opinion Pieces — Editorial, Op-ed, Post editorial, Column, Syndicate column, Reviews; Interview — importance, types, personality interview, planning, technique of questioning, note and audio recording, writing style; Feature — definition, difference from news report, types, scope, magazines; Human interest stories — scope, choice of subject, style; describing data, drawing conclusions, writing data stories.

| UNIT 3 — Editing, Copy and Headlines

Editing — principles, different styles, terminology, editing in the electronic age; difference between daily and Sunday newspapers and magazines in style, format, perspective and approach; types of copy; selection, processing; news value; improving intro and lead; paraphrasing; sub head; editing news agency copy; Headline — importance, types, art and principles; styles for hard news, anchor story, feature.

| UNIT 4 — Page Make-up and Design

Page make-up — different types, principles, relevant software; front page, edit page, open page, features pages; placing advertising; principles of photo editing; caption writing; use of illustration; Photo Feature; Typography — main type groups; page make-up: tabloids, magazines; infographics - colour psychology and theory; Data Visualisation.

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

JMC405CC Print Journalism — Practical

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

Semester-End Examination (40 Marks, 2 hours 30 minutes) | Internal Assessment (10 Marks).

1. Page Making — Front Page / Feature Page using relevant software
2. Writing news reports — lead, intro, headline
3. Editing agency copy / general copy
4. Writing Editorial
5. Writing Interview
6. Writing Feature
7. Caption writing.

SEMESTER II — 5 Papers | 20 Credits

Code	Course Title	Credits	Marks	Int.	Ext.
JMC406SEC	Skill Enhancement Course (Any One) / Internship (No internal) / Outreach Project (No Internal)	4	50	10	40
JMC501CC	Advertising and Public Relations	4	50	10	40
JMC502CC	Advertising and Public Relations — Practical	4	50	10	40
JMC503CC	Broadcast Journalism	4	50	10	40
JMC504CC	Broadcast Journalism — Practical	4	50	10	40
Total		20			

SKILL ENHANCEMENT COURSE / Internship / Outreach — Any One

26/11/2016

LB

Students must select one Skill Enhancement Course. Each carries 4 credits and 50 marks and is practice-oriented.

JMC406SEC-1

(Video Production)

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

UNIT 1 — Pre-Production: Concept, Script and Planning

The video production pipeline — pre-production, production, post-production. Idea development and ideation; research and concept note; the audience and the brief. Scriptwriting for video — concept, treatment, one-line order, narration/voice-over, two-column (audio-video) script format; adaptation and original writing. Storyboarding — visualising shots, shot description, continuity planning. The floor plan and shooting script; breakdown sheets; scheduling and call sheets; budgeting; location scouting and recce; permissions; the production team — producer, director, scriptwriter, cinematographer, production manager and their roles; risk assessment and logistics.

UNIT 2 — Camera, Composition and the Grammar of the Shot

The video camera — types (ENG/EFP, DSLR/mirrorless, cinema cameras, smartphone); camera parts and functions; sensor, lens, aperture, shutter speed, ISO; exposure triangle; white balance; frame rate and resolution; codecs and recording formats. Shot sizes — ELS, LS, MS, MCU, CU, ECU; camera angles — high, low, eye-level, Dutch; camera movements — pan, tilt, track, dolly, zoom, crane, handheld, gimbal/steadicam. Composition — rule of thirds, headroom, looking room, lead room, depth, framing; the 180-degree rule and screen direction, 30 degree rule; continuity and the grammar of the shot; shot-reverse-shot; cutaways and inserts. Tripods, rigs and support equipment.

UNIT 3 — Lighting and Sound for Video

Lighting fundamentals — the role of light; quality, intensity, direction, colour temperature; hard and soft light; three-point lighting (key, fill, back); high-key and low-key; available/natural light versus artificial; lighting instruments — LED panels, fresnels, softboxes, reflectors; lighting for interview, studio and field; basic lighting ratios. Sound for video — importance of audio; types of microphones (lavalier, shotgun, handheld, boom); pickup patterns; sync sound versus dubbing; location sound recording; ambient sound and room tone; monitoring levels; voice-over and narration recording; introduction to background score, sound effects and the audio mix; Diegetic and Non-diegetic.

UNIT 4 — Editing, Post-Production and Output

Principles of editing — continuity editing, montage; cut, dissolve, fade, wipe; pacing and rhythm; J-cut and L-cut; matching action; editing for meaning. Non-linear editing (NLE) workflow — ingest, logging, assembly, rough cut, fine cut, picture lock; popular software (Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro). Titles, lower-thirds and graphics; basic colour correction and colour grading; audio sweetening in post; rendering and export settings; aspect ratios and delivery formats for broadcast, web and social media. Artificial Intelligence in video production — AI-assisted pre-production (script and storyboard generation, shot listing); generative AI for visuals, b-roll and synthetic voice/voice-over; AI-based editing tools (auto-cut, auto-captioning, transcription-based editing, smart reframing); AI colour grading and audio cleanup; upscaling and restoration; text-to-video and image-to-video tools; deepfakes and synthetic media; ethical and copyright considerations in AI-generated content. Archiving and version management. Production project — students produce a short video (documentary, news feature, PSA or promo) demonstrating the full pipeline, with appropriate use of AI tools.

