MJMC401: SOCIETY AND MEDIA

Objectives:
1. To orient students about social, political, economic surroundings
2. To develop capacity for analyzing issues relating to economy, polity, society

UNIT- 1: INTRODUCTION TO CONSTITUTION
1.1: Philosophy of constitution – Preamble
1.2: Concept of Liberty, Equality and Justice
1.3: Fundamental Rights
1.4: Fundamental Duties
1.5: Directive principles of State Policy

UNIT-2: POLITY
2.1: Alternative forms of government
2.2: Democratic System in India
2.3: Organs of Government - Parliament
2.4: Organs of Government - Executive
2.5: Organs of Government - Judiciary

UNIT-3: SOCIETY
3.1: Overview of India Culture
3.2: Organization of Indian Society
3.3: Social Change in India
3.4: Secularism, Communalism, Fundamentalism, Terrorism
3.5: Gender inequality, Human rights

UNIT-4: ECONOMY
4.1: Evolution of Indian Economy
4.2: Nature of Indian Economy
4.3: Economic terminology
4.4: Poverty, Unemployment
4.5: Globalization
UNIT - 5: IDEOLOGIES

5.1: Liberalism
5.2: Socialism
5.3: Marxism
5.4: Fascism
5.5: Gandhism

Recommended books
1. Indian constitution : DD Basu
2. Ideology and utopia : Karl manheim
3. Street Corner society : WF White
MJMC 402: CYBER JOURNALISM

Objectives
1. To equip students with skills required for cyber journalism
2. To impart skills of web content writing and editing

UNIT 1: CONCEPT OF ONLINE JOURNALISM
1.1 New Media - concept and evolution
1.2 Changing concept of news cycle, changing paradigms of news
1.3 Emerging news delivery vehicle
1.4 Integrated newsroom
1.5 Challenges and opportunities for a newsman from gatekeepers to news guides and new job profiles

UNIT 2: WEB MEDIA
2.1 Web newspapers and magazines - an introduction
2.2 Web radio
2.3 Web television
2.4 Portals
2.5 Blogs, mobile news - SMS news

UNIT 3: CONTENT MANAGEMENT
3.1 The concept and practices of web content
3.2 Skills of an online journalist
3.3 Structure of web report
3.4 Writing, editing web reports, writing with hyperlink
3.5 Pictures, graphics as content

UNIT 4: INTERNET & WEBSITES
4.1 The internet - Introduction, Internet services - www, FTP, E-mail, search engine, web chat, E commerce.
4.2 The internet: Web browsers, browser toolbar- back, forward, stop, refresh, home, search, full screen, mail, print, favourite, history
4.3 Websites: Components of websites - web server, web page, home page
4.4 Websites: Website planning, identifying target audience, goal setting; Organizing contents of a website-Home pages, sections
4.5 Websites: Structure and navigation of website, creating outline of website, hosting a website.

UNIT - 5: CONVERGENCE
5.1 Concept of convergence in media
5.2 Emergence of digital technology and its role in media
5.3 Role of digital technology in development of convergence
5.4 Benefits of digital technology to web journalism and convergence
5.5 Scope of web journalism and convergence in development of India

Recommended books
1. A journalist's guide to the internet: Callahan Christopher
2. Online journalism: Jim Hall
3. Web production: Jason Whitaker
4. Digital sub editing & design: Stephen Toinn
5. Journalism on line: Mike Ward
7. Web production: Jason Whitaker
8. साइबर स्पेस और मीडिया: सुधीर पवदीरी
9. जमिनी धर्म धार्मिकी और विचारधारा: जमडीमध्ये वाद्यधारी
10. समय और संस्कृति: श्यामाधरण दुबे
MJMC403 (OP-1) – ECONOMIC JOURNALISM

Objectives:
1. To orient students with the business environment prevalent in the country and world
2. To develop capacity of analysis business and economic issues

UNIT – 1: INTRODUCTION TO ECONOMIC JOURNALISM
1.1 Meaning, scope, functions and importance of business journalism (BJ)
1.2 Overview of history of business journalism in India
1.3 Skills required for BJ. Sources of business news, business news writing
1.4 Areas of business journalism – corporates, stock market, commodity, agriculture, govt, consumer issues etc
1.5 Comparative study of Major business publications: ET, FE, BS, BI, BW etc.

