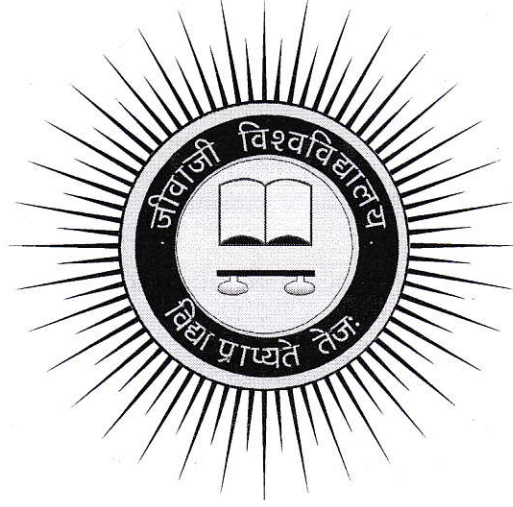


SYLLABUS



B.A. (Hons) Journalism and Mass Communication

Six Semester Course Under

Choice Based Credit System

JIWAJI UNIVERSITY, GWALIOR

2020-2023

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21/1/21

**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN B.A.
(HONOURS) JOURNALISM AND MASS COMMUNICATION**

Choice Based Credit System (CBCS)

SEMESTER	COURSE	COURSE NAME	CREDITS
I	Core Course - 1	Basics of Journalism	06
	Core Course -2	Media and Communication	06
	GE -1	Computer Fundamentals	04
	AECC - 1	English Communication	04
Total Semester Credits			20
II	Core Course -3	Print Journalism	06
	Core Course -4	History of Media	06
	GE -2	Photography	04
	AECC -2	Environmental Science	04
Total Semester Credits			20
III	Core Course -5	Media and Culture	06
	Core Course -6	Public Relations	06
	Core Course -7	Broadcast Media	06
	GE-3	Media and Ethics	04
	SEC-1	AudioProduction	04
Total Semester Credits			26
IV	Core Course-8	Web Media	06
	Core Course-9	Development Journalism	06
	Core Course-10	Advertising	06
	GE-4	Indian Thought	04
	SEC-2	Video Production	04
Total Semester Credits			26
V	Core Course-11	Media and Politics	06
	Core Course-12	Advance Broadcast Media	06
	DSE-1	Media Industry Management	06
	DSE-2	Print Production	06
Total Semester Credits			24
VI	Core Course-13	Media Laws	06
	Core Course-14	Communication Research	06
	DSE-3	Film Studies	06
	DSE-4	Multimedia Journalism	06
Total Semester Credits			24
Total Credits			140

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CORE COURSES

SEMESTER - I

C 1: BASICS OF JOURNALISM

Course contents:

Unit 1 – Journalism and News

Concept and definition of Journalism

Ingredients of news

News: meaning, definition, nature

The news process: from the event to the reader (how news is carried from event to reader)

Hard news vs. Soft news, basic components of a news story

Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Different forms of Journalism

Yellow journalism, Checkbook Journalism

Penny press, tabloid press

Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news

Unit 3 - Structure and construction of news

Organising a news story, 5W's and 1H, Inverted pyramid

Criteria for news worthiness, principles of news selection

Use of archives, sources of news, use of internet

Unit 4 – Kinds of Journalism

Print, electronic and online Journalism

Sports, Science, Business and Development Journalism

Citizen journalism

Unit 5 - Role of Media in a Democracy

Power of Media

Responsibility to Society

Press and Democracy

Contemporary debates and issues relating to media

Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.

- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.

- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.

- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.

- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication,

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SEMESTER - I

C 2: MEDIA AND COMMUNICATION

Course contents:

Unit I Communication and Media

Concept, definition and elements of communication
Functions of communication, barriers in communication
Mediated and non-mediated communication
Media in everyday life-discussion around media and everyday life

Unit II Communication and Mass Communication

Forms of Communication, Levels of Communication
Mass Communication and its Process
Normative Theories of the Press
Media and the Public Sphere

Unit III Mass Communication Effects

Direct Effects; Mass Society Theory, Propaganda
Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit IV Cultural Effects

Media Effects:
Agenda Setting,
Spiral of Silence,
Cultivation

Unit V Models of Communication

Shannon and Weaver's model
Newcomb's Model
Osgood Model
Gerbner's Model

Readings:

Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21 34; 59 72
John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1 38
Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1 11; 41 54; 121 133 (fourth Edition)
Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning, 2006) pages 42 64; 71 84; 148 153; 298 236
Kevin Williams, *Understanding Media Theory*, (2003), pp.168 188
Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012
<http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece>
(Unit 1)
Shohini Ghosh, —Inner and Outer Worlds of Emergent Television Cultures, II in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

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SEMESTER - II

C 3: PRINT JOURNALISM

Course contents:

UNIT 1 Covering news

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

UNIT 2 Interview and news leads

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

UNIT 3 The Newspaper Newsroom

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

UNIT 4 Trends in sectional news

Week-end pullouts,
Supplements, Backgrounders
columns/columnists

UNIT 5 Sociology of news

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.
Objectivity and politics of news
Neutrality and bias in news

Readings

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
The Newspaper's Handbook, Richard Keeble, Routledge Publication

SEMESTER - II

C 4: HISTORY OF THE MEDIA

Course contents:

Unit I History of Print Media

Media and Modernity: Print Revolution , Telegraph, Morse Code
Yellow Journalism, Evolution of Press in United States, Great Britain and France
History of the Press in India:
Colonial Period, National Freedom Movement
Gandhi as Journalists and Communicators

Unit II Media in the Post Independence Era

Emergency and Post Emergency Era
Changing Readership, Print Cultures, Language Press

Unit III Sound Media

Emergence of radio Technology,
The coming of Gramophone
Early history of Radio in India
History of AIR: Evolution of AIR Programming
Penetration of radio in rural India Case studies
Patterns of State Control; the Demand for Autonomy
FM: Radio Privatization
Music: Cassettes to the Internet

Unit IV Visual Media: Cinema

The early years of Photography, Lithography and Cinema
From Silent Era to the talkies
Cinema in later decades

Unit V Visual Media: Television

The coming of Television and the State's Development Agenda
Commercialization of Programming (1980s)
Invasion from the Skies: The Coming of Transnational Television (1990s)
Formation of Prasar Bharati

Readings:

Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press , 2010)
(Chapter 2 and Chapter 5)
Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling
Publishers, 1989).
Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*,
(New Delhi, Oxford 2003)

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SEMESTER - III

C 5: MEDIA AND CULTURE

Course contents:

Unit I Understanding Culture

Concept, Definition and Characteristics of Culture
Structure of Culture
Sub Culture and Counter Culture
Functions of culture

Unit II Cultural Processes

Mass Culture, Popular Culture, Folk Culture
Pre-literate and Literate cultures
Acculturation and Diffusion
Culture and Tradition

Unit III- Critical Theories

Frankfurt School
Media as Cultural Industries
Political Economy
Ideology and Hegemony

Unit IV Representation

Language and Culture
Media as Texts
Signs and Codes
Genres
Representation of nation, class, caste and gender issues in Media

Unit V Audiences

Audiences
Uses and Gratification Approach
McLuhan: Medium is the Message
Folk Media as a form of Mass Culture

Readings

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
John Fiske, 1982, *Introduction to Communication Studies*,
Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage
Baran and Davis, *Mass Communication Theory*
John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009
Kevin Williams, *Understanding Media Theory*
Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey
Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books

SEMESTER - III

C 6: PUBLIC RELATIONS

Course contents:

Unit I: Introduction to public relations

Definition, concept and use of PR; Internal and External PR; PR and related field like marketing, advertising, propaganda and publicity

Unit II: Various forms of public relations

Corporate communication: similarities and differences; PR set up in private and public sector; PR in globalised world; PR in non-profit organisation

Unit III: Tools for public relations

PR agency: structure and functions; tools of public relations; house journal; PR writing for press release, press conference, press brief

Unit IV: Public Relations for Development

Code of ethics in PR; Guidelines of ethical practice in PR; Public relations campaign; Understanding media and media relations

Unit V: Public relations organisations

PIB and state govt. DPR; DAVP; PRSI; IPRA; PRCI; IPRC; IFPR

Readings

Jefkins Frank Butterworth: public relations techniques, Heinmann Ltd.
Heath Roberts L: Handbook of public relations, Prentice Hall
Cutlip S.M. and Centre A.H. : Effective public relations, Prentice Hall
Kaul J.M. : Public relations in India, Calcutta

SEMESTER - III

C 7: BROADCAST MEDIA

Course contents:

Unit 1 - Basics of Sound

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

Unit 2 - Basics of Visual

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

Unit 3 - Writing and Editing Radio News

Elements of a Radio News Story: Gathering, Writing/Reporting.
Elements of a Radio News Bulletins
Working in a Radio News Room
Introduction to Recording and Editing sound. (Editing news based capsule only).