(AI Fundamentals)

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

UNIT 1 — Foundations of Artificial Intelligence

Evolution of AI — from Machine Learning and Deep Learning to Natural Language Processing, Generative AI and Agentic AI. Core concepts — what is AI, narrow versus general AI; supervised, unsupervised and reinforcement learning in brief; neural networks and deep learning at a conceptual level. Large Language Models (LLMs) — how they work, tokens, context windows, training and fine-tuning, embeddings; foundation models and the generative AI landscape (text, image, audio, video, code). Capabilities and limitations — hallucination, bias, knowledge cut-offs, reliability. Responsible and ethical AI — fairness, transparency, accountability, privacy, copyright and intellectual property; AI policy and the Indian context (DPDP Act 2023, emerging AI governance); impact of AI on media, labour and society.

UNIT 2 — Prompt Engineering

Prompt engineering — concept and importance; anatomy of an effective prompt (role, task, context, requirements, format, examples). Specificity and iteration; zero-shot, one-shot and few-shot prompting; role/persona prompting; chain-of-thought and step-by-step reasoning; least-to-most decomposition; tree-of-thought; prompt patterns and templates. Prompting for different modalities — text, image (text-to-image), audio and video generation; prompt modifiers for image generation (style, composition, lighting). System prompts and custom instructions; managing multi-turn conversations; refining and debugging prompts; evaluating outputs and fact-checking; frameworks such as CLEAR. Prompt engineering for journalism and communication tasks — research, summarisation, translation, ideation, headline and copy generation.

UNIT 3 — Mastering AI Tools for Media and Communication

Hands-on mastery of contemporary AI tools across the production workflow. Text and reasoning assistants (ChatGPT, Claude, Gemini, NotebookLM) for research, writing, editing and analysis; document and data analysis (CSV/PDF) with AI. Image generation and editing tools (DALL-E, Midjourney, Stable Diffusion, Flux); AI audio — text-to-speech, voice cloning, transcription, music generation; AI video tools (text-to-video, avatars, auto-editing). Retrieval-Augmented Generation (RAG) in brief — connecting AI to documents and knowledge bases. Introduction to AI agents and agentic workflows; tool integration; the Model Context Protocol (MCP) at a conceptual level. Building a personal AI toolkit and workflow; verification, attribution and ethical use in newsrooms and communication practice.

UNIT 4 — Vibe Coding and AI-Assisted Building

Vibe coding — concept of building software and digital products through natural-language instructions to AI rather than manual coding. Fundamentals of how code works (concepts only — variables, logic, data, APIs) for the non-programmer. AI-assisted coding tools and environments (e.g. conversational coding assistants, AI app builders, no-code/low-code platforms). Building simple media products with AI — a personal website or portfolio, a landing page, a data visualisation, a chatbot, or a small interactive tool. Iterative development with AI — describing intent, reviewing output, debugging through conversation, refining. Connecting to AI via APIs at a conceptual level. Limitations, security, accuracy and ethical considerations of AI-generated code. Capstone project — students conceive and build a working AI-assisted media product and present it with documentation of their prompting and building process.

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JMC406SEC-3

(Internship)

Total Marks: 50 Credits: 4 Internal Assessment: Nil Semester-End (100%): 50 Marks

Duration: A student opting for Internship in lieu of the Skill Enhancement Course shall undergo a minimum of 60 (sixty) contact hours of internship, spread over 3 (three) weeks, at any University-approved media, communication or allied organisation — newspaper, television/radio station, advertising or public relations agency, digital media house, government PR/information department, corporate communication cell, or NGO communication unit.

Prerequisites: The host organisation must be approved by the Head of the Department, and the student must obtain a certificate of completion, duly signed by the organisational supervisor, confirming the dates and hours of internship undertaken.

Assessment: There shall be no separate Internal Assessment component. The full 50 marks shall be assessed at the Semester-End Examination through submission of a typed Internship Report (recommended length 3,000–5,000 words) covering the organisational profile, nature of work undertaken and learning outcomes, supported by the Internship Diary/Log Book and the host-organisation supervisor's certificate, followed by a viva-voce conducted by the Department and evaluated by two examiners, with marks averaged.

JMC406SEC-4

(Outreach Project)

Total Marks: 50 Credits: 4 Internal Assessment: Nil Semester-End (100%): 50 Marks

Duration: A student opting for the Outreach Project in lieu of the Skill Enhancement Course shall undertake an engagement of equivalent duration — a minimum of 60 (sixty) hours over 3 (three) weeks — with a community, school, NGO, government body, or media/digital literacy initiative, involving the design and execution of a public-interest communication intervention (e.g. a digital or media literacy campaign, a health or social awareness communication drive, or a community radio/social media outreach campaign).