UNIT – 2: INDIAN ECONOMY
2.1 Development, nature and characteristics of Indian economy
2.2 Economic reforms in India - Liberalisation, privatisation
2.3 Globalisation, global economy and India’s emergence
2.4 Banking sector in India
2.5 Foreign investment in India

UNIT – 3: GOVERNMENT POLICIES AND PLANNING
3.1 Planning Commission - role and functions
3.2 Planning in India - five year plans
3.3 Centre and state budget - an analysis
3.4 India’s Trade policy,
3.5 Monetary and fiscal policy

UNIT – 4: CORPORATE SECTOR
4.1 Public and private sector - a comparative analysis
4.2 Growth and emergence of corporate sector in India
4.3 Multinational corporations and Indian economy
4.4 Monopolistic tendencies in corporate sector
4.5 Major industry bodies in India - CII, FICCI, ASSOCHAM

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UNIT 5: INTRODUCTION TO STOCK MARKET

5.1 Introduction to stock market

5.2 Evaluation of stock - reading balance sheet and predicting industry trend

5.3 Mutual funds - their types

5.4 Role and functions of commodity exchanges

5.5 Role and functions of SEBI

Recommended books


5. Economic Reforms: The Indian Experience, K.D. Saxena, Shipra publishers, New Delhi


7. Indian Economy: Dutt and Sundaram

8. Indian Economy: Mishra and Puri

9. Business environment: Francis Chruninam

11. Economic and Business Journalism: E C Thomas
MJMC403 (OP2) - ART & CULTURE JOURNALISM

Objectives:
1. To orient familiarize with the tradition of art and culture
2. To develop capacity for appreciating and analysis issues in art, architecture, music, cinema, theatre, dance etc.

UNIT-1
1.1 Cultural Journalism: Contemporary trends in print and electronic media
1.2 Media, society and culture
1.3 Areas of Art and Culture and their major forms
1.4 Major writing forms for Art and Culture, formats, language and style
1.5 Relationship of form, medium and target

UNIT-2
2.1 An introduction to Indian Aesthetics involving classical, folk and tribal arts
2.2 Art and society, elements of art-reviews, status of art review in journalism
2.3 Modern art movement
2.4 Significance of seeing, listening and contemplating in art
2.5 Communication revolution and art forms

UNIT-3
3.1 A brief introduction to different Schools (Gharanas) of Music. Contributions of Maharaja Mansingh, Gwalior Gharana. Contributions of Kumar Gandharva, Bhusan Joshi, Mallikarjun Mansoor, Ameer Khan, Bade Gulam Ali Khan, Kishori Amonker, Hari Prasad Chaurasiya, Ravishanker, Dagar Bhaundhur.
3.3 Brief introduction to different folk and tribal dance forms.
3.4 Art Institutions: Sangeet & Natya Academy, National School of Drama, Lalit Kala Academy, Sahitya Academy, Bharat Bhawan, Indira Gandhi National Museum of Man

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3.6 Study of Magazines and Journals like, Art today, India Magazine, Kalavarta, Natrang, Chaumasa, Sakshatkar, Poorvgrah

UNIT - 4
4.1 Brief introduction to Indian Architecture.
4.2 Architecture in Gwalior
4.3 Contributions of Mughal and western architecture, Temples of Khajuraho and Konarka and Taj Mahal
4.4 Main elements of theatre review, style of acting, costumes, stage, design, music, and light and sound.
4.5 Contributions of Habib Tanveer, Ratan Thiyam, Ramgopal Bajaj, Jaidev Taneja, Girish Karnad and Street and puppet theatre.

UNIT - 5
5.2 Brief introduction to traditional and modern painting, art of Bh*M* Bhaithaka, Rajputana, Miniature, Madhubani. Tradition of painting in Gwalior
5.2 Contributions of painters like Ramkumar Jagdish Swaminathan, M.F. Hussain
5.3 Indian popular cinema Vs. parallel cinema.
5.4 Contributions of main film makers like Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Govind Nihalani, Raj Kapoor, Kumar Shahni, Mani Kaul etc.
5.5 Elements of film appreciation, music Songs, covering form and content of film. Brief study of film magazines and Journals like Patkatha, Cinemaya, Cineblitz, Star and Style, Screen, Filmfare

Recommended Books
1. The arts of India: George embirdwood
3. Cultural past: Romila Thapar
4. Towards a new art history: Studies in Indian art: Poonikar, Mukherji
5. Encyclopedia of art and culture in India: Gopal Bhargav
6. शिल्पकला और संस्कृति: राही मालयु किरात
7. शिल्पकला समकालीन शिल्पकला: अजय ब्रह्माल