Unit 4 - Writing and Editing Television News

Basics of a Camera- (Lens & accessories)
Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept)
Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective.
Elements of a Television News Story: Gathering, Writing/Reporting.
Elements of a Television News Bulletins
Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit 5- Broadcast News: Critical Issues and Debates

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

Readings:

Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)
P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)

SEMESTER - IV

C 8: WEB MEDIA

Course contents:

Unit 1 Key Concepts and Theory

Defining Web media Terminology– Digital media, new media, online media *et al.*; Information society and web media, Technological Determinism, Computer-mediated-Communication (CMC), Networked Society.

Unit 2 Virtual Cultures and Digital Journalism

Internet and its Beginnings, Remediation and Web Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and Web Media

Unit 3 Digitization of Journalism

Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics

Unit 4 Overview of Web Writing

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

Unit 5 Visual and Content Design

Website planning and visual design; Content strategy and Audience Analysis; Brief history of Blogging; Creating and Promoting a Blog.

Suggested Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
Lev Manovich. 2001. —What is New Media? In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. O'Reilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
Grossman, —Iran Protests: Twitter, the Medium of the Movement!
Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.

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SEMESTER - IV

C 9: DEVELOPMENT JOURNALISM

Course contents:

Unit 1 Concept of Development

The meaning of development; first world, second world and third world; models of development, major development paradigms -dominant paradigm – its rise and fall –alternative paradigm – participatory approach.

Unit 2 Development Journalism

Definitions, nature and scope, evolution of development journalism, agriculture extension. development support communication, information dissemination and education, behavior change, social marketing, social mobilization. Communication for social change, media advocacy, new age media and development journalism. participatory development journalism development journalism pre and post liberalization

Unit 3- Development stories:

Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads. Research and planning, Developing a strong news sense, recognizing a good story, packaging of the development story, development feature writing. Conflict of interests, mobilizing support for development.

Unit 4- Media specific development coverage:

The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines. Development communication agencies and websites.

Unit 5- Issues in development:

Economic development, liberalization, privatization and globalization. Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport.

Suggested Readings:

Manual of Development Journalism – Alan Chalkley.
Participatory Communication, Working for change and development – Shirley A . White, K Sadanandan Nair and Joseph Ascroft.
Development Communication and Media Debate – MridulaMeneon.
India, the Emerging Giant – ArvindPanagariya.
Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
The Art of Facilitating Participation – Shirley A . White (Editor).
Television and Social Change in Rural India – Kirk Johnson.
Communication, Modernization and Social Development– K. Mahadevan,
Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
Everybody Loves a Good Drought – P. Sainath.

SEMESTER - IV

C 10: ADVERTISING

Course contents:

Unit -I Understanding Basics of Advertising

Advertising: concept, definitions, needs
Development of advertising in India and World
Importance and role of advertising in media
Trends in advertising
Basic Principles and Vocabulary

Unit-II Advertising and Market

Product advertising
Market segmentation
Sales promotion
Identification of target consumer
Market trends

Unit-III Advertising Campaign

Advertising campaign
Campaign planning
Brands image, positioning
Advertising strategies
Types of advertising, general objectives, slogans and appeals

Unit-IV Advertising Agency

Advertising Agencies, growth and development
Structure and function
Media selection, print, audio visual, digital
Design, budget, client relations
Advertising copy writing, testing: pre and post testing

Unit- V Advertising Research

Media research for advertising
Planning and executions, market research
Advertising and society
Branding the product
Advertising ethics

Readings

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher- Himalaya Publishing House, Delhi, 2000.
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.
3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.