Prerequisites: The host community/organisation and the specific outreach activity must be approved in advance by the Head of the Department, with a university representative assigned to supervise the project.

Assessment: There shall be no separate Internal Assessment component. The full 50 marks shall be assessed at the Semester-End Examination through submission of a typed Outreach Project Report (recommended length 3,000–5,000 words) documenting the planning, execution and impact of the activity, supported by the Project Diary etc., followed by a viva-voce conducted and evaluated by two examiners, with marks averaged.

JMC501CC Advertising and Public Relations

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Foundations of Advertising and Public Relations

Advertising — definitions, concepts, evaluation; relevance and types with special reference to India; advertising as an industry, profession and art form; current trends; international advertising; multinational agencies. Public Relations — concept and scope; historical perspectives; development in India; PR as a management function; PR strategy and tactics; corporate communication; difference between PR, advertising, publicity, marketing, sales promotion, propaganda and

lobbying; working knowledge of public affairs — stakeholders, pressure groups, lobbying, issue and risk management, CSR, corporate reputation.

UNIT 2 — Advertising: Strategy, Research and Creativity

Brand building and brand positioning; components of a brand; brand power; brand strategy and structure; case studies. Advertising creativity — creative process, copywriting, language, semiotics, use of appeals; interface of copywriting and visual creativity. Marketing communication — integrated communication, value chain, consumer behaviour, segmentation, targeting, positioning, marketing mix, lifestyle advertising, budgeting; advertising goals and strategies. Advertising research — pre-and post-testing, AIDA, DAGMAR, market research and situation analysis.

UNIT 3 — Public Relations: Tools, Writing and Practice

Tools and media of communication — advertisement, brochure, annual report, house journal, film, coffee table book, sponsorship, photography, event management, press conference, press briefing, new media; PR campaigns. PR writing — press release, press handout, announcements, notice, tender, house journal, new media; CEO briefs; feature writing; crisis messages; writings for broadcast, telecast, scripts, webpage, e-mail; content management and presentation techniques.

UNIT 4 — Campaign Planning and Global Perspectives

Advertising creativity in practice — the creative brief and strategy; elements of good advertising; copy and art; visual thinking; visibility, identity, promise and simplicity. Campaign planning — process, case studies: governmental, non-governmental, product, institutional and public service. International PR scenario — PR development in India; PR professional bodies, associations and councils; annual PR programmes and budgeting; PR Audit; financial PR; PR evaluation; new trends in PR.

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

JMC502CC Advertising and Public Relations — Practical

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

Semester-End Examination (40 Marks, 2 hours 30 minutes) | Internal Assessment (10 Marks).

Part-A Advertising (20 Marks): 1. Creating Print Advertising Copy 2. Script for television commercials using storyboard format 3. Script for radio advertisements.

Part-B Public Relations (20 Marks): 1. Making a PR Campaign on relevant social issues 2. Writing press release on contemporary issues 3. Frame a design for image-building strategy 4. Action plan and PR tactics for organising events.

JMC503CC Broadcast Journalism

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Electronic Media and Radio Production

Journey of electronic media in India; convergence; Radio as mass medium — characteristics, evolution and growth; Recommendations of different Committees (Chanda 1966, Verghese 1978, Joshi 1983, Vardan 1992, Paswan 1996, Sengupta 1996); Transmission texture: SW-AM-FM-DTH-INTERNET-PODCAST-HAM; Community Radio. Radio programme production process and techniques; sound recording; microphones; field recording; studio chain; News production; sound bytes and actualities; radio formats; phone-in programmes; O.B. production; AIR Code; Sound Editing Software.

| UNIT 2 — Writing for Radio and Television News

Writing for radio — Spoken language writing, News writing, structuring radio-copy, voice designing, enunciation, flow, pronunciation, modulation. Fundamentals of TV News and Programme Production; form and format of national and regional 24-hour news channel and entertainment channel. Writing for T.V. — News writing, structuring T.V. news copy, Presentation, news casting and news anchoring.

| UNIT 3 — Television Production

TV as a tool of mass communication — 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. Studio based production and Transmission (Terrestrial-Satellite-Cable-DTH-IP T.V.); Reporting for T.V.; Formats of TV programmes — studio interview, studio discussion, audience participation shows; TV documentary production; Live telecast.

| UNIT 4 — New Media and Convergence in Broadcasting

Digital broadcasting and new delivery platforms; podcast journalism; social media and broadcast news; live streaming; WhatsApp reporting; citizen journalism in broadcast context; data journalism for broadcast; the economics of digital broadcasting in India; regulation of OTT and digital news media under IT Rules 2021.

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

JMC504CC Broadcast Journalism — Practical

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

Semester-End Examination (40 Marks) | Internal Assessment (10 Marks).

Part A — Audio-visual (20 Marks): 1. Audio-visual programme in micro-groups 2. Review of news bulletins 3. TV interview exercise 4. News reading and anchoring 5. Spot reporting: PTC and WT 6. Social Campaign commercials 7. News Package (3 mins) 8. WhatsApp Reporting.

