

B.A. – Honours (Mass Communication)

Course Structure and Scheme of Examination

Paper	Name of paper	Theory Marks	Internal Assessment Marks	Total Marks
First Year				50
BAMC 101	Basics of Journalism	40	10	50
BAMC 102	Introduction to Media and Communication	40	10	50
BAMC 103	Reporting and Editing	40	10	50
BAMC 104	History of Media	40	10	50
BAMC 105	Photography and Photo Journalism	40	10	50
BAMC 106	Media Ethics and Law	40	10	50
BAMC 107	Seminar		50	50
BAMC 108	Assignment		50	50
Second Year				
BAMC 201	Media and Cultural Studies	40	10	50
BAMC 202	Introduction to Broadcast Media	40	10	50
BAMC 203	Development Journalism	40	10	50
BAMC 204	Public Relations	40	10	50
BAMC 205	Introduction to New Media	40	10	50
BAMC 206	Media Industry and Management	40	10	50
BAMC 207	Seminar		50	50
BAMC 208	Assignment		50	50
Third Year				
BAMC 301	Print Journalism	40	10	50
BAMC 302	Communication Research	40	10	50
BAMC 303	Advertising	40	10	50
BAMC 304	Introduction to Film Studies	40	10	50
BAMC 305	Global Media	40	10	50
BAMC 306	Anchoring	40	10	50
BAMC 307	Project and Viva Voce		100	100

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B.A. Honours (Mass Communication) I Year		
Paper: 101	Title of the Paper :Basics of Journalism	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I - Understanding News

Ingredients of news; News: meaning, definition, nature; The news process: from the event to the reader (how news is carried from event to reader); Hard news vs. Soft news, basic components of a news story Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit II - Different forms of print-A historical Perspective

Yellow journalism; Penny press, tabloid press; Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news

Unit III - Understanding the structure and construction of news

Organising a news story, 5W's and 1H, Inverted pyramid; Criteria for news worthiness, principles of news selection; Use of archives, sources of news, use of internet

Unit IV – Different mediums-a comparison

Language and principles of writing: Basic differences between the print, electronic and online journalism; Citizen journalism

Unit V - Role of Media in a Democracy

Responsibility to Society; Press and Democracy; Contemporary debates and issues relating to media Ethics in journalism

Suggested 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,2006.

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B.A. Honours (Mass Communication) I Year		
Paper: 102	Title of the Paper :Introduction to Media and Communication	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I- Media and Everyday Life

Mobile phones, Television, Ring tones, Twitter; The Internet- discussion around media and everyday life
Discussions around mediated and non-mediated communication

Unit II- Communication and Mass Communication

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

Unit III- Mass Communication and Effects Paradigm

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

Unit IV- Cultural Effects and the Emergence of an Alternative Paradigm

Cultural Effects: Agenda Setting; Spiral of Silence, Cultivation Analysis; Critique of the effects Paradigm and emergence of alternative paradigm

Unit V- Models of Communication

Transmission models; Ritual or Expressive models; Publicity Model; Reception Model

Suggested 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).




B.A. Honours (Mass Communication) I Year		
Paper: 103	Title of the Paper :Reporting and Editing	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

UNIT I- 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 II- Interviewing/Types of news leads

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

UNIT III-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 IV- Trends in sectional news

Week-end pullouts, Supplements, Backgrounders, columns/columnists

UNIT V- Understanding media and news

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

Suggested 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.

Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers.

News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003.

Mass Communication Theory, Denis McQuail, Sage Publications.

Reporting for the Print media_. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.

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B.A. Honours (Mass Communication) I Year		
Paper: 104	Title of the Paper :History of Media	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

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 and Ambedkar 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

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

Unit V- Visual Media

The coming of Television and the State's Development Agenda; Commercialization of Programming (1980s); Invasion from the Skies: The Coming of Transnational Television (1990s), Current trends
Formation of PrasarBharati

Suggested Readings:

Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press , 2010) (Chapter 2 and Chapter 5).

ParthasarthyRangaswami, 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).

Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1- 32

Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) -39-57

Neurath P. —Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283)

David Page and William Crawley, Satellites Over South Asia, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.

B.A. Honours (Mass Communication) I Year		
Paper: 105	Title of the Paper :Photography and Photo Journalism	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

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.

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

Practical photography by O.P. SHARMA HPB/FC (14 March 2003.