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SEMESTER - V

C11 MEDIA AND POLITICS

Course contents:

Unit-1 Media and political system

Interrelation between media and political systems
Major political systems: Democratic and undemocratic
Democracy in India
Democratic space for Media: freedom of expression and media

Unit -2 Party system and media

Party system: India, US, Britain, China
Political stand of parties on major issues
People's Movement (JP movement, Anna Hajare Movement) and alternative politics
Media coverage of political parties and political movements

Unit 3 Public opinion and Propaganda

Election Polls and Media
News, Debates and formation of public opinion
Politics and Propaganda: Nazi Propaganda, Communist Propaganda, US Propaganda
Bias and objectivity in news and Politics of Media

Unit 4 News agenda setting

Politics of news agenda setting
Counter flow of communication: South to north
Internet Age: Internet as a political tool
Concept of media centred democracy

UNIT 5 Political Communications

Political campaigning
Political advertising and public relations
Media and political cynicism
Manufactured consent

Suggested readings:

- DayaKishanThussu. *International Communication: Continuity and Change*, Oxford University Press ,2003.
- Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow " *Many Voices One World*"Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and FrancisPublication, 2012.
- DayaKishanThussu .*War and the media : Reporting conflict 24x7*, Sage Publications,2003.

SEMESTER - V

C12: ADVANCE BROADCAST MEDIA

Course contents:

Unit I- Public Service Broadcasting

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

Unit II-Private Broadcasting

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

Unit III: Broadcast Genres

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

Unit IV - Radio Production

Writing and Producing for Radio
Public Service Advertisements
Jingles, Radio Magazine shows

UNIT V - Television Production

Mixing Genres in Television Production-
Music Video for social comment/as documentary
Mixing ENG and EFP, Reconstruction in News based Programming

Readings

- A. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
- B. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
- C. AmbrishSaxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) , Pg- 92-138, 271-307
- D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286

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SEMESTER - VI

C13 MEDIA LAWS

Course contents:

Unit -I

Introduction of the Constitution
Preamble of the constitution
Salient features of Constitution
Amendments in Constitution
Special provisions

Unit -II

Fundamental rights
Directive principles of state policies
Fundamental duties
Emergency powers
Media Response to Contemporary Challenges (Ref. Point: Newspaper, Magazines, Journals and TV Coverage)

Unit -III

Press in India
Media laws: Introduction
Significance of media laws
Freedom of expression in context of media
Role of media laws and their application

Unit -IV

Working Journalist Act
Copyright Act.
Contempt of court
IT Act
Right to Information Act

Unit -V

Main Provisions of IPC and CRPC
Official secret Act,
Press and Registration of Book Act
Press Council Act
Prasar Bharti Act

Readings

- 1.Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
- 2.Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
- 3.Mass media Law and Regulation in India AMIC publication.
- 4.Bharat mein Praveshvidhi by Surendra Kumar & Manas Prabhakar.
- 5.Mass media law and regulation in India, Venkat Aiyer, AMIC publication.
- 6.K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.

SEMESTER - VI

C14: COMMUNICATION RESEARCH

Course contents:

Unit I – Introduction to Research

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II – Methods of Research

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies,

Unit III – Sampling

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

Unit IV- Areas of research

Print media research
Electronic media research
Advertising research
Public relations research

Unit V –Analysis and report writing

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

Readings:

- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies*, Routledge Publications, 1982.
- David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.
- Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave

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SEMESTER - III

SEC 1: BJM308 - (SKILL ENHANCEMENT COURSE)

AUDIO PRODUCTION

Course contents:

Unit 1 - Broadcast Formats

Public service advertisements*
Jingles*
Radio magazine*
Interview
Talk Show
Discussion

Unit 2 Broadcast Formats

Radio Feature
Radio Documentary

Unit 3: Broadcast Production Techniques

Working of a Production Control Room & Studio:
Types and functions, acoustics, input and output chain, studio console: recording and mixing.
Personnel in Production process – Role and Responsibilities

Unit 4- Stages of Radio Production

Pre-Production – (Idea, research, RADIO script)
Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)

Unit 5- Post Production

Editing, Creative use of Sound Editing.

Suggested Exercise- Producing any Radio format mentioned in the Unit 1. (Duration-5 minutes).

*Only introductory in nature. These formats will be dealt with in detail in Advanced Broadcast paper.