Part B — Audio (20 Marks): 1. Audio programme in micro-groups 2. Audio Interview 3. News Reading 4. RJ-in of Live Talk Show 5. Radio Feature (with O.B.) 6. Radio Spot 7. Radio Promos and Jingle 8. Live Commentary.

SEMESTER III — 5 Papers | 20 Credits

Code	Course Title	Credits	Marks	Int.	Ext.
JMC505CC	Communication Research	4	50	10	40
JMC506CC	Media, Society and Culture	4	50	10	40
JMC507CC	Digital Media	4	50	10	40
JMC508CC	Digital Media — Practical	4	50	10	40
JMC509DSE	Discipline Specific Elective (Any One)	4	50	10	40
Total		20			

DSE Options: DSE-1 Sports Journalism | DSE-2 Business Journalism | DSE-3 Media and Human Rights | DSE-4 Development Communication

JMC505CC Communication Research

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Introduction and Research Design

Metatheoretical assumptions – Epistemology, Ontology, Axiology. Indian Epistemology, Major Schools of Indian Logic; Introduction to media and communication research — various fields, origin and development (Humanities, Hermeneutics, and Social Sciences), Indian scenario; Different

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trends in Media theory (Post-positivist, Interpretive, Critical) Qualitative and Quantitative Research; Research Process — Searching of Research Topic, Review of Literature, Formulation of Research Problem; Research Designs — types, structure, components, classical, experimental and quasi-experimental; Types and methods: basic, applied, descriptive, analytical, cross sectional & longitudinal.

UNIT 2 — Qualitative Methods and Textual Analysis

Case Studies; Ethnography; Ethnomethodology; Digital ethnography; Policy and archival research; Participant and Non-Participant Observation; Focus Group; Grounded Theory; Action Research; Historical research; Phenomenology; Communication Policy Analysis; Analysing Visuals. Text and content analysis methods — Content Analysis (quantitative and qualitative): coding, categories, coding frames, inter-coder reliability; Thematic Analysis — familiarisation, generating codes, identifying and reviewing themes, the Braun and Clarke approach; Discourse Analysis — language, power and meaning, critical discourse analysis (CDA), narrative and framing analysis. Use of Software for Qualitative Research — NVIVO, ATLAS.ti.

UNIT 3 — Data Collection, Sampling and Statistics

Methods and tools of data collection — interviews, surveys, Content Analysis, infographics, obtrusive and non-obtrusive techniques, questionnaire, online surveys, exit and opinion polls; Primary vs Secondary data; Sampling — Sampling Frame, Techniques and methods; Attitude Measurement — Thurstone, Likert, Guttman, Semantic Differential Scales; Reliability and Validity. Introduction to statistics; descriptive and inferential statistics; parametric and non-parametric tests; correlations; regression; Chi-square, t and F distributions; Hypothesis testing; Factor analysis; ANOVA; SPSS or R.

UNIT 4 — Research Writing, Ethics and Publication

Data analysis, testing, interpretation; computer-mediated research; writing research reports, project reports, dissertations; referencing and citation style — APA, MLA, Chicago (Mendeley, Zotero); ethical considerations in communication, media and journalism research; plagiarism; research ethics and institutional review; journal selection and submission; peer review; Turnitin and similarity checks; writing the dissertation proposal.

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

JMC506CC Media, Society and Culture

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

UNIT 1 — Culture, Media and Society: Theoretical Frameworks

Concept of culture — meaning, dimensions, theoretical framework; Counter-cultures, women, youth, minorities; Critical Cultural Theory; Frankfurt School; Communication Technology and Culture; Mass Media and Postmodern Culture; Culture industries. Media and society — cultural implications of mass media; Popular and elite culture; Multiculturalism and sub-cultures; Feminist critiques; Media and the minorities; National culture and communication policy; Mass Society; Political Economy; Functionalism; Technology Determinism; Information Society. Media content — structuralism and semiology; media performance discourse; objectivity and its measurement.

UNIT 2 — Audience, Media Organisation and Cultural Production

Audience theory: Goals of audience research; alternative traditions; types of audience. Media Organisation: relations with society, pressure and interest groups, owners and clients, audience; internal structure and dynamics. Cultural production — ownership concentration; media economics; platformisation and the global cultural industry; attention economy; data as a factor of cultural production.

UNIT 3 — Media, Representation and Social Power

Representation theory — Stuart Hall, encoding/decoding, ideological dimensions of media content, hegemony and counter-hegemony. Gender, caste, class and community in Indian media. Media and social issues: girl child and women, LGBT movement, casteism, violence against women, rights of children, UNCRC, child labour, protection of children against sexual offences. Media activism, advocacy journalism and social mobilisation; role of social media in organising public opinion; investigative journalism as democratic practice.