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

B.A. Honours (Mass Communication) I Year		
Paper: 106	Title of the Paper :Media Ethics and Law	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I- Ethical Framework And Media practice

Freedom of expression (Article 19(1)(a) and Article 19(1)2); Freedom of expression and defamation- Libel and slander; Issues of privacy and Surveillance in Society; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media ethics and cultural dependence

Unit II- Media Technology and Ethical Parameters

Live reporting and ethics; Legality and Ethicality of Sting Operations, Phone Tapping etc; Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court) Discussion of Important cases-eg- Operation Westend; Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Unit III- Representation and ethics

Advertisement and Women; Pornography; Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc

Unit IV- Media and Regulation

Regulatory bodies, Codes and Ethical Guidelines; Self Regulation; Media Content- Debates on morality and Accountability: Taste, Culture and Taboo; Censorship and media debates

Unit V- Media and Social Responsibility

Economic Pressures; Media reportage of marginalized sections- children, dalits, tribals, Gender Media coverage of violence and related laws - inflammatory writing (IPC 353), Seditionincitement to violence, hate Speech.

Suggested Readings:

- Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
- IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- William Mazarella, Censorium: Cinema and the Open Edge of Mass Publicity
- RaminderKaur, William Mazarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

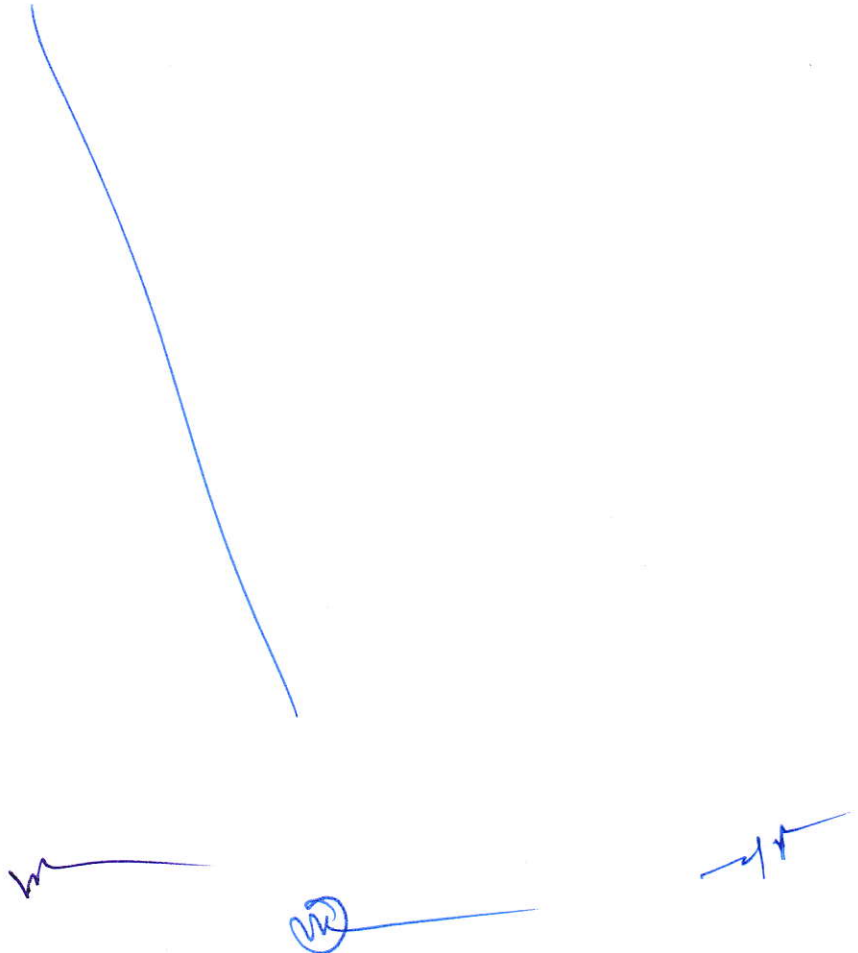



B.A. Honours (Mass Communication) I Year	
Paper: 107	Title of the Paper :Seminar
Max. Marks. 50	

For enhancement of communication and technical skill in the field of mass communication, student will be required to prepare and present seminar on the topic assigned by the Department/ Institution. Seminar will be evaluated by internal/external.

A. Honours (Mass Communication) I Year	
Paper: 108	Title of the Paper : Assignment
Max. Marks. 50	

For skill development, student will be required to prepare and submit the assignment provided by the Department/Institution. Assignment will be evaluated by internal/external.



B.A. Honours (Mass Communication) II Year		
Paper: 201	Title of the Paper :Media and Cultural Studies	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I- Understanding Culture

Mass Culture, Popular Culture, Folk Culture; Media and Culture;

Unit II- Critical Theories

Frankfurt School, Media as Cultural Industries; Political Economy, Ideology and Hegemony

Unit III- Representation

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

Unit IV- Audiences

Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences

Sub Cultures; Music and the popular, Fandom

Unit V- Media and Technologies

Folk Media as a form of Mass Culture, live performance; Audience in live Performance; Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

Suggested 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, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes).

Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies).

Baran and Davis, Mass Communication Theory (covers Unit II, III and IV).

John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009

Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)

Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE

James Clifford, Tony Benett, 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

B.A. Honours (Mass Communication) II Year		
Paper: 202	Title of the Paper :Introduction to Broadcast Media	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I- 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 II - 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 III - 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 IV - 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 V- 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.

Suggested Readings:

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

Suggested Resources & Documentaries-

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

B.A. Honours (Mass Communication) II Year		
Paper: 203	Title of the Paper : Development Journalism	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I- 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 II- 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 III- 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 IV- Media specific development coverage

The differences in approach between print and broadcast 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 V- 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.

B.A. Honours (Mass Communication) II Year		
Paper: 204	Title of the Paper : Public Relations	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

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

Suggested 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

B.A. Honours (Mass Communication) II Year		
Paper: 205	Title of the Paper : Introduction to New Media	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I- Key Concepts and Theory

Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Technological Determinism, Computermediated-Communication (CMC), Networked Society.

Unit II- Understanding Virtual Cultures and Digital Journalism

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

Unit III- 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 IV- Overview of Web Writing

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

Unit V- 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. 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. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis> web-20.html
- Grossman, —Iran Protests: Twitter, the Medium of the Movement.
- Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
- The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

B.A. Honours (Mass Communication) II Year		
Paper: 206	Title of the Paper : Media Industry and Management	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

UNIT I- Media Management: Concept and Perspective

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

UNIT II-Media Industry: Issues & Challenges

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

UNIT III- Structure of news media organizations in India

Role responsibilities & Hierarchy; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines

UNIT IV- Media Economics, Strategic Management and Marketing

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 V- 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.

B.A. Honours (Mass Communication) II Year	
Paper: 207	Title of the Paper : Seminar
Max. Marks. 50	

For enhancement of communication and technical skill in the field of mass communication, student will be required to prepare and present seminar on the topic assigned by the Department/ Institution. Seminar will be evaluated by internal/external.

B.A. Honours (Mass Communication) II Year	
Paper: 208	Title of the Paper : Assignment
Max. Marks. 50	

For skill development, student will be required to prepare and submit the assignment provided by the Department/Institution. Assignment will be evaluated by internal/external.



B.A. Honours (Mass Communication) III Year		
Paper: 301	Title of the Paper : Print Journalism	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I- Specialized Reporting

Business/economic, Parliamentary, Political

Unit II- 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 III- 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 IV- 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 V- Advanced Newspaper and Magazine Editing

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

Suggested Readings

- Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989.
- News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi.
- Professional Journalism, by M.V. Kamath, Vikas Publications.
- Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press.
- Journalism: Critical Issues, by Stuart Allan, Open University Press.
- ModernNewspaperspractice, by Hodgson F. W. Heinemann London, 1984.
- Principles of Art and Production, by N.N. Sarkar, Oxford University Press.

B.A. Honours (Mass Communication) III Year		
Paper: 302	Title of the Paper : Communication Research	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I – Introduction to Research

Definition, Role, Function, Types of research: Basic and Applied Research, Research Approaches, Scientific Approach, Role of theory in research.

Unit II- Steps of Research

Formulation of research problem, Review of literature, Research question, Hypothesis, Research design

Unit III – Methods of Media Research

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Readership and Audience Surveys
Experimental Studies, Case Studies, Historical research.

Unit IV – Sampling

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error,
Primary and Secondary data. Tools of data collection: Observation, questionnaire, Interview, Focus Group

Unit V- Methods of analysis and report writing

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

Suggested 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.

B.A. Honours (Mass Communication) III Year		
Paper: 303	Title of the Paper : Advertising	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

Unit I- Introduction to advertising

Concept, definition and process of advertising; Need and scope of advertising; growth and development of advertising in India; types of advertising

Unit II- Advertising Agency

Concept of Ad agency; role and importance of Ad agency; Structure and function of Ad agency; Types of ad agency

Unit III- Ad Copy

Need and importance of copywriting; elements of a copy; Ad appeals and its types; Process of preparing TV and Radio Ads

Unit IV- Media Planning

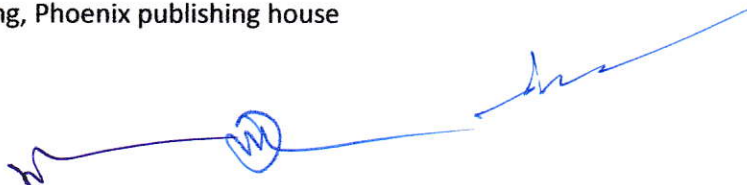
Concept of media planning; Media mix; Developing audience, product and media profile; Television Ratings Points (TRP), methodology and process of rating