Suggested reading list-

1. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
2. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
3. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
4. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.

SEMESTER - IV

SEC 2 : BJM408 - (SKILL ENHANCEMENT COURSE)

VIDEO PRODUCTION

Course contents:

Unit 1: Understanding the Documentary

Introduction to the debate on realism

Six Modes of Documentary Representation:

Participatory, Expository, Observational, Performative, Reflexive, and Poetic

Ethical Debates in the Documentary Encounter

Unit 2: Subject and Participant

Defining the Subject/Social Actor/Participant

Voice in the Documentary: Problematics of 'Voice of God' Narrator & Different Posturings of the Narration, Participant, Filmmaker, & Audience

Camcorder Cults

Mocumentary

Unit 3- Documentary Production: Pre-Production

Researching the Documentary

Research: Library, Archives, location, life stories, ethnography

Writing a concept: telling a story

Writing a Treatment, Proposal and Budgeting

Structure and scripting the documentary

Issues of Funding and Pitching

Issues of Primary and Secondary Audience

Unit 4- Pre Production

Documentary Sound

Documentary Cinematography – a responsive filmic encounter

Location Research

Technologies and Techniques

Shooting Schedule, Shot Breakdown, & Call list

Production Team, Meetings, Checklist

Crowd Funding

Unit 5 -: Post-Production

Grammar of editing

Transitions: Scenic Realism & Sound Effects and Visual Effects

Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy

Distribution and Exhibition Spaces (Traditional and Online)

Festivals and International Market

Box office documentaries

Suggested Practical Exercise – Making a short documentary (5-10 minutes).

Readings:

Erik Barnow and Krishnaswamy Documentary

Charles Musser —Documentary in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333

Michael Renov —The Truth about Non Fiction and —Towards a Poetics of Documentary in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36

Trisha Das *How to Write a Documentary*

Double Take by PSBT

DOX magazine

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DISCIPLINE SPECIFIC ELECTIVE (DSE) COURSES

SEMESTER - V

DSE 1

MEDIA INDUSTRY MANAGEMENT

Course contents:

UNIT - 1 Media Management: Concept

Concept, origin and growth of Media Management
Fundamentals of management
Management School of Thought

UNIT - 2 Media Industry: Issues & Challenges

Media industry as manufacturers, news and content management.
Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
Changing Ownership patterns

UNIT - 3 Media organization

Structure of news media organizations
Role responsibilities & Hierarchy
Workflow & Need of Management
Shift Patterns, Circulation & Guidelines

UNIT - 4 Media Economics

Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

UNIT - 5 Case Studies

Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.
Indian and International Media Giants- Case Studies

Suggested Readings

Vinita KohliKhandeka, Indian Media Business, Sage
PradipNinan Thomas, Political Economy of Communications in India, Sage
Lucy Kung, Strategic management in media, SAGE
Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel
John M. lavine and Daniel B. Wackman, Managing Media Organisations

SEMESTER - V

DSE 2:

PRINT PRODUCTION

Course contents:

Unit 1: Specialized Reporting

Business/economic
Parliamentary
Political

Unit 2: Trends in Print journalism

Investigative journalism/ Sting operations and related case studies
Impact of Technology on newspapers and Magazines
Ethical debates in print journalism: ownership and control.

Unit 3: Production of Newspaper

Principles of Layout and Design: Layout and format, Typography, Copy preparation
Design process (size, anatomy, grid, design)
Handling text matter (headlines, pictures, advertisements)
Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 4 Technology and print

Modern Printing Processes
DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.)
Picture Editing and Caption Writing,

Unit 5: Newspaper and Magazine Editing

Classification of Newspapers and Magazines
Current trends in Newspapers and Magazines with respect to content
Photographs and Cartoons in Newspapers and Magazines

Readings

1. Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
2. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. Professional Journalism, by M.V. Kamath, Vikas Publications
4. Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press
5. Journalism: Critical Issues, by Stuart Allan, Open University Press
6. Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984.