UNIT 4 — Digital Power, Surveillance and Communication Freedoms

Foucault: governmentality, biopolitics, panopticism. Agamben: state of exception, bare life, exceptionalism in digital governance — intermediary liability, content removal, account suspension. Couldry and Mejias: data colonialism, social quantification sector, dispossession of human life through data. Zuboff: surveillance capitalism, behavioural modification, instrumentarian power, prediction products. Digital colonialism — platform concentration, data sovereignty, zero-rating, asymmetric data flows. Privacy and constitutional law — data fiduciary, purpose limitation, government exemptions. Indian digital governance — algorithmic governance, platform accountability, digital rights movements, Internet Freedom, data justice.

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, K.G. (Ed.) : *Redeveloping communication for social change: Theory practice and power*. UK: Rowman and Littlefield Publishers 2000.
10. Foucault, Michel. *Security, Territory, Population: Lectures at the Collège de France, 1977–1978*. Edited by Michel Senellart. Translated by Graham Burchell. New York: Palgrave Macmillan, 2007.
11. Foucault, Michel. *The Birth of Biopolitics: Lectures at the Collège de France, 1978–1979*. Edited by Michel Senellart. Translated by Graham Burchell. New York: Palgrave Macmillan, 2008.
12. Laughy, Dan. *Key Themes in Media Theory*. Maidenhead: Open University Press / McGraw-Hill Education, 2007.
13. Agamben, Giorgio. *State of Exception*. Translated by Kevin Attell. Chicago: University of Chicago Press, 2005.
14. John Fiske, *Introduction to Communication Studies*, 3rd ed. (London: Routledge, 2010), 34.
15. Morley, David. *The 'Nationwide' Audience: Structure and Decoding*. BFI Television Monograph. London: British Film Institute, 1980.
16. Glissant, Édouard. *Poetics of Relation*. Translated by Betsy Wing. Ann Arbor: University of Michigan Press, 1997.

JMC507CC Digital Media

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

UNIT 1 — Introduction, Characteristics and Theories of Digital Media

Introduction to Digital Media; ICT Revolution; Internet and Society; digital media technology and culture: community and identity; participatory culture and new media; Digital media literacy; History of Internet in India. Characteristics of digital 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 2 — Digital Journalism and Data Storytelling

Digital journalism — evolution, characteristics, technical components, integration of new technologies, new ways of storytelling, interactivity; prospects of online journalism in India; Data Journalism — using data as source and tool, presenting data, writing the data story, data visualisation; Immersive Media forms: Augmented Reality (AR), Virtual Reality (VR), Extended Reality (XR); Digital Journalism Ethics; Immersive and Virtual Reality storytelling; financing online journalism — subscription models, online advertising. Fundamentals of Artificial Intelligence — concept, machine learning and generative AI in brief; natural language processing; large language models; AI in journalism — automated and templated news writing, news gathering and verification, transcription and translation, content recommendation and personalisation, deepfakes and synthetic media; ethical concerns — bias, accountability, transparency, and the role of the human journalist.

UNIT 3 — Social Media and Citizen Journalism

Social Media and Citizen Journalism; Use of Convergent technology for social change; Social networking; Social Collaboration: virtual community, wikis, blogs, instant messaging, crowdsourcing; Social publishing: Flickr, Instagram, YouTube, SoundCloud; Citizen Journalism: concept, case studies, blogging, live blogging; Bloggers as journalists and 'opinionated'; Internet radio; podcasts.

UNIT 4 — Computer Mediated Communication and Digital Society

Computer Mediated Communication — types, theoretical framework, cyber platform and communities; Information Society Theory; Digital Divide; Citizenship in a digital society; Cyber-democracy; e-learning; e-commerce; telecom industry in India; Surveillance; Cybercrime; New Media Economy. Website development — fundamentals of web design, web page structure, content management systems (WordPress), usability and responsive design, principles of UI/UX for news and media sites. Search Engine Optimisation (SEO) — search engine dynamics, on-page and off-page SEO, keywords and metadata, ranking factors, SEO for news and content websites, web analytics. Social Media Marketing — digital marketing landscape, social media strategy and content planning, platform-specific marketing (Facebook, Instagram, YouTube, X, LinkedIn), influencer marketing, paid versus organic reach, campaign metrics and engagement analytics, advertising in the digital platform.

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 Bobby Vardhan; 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.

JMC508CC Digital Media — Practical

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

Semester-End Examination (40 Marks) | Internal Assessment (10 Marks).

Hands-on training in photography, audio slideshows, content management systems and writing for the web. Multimedia Presentation — Hypertext, Audio, Video, Still images, Animation. Social networking Tools — Blogs, microblogging, Facebook, Twitter, RSS feeds. Digital Storytelling Formats. Website development — building and publishing a website/blog using a CMS (WordPress); planning and designing of Web Pages and web channels; applying Search Engine Optimisation (SEO) techniques and reading web analytics. Social Media Marketing — planning and executing a social media campaign across platforms; content calendar; measuring engagement. Using AI tools for content creation, editing and verification. Mobile Journalism Projects. Creating online newspapers, interactive data visualisations, online advertisements, and video channels for a free online platform.

Part-A Writing for Digital Media (16 Marks) | Part-B Web Designing (12 Marks) | Part-C Practical Projects on Content Development (12 Marks).