Unit V- Advertising Campaign

Concept, role and importance of Ad campaign; Components of Ad campaign; USP; Introduction to outdoor advertising

Suggested Readings:

- David Ogilvy: Ogilvy on advertising, Pan books
- Frank Jefkins: Advertising made simple, Rupa & Co.
- Chunawala: Advertising theory and practice, Himalaya publishing house
- Jethwaney Jaishri: Advertising, Phoenix publishing house



B.A. Honours (Mass Communication) III Year		
Paper: 304	Title of the Paper : Film Studies	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

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 - Indian Cinema

Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave. Globalisation and Indian Cinema; 21st century Indian Cinema; Film Culture; overview of Regional language cinema;

Unit V - Film Production

Pre-production, Production and Post-production process

Suggested Readings:

- André 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
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94.
- David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17- 34.
- Paul Schraeder —Notes on Film Noir in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.
- Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
- Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008

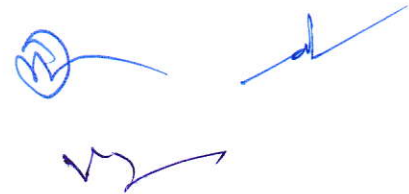
Recommended Screenings or clips

Unit I

o Rear Window by Alfred Hitchcock , o Battleship Potempkin by Sergei Eisenstein, 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 GovindNihalani (Indian New wave), o Pyaasa by Guru Dutt



B.A. Honours (Mass Communication) III Year		
Paper: 305	Title of the Paper : Global Media	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

UNIT I- Introduction to Global Media

Introduction to international newspapers; Major international television channels: BBC, CNN, NHK, IBN; Radio and international Communication, Major international radio channels: BBC, Voice of America;

UNIT II- Media Scenario

Introduction to Major Global Media Companies; Present media scenario in Asia; Special reference to SAARC countries; Concept of media imperialism, Cultural imperialism, Media hegemony

UNIT III- Media Reports

Unequal development and third world concern ; New world communication order; MacBride commission report; International flow of communication; Cross culture communication: problems among nations

UNIT IV- Media and Market Forces

Misinformation and Information war; Role of media in promoting humanity and peace; Market forces and media; Discourses of Globalisation: barrier free economy, multinationals, technological developments, Media conglomerates and monopolies: Ted Turner/Rupert Murdoch; transnational media ownership

UNIT V- Global Technology, conflict and media

Global satellite system; Global internet service; IPTV; UNESCO mass media declaration; Media coverage post 1990: rise of Al Jazeera; The Gulf war: CNN's satellite transmission; 9/11 and implications for the media.

Suggested Readings

- Daya Kishan Thussu. 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.
- Barbie Zelizer and Stuart Allan. Journalism after 9/11. Taylor and Francis Publication, 2003.
- Yadava, J.S.; Politics of News; Concept Publishing and Co., 1984.
- Lyn Gorman and David McLean. Media and Society into the 21st Century: A Historical Introduction. Wiley-Blackwell, 2009.

B.A. Honours (Mass Communication) III Year		
Paper: 306	Title of the Paper : Anchoring	
Max. Marks. 50	Theory: 40	Internal Assessment: 10

UNIT I- Qualities of T.V. Anchor

Basic principles of Television news production, TV news anchor: qualities, role, skills and responsibilities. Professional ethics- dress sense, performance, dealing with contingencies.

UNIT II- Camera Facing Techniques

Studio and Camera facing techniques, Overcoming fright, Warm-up techniques. On camera movements, Holding props, Scripts, cue cards etc. Teleprompter and its function

UNIT III- Voice Analysis


Voice Analysis- Pitch, volume, pronunciation, and quality. Broadcast language mechanics- pronunciation (Hindi, English, Urdu), Articulation, Diction. Voice Modulation, Voice projection, Pitch, tone emphasis, speed, Breathing

Unit IV- Types of Anchoring

Anchoring with and without prompter. Studio and outdoor anchoring. Difference between news and non-news programme, non-news show anchoring.

UNIT V- Anchoring Different Genres

Documentary, Interview based shows, Interactive and panel discussion.



B.A. Honours (Mass Communication) III Year	
Paper: 307	Title of the Paper : Project Report and Viva-Voce
Max. Marks. 100	

The Student will be required to submit a Project Report at the end of third year. The project report will be evaluated by one external examiner and one internal examiner. The external examination will be appointed by University., while the internal examiner will be appointed by the principal of the college or head of the Institution/department.

Handwritten signatures in blue ink, including a checkmark and a circular mark.