SEMESTER - VI

DSE 3:

FILM STUDIES

Course contents:

Unit I - Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Genre and the development of Classical Hollywood Cinema

Unit II - Film Form and Style

German Expressionism and Film Noir

Italian Neorealism

French New-Wave

Unit III - Alternative Visions

Third Cinema and Non Fiction Cinema

Introduction to Feminist Film Theory

Auteur- Film Authorship with a special focus on Ray or Kurusawa

Unit IV - Hindi Cinema-I

Early Cinema and the Studio Era

1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)

Unit V- Hindi Cinema-II

The Indian New-Wave

Globalisation and Indian Cinema

Film Culture

Recommended Screenings or clips

Unit I

o *Rear Window* by Alfred Hitchcock (Language of Cinema)

o *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema)

o *Man with a Movie Camera* by Dziga Vertov

o *Germany Year Zero* directed by Roberto Rossellini (Italian Neo Realism)

o *Metropolis* by Fritz Lang/*Double Indemnity* by Billy Wilder (*German Expressionism and Film Noir*)

o *Pather Panchali* by Satyajit Ray

o *The hour of the Furnaces* by Fernando Solanas

Unit IV

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

o *Pyasa* by Guru Dutt

Suggested Readings:

Andre Bazin, —The Ontology of the Photographic Image from his book *What is Cinema Vol. I*

Berkeley, Los Angeles and London: University of California Press: 1967, 9-16

Sergei Eisenstein, —A Dialectic Approach to Film Form from his book *Film Form: Essays in Film*

Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt

Brace Jovanovich, Publishers: 1977, 45-63

SEMESTER - VI

DSE 4:

MULTI-MEDIA JOURNALISM

Course contents:

Unit 1 Introduction to Multimedia

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

Unit 2 Print

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

Unit 3 Photograph

Photo on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. placements & Visual Design

Unit 4 Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5 Mobile journalism

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer.

Suggested readings:

Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.

Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.

Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson. 2005.

Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006.

GENERIC ELECTIVE (GE) COURSES

SEMESTER - I

GE I:

COMPUTER FUNDAMENTALS

Unit -1

Introduction: Introduction to Computer system, Uses, Types

Data Representation: Number System and Character Representation, binary arithmetic

Unit-2

Human Computer Interface: Types of software Operating system as user interface, Utility programmes

Unit -3

Devices: Input and output devices, Keyboard mouse, joystick, scanner, OCR, OMR, bar code reader, web Camera, Monitor, Printer, Plotter

Unit- 4

Memory: Primary, secondary, auxiliary memory, RAM, ROM, cache memory, hard disks, optical disks

Computer architecture: CPU, registers, system bus, main memory unit, cache memory inside a computer, SMPS, motherboard, ports and interfaces, expansion cards, ribbon cables, memory chips, processors

Unit -5

Emerging technologies: Bluetooth, cloud computing, big data, data mining, mobile computing and embedded systems

MS-Word, Excel, Powerpoint

Suggested Readings:

A. Goel: Computer Fundamentals, Pearson Education, 2010

P. Aksoy, L.DeNardis: Introduction to information Technology, Cengage,2006

P.K. Sinha, P. Sinha: Fundamentals of Computer, BPB Publishers, 2007

SEMESTER - II

GE II:

Photography

Course contents:

UNIT I Introduction to Photography

A brief History of Photography- Camera Obscura to the daguerreotype process
Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse).
The photographic process (The Silver Halide Photography Process)
A brief glimpse into the Dark Room Development of a Photograph
Modernization of Photography and its use in Mass Media

UNIT II Understanding the mechanisms of Photography

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)
Lenses (types and their perspective/angle of view)
Aperture (f-stop & T-stop)
Shutters (Focal plane & Lens shutter)
Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

UNIT III Understanding Light and Shadow

Natural light and Artificial Light
The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.
Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes
Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc)
Three Point Lighting Technique and Metering for Light
Filters and Use of a Flash Unit

UNIT IV DIGITAL Photography and Editing

Sensor Sizes , Formats and Storage
Introduction to Editing and Digital Manipulation
Brightness, Contrast, Mid tones, Highlights, Colour tones
Basics of Photoshop
Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

UNIT V Photojournalism

Brief History – Global & Indian
Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.)
Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation)
War Photojournalism

Suggested Readings:

Camera Lucida: Reflections on Photography- Roland Barthes
On Photography- Susan Sontag
The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
Basic Photography- Michael Langford.