DISCIPLINE SPECIFIC ELECTIVE (JMC509DSE) — Choose Any One

Students must select one elective paper. Each carries 4 credits and 50 marks (10 CIA + 40 SEE).

JMC509DSE-1 Sports Journalism

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Sports in India: Policy and Organisation

Sports — growing popularity; Sports policies of the Government of India; Role of State Governments; sports in educational curriculum; Sports Authority of India; organisational structure of Indian sports; Corporatisation of sports; sponsorship; ethical issues; Indian experience.

| UNIT 2 — Sports Events, Personalities and Rules

Major international sports events — Olympics, Asiad, Commonwealth Games, SAARC Games, World Cup Soccer and Cricket, Wimbledon; India and international sports events; Outstanding sports personalities; Rural and tribal sports. Origin, history, rules and regulations of different games — football, cricket, tennis, table tennis, badminton, volleyball, hockey, archery; officials and their standards.

| UNIT 3 — Development of Sports Journalism

Development of sports journalism with special reference to India — print media, radio, TV, digital media; Sports photography in magazines; Sports magazines — fields and degree of specialisation; role in popularising sports; Sports department in dailies — sports editor, reporter, sub editor, sports page, special pages, sports column.

| UNIT 4 — Sports Coverage on Radio and Television

Sports coverage by radio — techniques, radio's contribution to popularisation 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, TheEncyclopaedia 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

JMC509DSE-2 Business Journalism

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Finance System and Budgets

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

| UNIT 2 — Tax Laws and Economic Policy

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

| UNIT 3 — Sources and Practice of Business Journalism

Sources of news on business, finance and industry — governments, chambers of commerce, corporate, share markets, commodities markets, money market; Government policy decisions; company reports, RBI reports; AGMs. Business journalism — history (international and Indian); satellite network and new trends; international money market; commercial database; ethics in business reporting — servant or watchdog; concept of social audit.

| UNIT 4 — Industries and the Global Economy

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 globalisation 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, Houpp, Kenneth & Pearsall, Thomas, Macmillan, NY, 1984.

JMC509DSE-3 Media and Human Rights

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

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| UNIT 1 — Human Rights: Concept and Evolution

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

| UNIT 2 — Human Rights: International Framework

UN system and human rights; Universal Declaration of Human Rights 1948; ICCPR 1966; ICESCR 1966; Convention on Elimination of Racial Discrimination 1965; CEDAW 1979; Convention on the Rights of the Child 1989; Role of Amnesty International, Human Rights Watch.

| UNIT 3 — Human Rights in India

Fundamental rights; Freedom of Speech and Expression under Indian Constitution; Freedom of Press; Right to Know, RTI; Right to Privacy; AFSPA; Custodial Deaths; implementing agencies — National and State Human Rights Commissions, National Commission for Women, Minorities, SC and ST. Media and Social Issues: girl child and women, LGBT Movement, Casteism, Violence against women, Rights of Children, UNCRC, Child Labour, Protection of Children against Sexual Offences.

| UNIT 4 — Writing and Reporting Human Rights

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 Desai(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 DBasu, 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.

JMC509DSE-4 Development Communication

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Development: Concept and Approaches

Development — meaning, concept, process and models; theories; approaches; problems in developing societies; genesis of organised 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 and participatory approaches; Development as freedom; Sustainable Development Goals.

UNIT 2 — Development Communication: Theory and Practice

Development communication — meaning, concept, definition, philosophy, process, theories; role of media; strategies; social, cultural and economic barriers; case studies; information dissemination, education, behaviour change, social marketing, social mobilisation; Communication for social change, media advocacy, digital media and development journalism.

UNIT 3 — Agricultural and Support Communication

Agricultural communication and rural development: agricultural extension; diffusion of innovation; model of agricultural extension; case studies; development communication policy; democratic decentralisation. Development support communication: population and family welfare, health, education, environment; extension agencies — governmental, semi-government, NGOs; IEC and BCC approach; Participatory Communication; comparative advantages of different media.

UNIT 4 — Designing Development Messages

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 limitations; 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. LinjeManyozo, 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

JMC509DSE-5Environment Journalism

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

UNIT 1:

Concept of environmentalism, renewable and non-renewable resources- Concept of sustainable development concept in UN; Urban eco cities, global warming and carbon budget; Carbon foot print and zero carbon concept-Biodiversity and its conservations, national and local biodiversity, PBR (People's Biodiversity Register)- Wetland biodiversity conservation--UN 1972 Conference on the Environment in Stockholm- UN Environment Programme (UNEP)-Earth Summits-Global Climate Change Conferences—IPCC—UNFCCC etc.Features of environment Journalism, international and national emergence, evolution of environmental coverage-Differences between environment journalism with other modes of journalism-Investigative environment journalism with different case studies-Agenda setting and advocacy journalism creating impact on society/ judiciary – Media as environment watchdog--case studies-Inter-relation between environment journalism, judiciary, government and civil society- investigative environment journalism