SEMESTER - III

GE III:

MEDIA AND ETHICS

Course contents:

Unit-1 Indian Ethics

Four Purusharthas-Dharma, Artha, Kama and Moksha, concept of rina
Patanjali: Yamas and Niyamas,
Bhagwad Gita's perspective (Sthitprajna and Karmayoga)
Buddha: Four noble truths, Eightfold Path

Unit-2 Western Ethics

Moral and non-moral actions, object of moral judgment, hedonism
Teleological ethics: Utilitarianism (Bentham and Mill)
Deontological ethics: Kant's Moral theory
Theories of punishment

Unit 3 – Applied ethics

Concept of applied ethics
Violence: Murder, Suicide, Euthanasia, War, terrorism
Poverty, affluence and morality
Religion, God and morality, Problem of Evil and suffering

Unit 4 Media Ethics

Freedom of expression and Media responsibility
Defamation –libel and slander, public good, right to information and privacy
Live reporting and ethics, ethical aspect of sting operation (Uma Khurana case)
Code of conduct for journalists and self regulation by media

Unit -5 Business Ethics

Relevance of ethics in business, ethical issues
Ethical principles in business
Business ethics and environmental values (e.g. conservation of depletable sources)
Management by value programmes

Readings:

- Principles of Ethics: P.B. Chatterjee
- A Manual of Ethics: J. S. Mackenzie
- Ethics: W. Frankena
- An Introduction to Ethics: W. Lillie
- The Ethics of Hindus: S.K. Maitra
- Practical Ethics: Peter Singer
- Applied Ethics: Peter Singer (ed)
- Indian Philosophy of Religion: A. Sharma
- Business Ethics(7th edition) : Manuel G. Velasquez (Chapter 1,2&5)
- Ethics in Management : S. K. Chakraborty (Chapter 1&5)
- Management by Values -towards cultural congruence : S.K.Chakraborty
- Management Ethics-integrity at work: J.A.Patrick & John F. Quinn
- Business Ethics and Corporate Governance, Pearson Education India

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SEMESTER - IV

GE-IV:

INDIAN THOUGHT

Course Contents:

Unit-1 Ancient and medieval thinkers

Carvaka's materialism
Shankaracharya –non dualistic absolutism
Ramanujacharya- qualified non-dualism
Madhvacharya- dualistic absolutism

Unit- 2 Swami Vivekananda

Real nature of man. Yoga: a way of realization
Nature of Religion, Ideal of Universal Religion
Concept of Practical Vedanta
Contributions in national awakening

Unit- 3 Sri Aurobindo

Absolute reality, aspects of reality
Nature of Creation, evolution.
Synthesis of Yoga.
Socio-political philosophy

Unit-4 Gandhi and Tagore

Gandhi: God and truth, non-violence, Satyagraha
Gandhi: Sarvodaya, trusteeship
Tagore: Universal Man, nature of the world.
Tagore: Human person, Humanism, nature of religion

Unit 5 Other thinkers

Raja Rammohan Roy: view on freedom of expression, personal freedom
Jai prakash Narayan: Total revolution
Rammanohar Lohiya: Sapta Kranti (Seven revolutions)
Deendayal Upadhyaya: Integral Humanism

Suggested Readings:

- Contemporary Indian Philosophy: T.M.P. Mahadevan & G.V. Saroja
- Practical Vedanta (Vol.II,pp-291-358): Swami Vivekananda
- The Philosophy of Swami Vivekananda: Pradip Kumar Sengupta
- The Complete Works of Swami Vivekananda (Vol.I,pp-333-343 & II ,pp-70-87,375-396):Mayavati Memorial Edition
- Religion Of Man: Rabindranath Tagore
- Philosophy of Rabindranath Tagore: S. Radhakrishnan
- Life Divine: Sri Aurobindo
- Synthesis of Yoga: Sri Aurobindo
- Integral Yoga: Sri Aurobindo
- The Philosophy of Sri Aurobindo: Ramnath Sharma
- Hind Swaraj; M.K. Gandhi
- Trusteeship; M.K. Gandhi
- Contemporary Indian Philosophy: S,Radhakrishnan& J.H. Murihead (eds.)

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ABILITY ENHANCEMENT COMPULSORY (AECC) COURSES

Semester I

AECC-I English Communication

Course Outcome:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions.