UNIT 2:

Important jargons used in environment journalism-Environment media campaign and environment writing- how to cover an environment beat-Reporting environment in print / radio /audio-visual and digital media-Natural calamities and weather journalism-Different environment related programmes in public service broadcast media-Some internationally and nationally reputed journals on environment-Use of research data in environment journalism

UNIT 3:

Journalism and environmental protest-social media and environment protest-Natural resources management conflict and environment journalism-international and national case studies of major environment movements and protests including protests on climate change-Corporate Social Responsibility (CSR) and corporate communications on environment-Environment and energy management (mainly alternate source of energy) needs-Air-water-noise-ocean-river-radiation-medical waste-solid waste-soil pollution

UNIT 4:

Background of the promulgation of environment laws both internationally and nationally-Major environment laws [such as, Environment (Protection) Act, 1986,Forest (Conservation) Act, 1980, Wildlife Protection Act, 1972, Water (Prevention and Control of Pollution) Act, 1974; Air (Prevention and Control of Pollution) Act, 1981, Indian Forest Act, 1927, Coastal Regulation Zone; Ganga Action Plan etc] in India-- Environmental issues in political discourse; Green Parties-Environment Impact Assessment (EIA) and its regulations in India-Institutional role in regulating environmental violation – Pollution Control Board, National Green Tribunal

References:

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; Environmental 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
8. Environment, Media & Communication – Anders Hansen
9. Mismeasuring Our Lives: Why GDP Doesn't Add Up – Amartya Sen et al
10. Hot, Flat & Crowded: Thomas Friedman
11. Environment Issues in India: edited by Mahesh Rangarajan

SEMESTER IV — 4 Papers | 20 Credits

Code	Course Title	Credits	Marks	Int.	Ext.
JMC510CC	Film and Documentary Studies	4	50	10	40
JMC511CC	International Communication	4	50	10	40
JMC512CC	Media Management	4	50	10	40
JMC513CC	Dissertation	8	100	Nil	80

Note: Dissertation (JMC404CC) carries 8 credits and 100 marks, distributed equally across Literature Review (25), Methodology (25), Data Analysis (25) and Presentation and Viva Voce (25). The Skill Enhancement Course

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JMC510CC Film and Documentary Studies

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

UNIT 1 — Concept, Language and Form of Film

Concept of Film; Film Content; Fundamentals of Film Form; representation of reality; Realism and Antirealism; Evolution of the Cinematic Language; Types of Films; Genre Conventions and major genres; Auteur; Concept of narrative; Elements of Narrative; Screenwriter and Screenplay; Major Approaches to Cinematography and Editing; Film Editor and responsibilities; Conventions of Continuity and Transitions; Sound: Production and Design; Sources, Categories and Functions of Film Sound. Mise-en-Scene and compositional elements; Lighting; Cinematography — proxemics, focus, lens, movement and angles; Editing — tempo, graphics, transitions; Russian montage versus classical decoupage; Colour.

UNIT 2 — History of World and Indian Cinema

Brief history of film development in Europe, USA and India; film style: classical, realist and formalist; D.W. Griffith; Russian socialist realism: S.M. Eisenstein; Italian Neo-Realism: De Sica, Rossellini, Fellini; Cinema and Modernism: Lumiere Brothers, Melies, Chaplin, Keaton, Welles, Murnau, Lang, Cocteau; The French Masters and New Wave: Renoir, Bresson, Godard, Resnais, Truffaut; Hitchcock; Postwar Japanese cinema: Kurosawa, Ozu, Oshima; Latin American Cinema; Indian Cinema: Phalke, Shantaram, Satyajit Ray, Ritwik Ghatak, Raj Kapoor, Guru Dutt, Adoor Gopalakrishnan, Shyam Benegal, Mrinal Sen, Bimal Roy, Maniratnam; New Indian Cinema.

UNIT 3 — Film Industry, Criticism and Policy

Film Industry — Economics, Finance and Business; Film Distribution; Import and Export of Films; Regional Films; Film Publicity; Film Criticism — Classical, Structural, Psychoanalytical, Political, Sociological, Feminist, Genre, Auteur, Audience and Reception; Film Society; Report of the Film Enquiry Committee; Working Group on National Film Policy; Film Censorship; Khosla Committee; Institutions — Films Division, NFDC, FFC, FTII, NFAI, CBFC; National and State Awards.

UNIT 4 — Documentary: Theory, History and Practice

Documentary — Definition, Evolution, Forms, Distinction from other Creative Modes; Analyzing Documentary Texts; Subject and Ideologies; Production Methods; Audience Experience; Traditions of Documentary: Newsreel, Propagandist, Naturalist, Realist; Stylistic Traditions — Verite, Direct; Documentary as Precursor to Film and Television; War Photography; BBC; New Journalism and Reality Television; Documentary in the Digital Age; Documentary Festivals; Marketing; Funding of Documentary.