Unit – I

Introduction:

Theory of Communication
Types and modes of Communication

Unit – II

Language of Communication:

Verbal and Non-verbal (Spoken and Written),
Personal, Social and Business
Barriers and Strategies
Intra-personal, Inter-personal and Group communication

Unit – III

Speaking Skills:

Monologue
Dialogue
Group Discussion
Effective Communication/ Mis- Communication
Interview
Public Speech

Unit – IV

Reading and Understanding:

Close Reading
Comprehension
Summary Paraphrasing
Analysis and Interpretation
Translation (from Indian language to English and vice-versa)
Literary/Knowledge Texts

Unit – V

Writing Skills:

Documenting
Report Writing
Making notes
Letter writing

Text Books:

1. *Fluency in English - Part II*, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

Semester II

AECC-II Environmental Science

Unit 1: Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies
- Definition, Nature, Scope and Importance of environmental studies
- Types and Components of environment
- Concept of sustainability and sustainable development

Unit 2: Ecosystems

- Introduction of Eco-system, Structure and Function of ecosystem
- Energy flow in an ecosystem: food chains, food webs and ecological succession
- Case studies of the following ecosystem: (a) forest ecosystem (b) grassland ecosystem (c) desert ecosystem (d) aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3: Natural Resources: Renewable and Non- Renewable Resources

Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, Biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts Over water (international & inter-state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and conservation

• Levels of biological diversity: genetic, species and ecosystem diversity, Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots. India as a megabiodiversity nation; Endangered and endemic species of India.

• Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions

• Conservation of biodiversity: *In situ* and *Ex situ* conservation of biodiversity

• Environmental Pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks.

Unit 5: Environmental Policies & Practices

• Climate change, global warming, ozone layer depletion, acid rain and its impacts on human communities and agriculture

• Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution)

Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest

Conservation Act; International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD)

• Nature reserves, tribal populations and rights.

Suggested Readings:

1. Carlsen, R. 2002. Silent Spring, Houghton Mifflin, Harcourt.
2. Rao, M. N & Datta A.K. 1987. Waste Water Treatment, Oxford and IBH Publishing Co. Pvt. Ltd.
3. Raven, P.H Hassenzahl, D.M. & Berg L.R, 2012 Environment. 8th Edition. John Wiley & Sons.
4. Singh, J.S.Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
5. Agarwal, K.C. 2001 Environmental Biology, Nidi Publication .Ltd. Bikaner.
6. Bharucha Erach, The Biodiversity Biology of India, Mapin Publishing Pvt. Ltd. Ahmedbad, India
7. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia. Jaico Publ. House. Mumbai. 1196p.
8. Heywood, V.h & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press.
9. Jadhav, H & Bhosale V.M. 1995. Environmental Protection and Laws, Himalaya Publishing House, Delhi
10. Mckinney, M. L. & Schoch. R. M. 1996. Environmental Science systems &

Solutions, Web enhanced edition.

11. Saha T. K. 2010. Ecology and Environmental Biology, Books and Allied (P) Ltd. Kolkata.
12. Santra S.C. 2005. Environmental Science, New Central Book Agency (P) Ltd. Kolkata.
13. Singh, S. 1991. Environmental Geography, Prayag Pustak Bhawan, Allahabad.
14. Roy, S. 2003. Environmental Science, Publishing Syndicate, Kolkata
15. Sharma, P. D. 2012. Ecology and Environment, Rastogi Publication
16. Dash, M. C. 2001. Fundamentals of Ecology, Tata McGraw-Hill Publishing Company Ltd
17. Arora, Mohan P. 2009. Ecology, Himalaya Publishing House
18. Saha T.K. 2010. Ecology and Environmental Biology, Books and Allied (P) Ltd. Kolkata.
19. Santra S.C. 2005. Environmental Science, New Central Book Agency (P) Ltd. Kolkata.
20. Environmental Studies—Prof S.V.S Rana.—Rastogi Publication.
21. Text book of Ecology: The Experimental Analysis of distribution & abundance—(Charles J. Krebs). Pearson Education.
22. Erach Bharucha, 2016. Text Book of Environmental Studies for Undergraduate Courses (Second Edition) for UGC. University Press.

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