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. James Beveridge, Script Writing for Short Films, Reports and Papers on Mass Communication, No. 57, UNESCO.
6. Khwaja Ahmed Abbas: How Films are Made, NBT, 1977.
7. Kobita Sarkar, Indian Cinema Today: An Analysis, Sterling, New Delhi, 1975.
8. Marie Setton, Film as an Art and Film Appreciation, NCERT, New Delhi, 1964.
9. Marie Setton, The Art of Five Directors: Film Appreciation, National Institute of Audiovisual Aids, New Delhi, 1962.
10. Michael Rabiger, Directing the Documentary, Focal Press, 2009.
11. Michael Renov (ed.), Theorizing Documentary, Routledge: NY, 1993.
12. Quick Jon & Tem La Basu, Handbook of Film Production, Macmillan, New York, 1972.
13. Sanjit Narwekar, Films Division and the Indian Documentary, Publications Division, Ministry of I & B, 1992.
14. Satyajit Ray, Our Films, Their Films
15. Sigfried Kracauer, Theory of Film, Oxford U.P. Oxford/London/New York.
16. William Bernard, Obscenity and Film Censorship, Cambridge University Press, 1989.

17. Prasad, M. Madhava. *Ideology of the Hindi Film: A Historical Construction*. Oxford India Paperbacks. New Delhi: Oxford University Press, 2000.
18. Rajadhyaksha, Ashish. *Indian Cinema in the Time of Celluloid: From Bollywood to the Emergency*. New Delhi: Tulika Books, 2009.

JMC511CC International Communication

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — History, Development and International Organisations

International communication — definition; history and development as an international phenomenon; intercultural and cross-cultural communication; pre-colonial and colonial periods; Expansion of international telegraphic network; Birth of ITU; Growth of news agency system; Grand alliance of news agencies. Advancement during World War I and II; role of the League of Nations; International telecommunication system; origin of international communication as an academic discipline; role of the UN, UNESCO; UN initiative on Freedom of Information; Universal Declaration of Human Rights.

| UNIT 2 — Satellite Communication and National Development

Supranational communication; satellite communication — historical background, status, progress, effects; satellite communication and shrinking world; Impact of ICT; Role of UN, UNESCO, ITU, WTO; Communication and National development; Role of newly independent nations.

| UNIT 3 — New International Information Order

Debate on NIICO and New International Economic Order; MacBride Commission's report; IPDC; Efforts by the Non-aligned countries; Satellite Television; globalisation on media systems and their functions; transnational media ownership and issues of sovereignty and security; World Summit on the Information Society (WSIS).

| UNIT 4 — Internet, Cultural Diversity and India

Internet and online media; Convergence of media; Internet governance; International intellectual property rights; International media institutions and professional organisations; Code of conduct; Protection of cultural diversity; Universal Declaration of Cultural Diversity; position of 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 Høyer, Epp Lauk, *A History of the International Movement of Journalists: Professionalism Versus Politic*
9. MacBride Commission, *Many Voices, One World*, UNESCO, Paris, 1980.
10. Oliver Boyd-Barrett, *Media Imperialism*, 2014

JMC512CC Media Management

Total Marks: 50 Credits: 4 Internal (20%): 10 Marks Semester-End (80%): 40 Marks

| UNIT 1 — Overview, Revenue and the Indian Media Consumer

Management — principles and 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. Indian media consumer; Foreign equity in Indian media; Sources of Revenue for Print, Electronic and Digital Media; Strategy to boost advertisements; management of advertisement department; apex bodies: DAVP, INS and ABC.

UNIT 2 — Print Media Management

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

UNIT 3 — Broadcast Management

Broadcast Management — TV and Radio: Ownership Pattern, Organisational 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 audiences; issues of broadcast management; Management of community radio — principles and scope.

UNIT 4 — Digital Media Management and Monetisation

Employee/employer and customer relations services; Marketing strategies — brand promotion, reach, promotion; event management; market survey techniques; human resource development for media; Strategies for monetisation; Venture Capital in Media; managing OTT platforms; platform economics; subscription and pay-wall models; social media monetisation; data-driven editorial strategies.

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)
11. Vanita Kohli-Khandekar, The Indian Media Business, Sage (2010)

JMC513CC Dissertation

Total Marks: 100 Credits: 8

Total Marks: 100 | Credits: 8 | Literature Review (25%): 25 Marks | Methodology (25%): 25 Marks | Findings and Analysis (25%): 25 Marks | Presentation and Viva Voce (25%): 25 Marks.

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 as partial fulfilment of his/her M.A. examination.

Dissertation Paper (75 Marks — Literature Review 25, Methodology 25, Findings and Analysis 25): Two printed/typed bound copies and a soft copy to be submitted as per the schedule duly notified by the competent authority of the University. The dissertation paper shall be evaluated by two examiners and marks awarded by them shall be averaged.

Presentation and Viva Voce (25 Marks): Each examinee is required to make a presentation of the research and attend the viva-voce on his/her Dissertation as per the schedule duly notified by the competent authority of the University. Two examiners shall evaluate the performance and marks shall be awarded jointly.

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