

**J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY,  
YMCA, FARIDABAD**

**DEPARTMENT OF HUMANITIES**

**POST-GRADUATE PROGRAMME**

**MASTERS OF ARTS  
JOURNALISM AND MASS COMMUNICATION  
(Academic Session 2019-21)**



**SCHEME AND SYLLABUS OF COURSE**

**Discipline Core Course, Discipline Elective Course, Open Elective Course, Skill Enhancement Course, MOOCs and Audit Course**

## VISION

***"J.C. Bose University of Science and Technology, YMCA Faridabad aspires to be a nationally and internationally acclaimed leader in technical and higher education in all spheres which transforms the life of students through integration of teaching, research and character building."***

## MISSION

- ❖ **To contribute to the development of science and technology by synthesizing teaching, research and creative activities.**
- ❖ **To provide an enviable research environment and state-of-the art technological exposure to its scholars.**
- ❖ **To develop human potential to its fullest extent and make them emerge as world class leaders in their professions and enthuse them towards their social responsibilities.**

### ABOUT THE DEPARTMENT

The Department of Humanities offers competitive programs for undergraduate and graduate students seeking robust interdisciplinary degrees in Mass Communication and English language that will enable them to understand and employ new communication technologies. The Department which was earlier integrated with Sciences, started Master's degree in Journalism and Mass Communication in the year 2016. The Department got separated as Department of Humanities in the year 2018. The year 2019 set major milestone by introducing two new courses at undergraduate and postgraduate level namely B.A. (Journalism and Mass Communication) and M.A. (English).

The Department always tries to give ideal and practical knowledge to the students. For this, the Department always organizes seminars, Conferences, Workshops and Expert Lectures of eminent media personalities. One of the striking activities of the Department is Study tour. It has been arranged with focusing the student's practical knowledge and expected to learn new trends and possibilities in print, electronic Media and digital media.

The Department motivates the students to participate in various debates, photography, filming, and writing of research article competitions etc. In a very short time, the Department has taken an initiative in imparting quality education in the field of Journalism and Communication.

### ABOUT THE PROGRAM

M.A. (Journalism and Mass Communication) cater to the needs of a fairly large number of students who wish to take up media courses to secure entry into the fast expanding journalism and mass communication industry. This program has been specially designed to equip young people with multi-skills needed for employment in the exciting and rapidly growing mass media industry – newspapers, magazines, radio, TV, advertising, PR, event management, media arts and news media – worldwide. The course uses a combination of theoretical studies and practical training. The course objective is to impart theoretical as well as practical knowledge of media – print, electronic & cinema.

M.A. in Journalism and Mass Communication is a two-year postgraduate course divided in to four semesters aimed at providing holistic knowledge at theoretical as well as practical level to the students. The extensive course is designed to offer comprehensive fundamental training in ten different fields of mass communication. These fields include Print Journalism, Television and Radio Production, Advertising and Public Relations, Media Management, Social Media, and Film Studies. The focus of the course is to nurture socially responsible media professionals, backed with the latest inputs from industry, well-trained faculty along with state of art infrastructure.

The curriculum is evenly balanced in imparting technical skills in various areas of mass communication and mass media, theoretical knowledge and perspectives which determine their nature and use, and a historical and social understanding of their dynamics. The programme delivery is tailored to meet the needs of different fields of media. It comprises a good mix of formal lectures, seminars, computer based learning, individual and group project work, guest lectures and industry training.

**PROGRAMME EDUCATION OBJECTIVES**

PEO1	To introduce students to the various fields of journalism and mass communication.
PEO2	To facilitate the understanding of strategic application of evolving technologies in the field of Mass Communication and Journalism.
PEO3	To enhance the knowledge of students with regard to various disciplines of Mass Communication like advertising, journalism, public relations, photography and film making.
PEO4	To develop the use of research methodologies appropriate to the discipline of Mass Communications and Journalism.

**PROGRAMME OUTCOMES**

PO1	Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
PO2	Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.
PO3	Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.
PO4	Demonstrate the ability to respond to design briefs through conceptual thinking, design work, media and other methods.
PO5	Develop logical and creative thinking for the solutions for business, journalism, advertising and promotion and E-learning.
PO6	Develop self-confidence and awareness of general issues prevailing in the society.
PO7	Develop a practical understanding of the underlying principles of Mass Communication and Journalism Industry.

## SEMESTER I

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
1.	JMC-101-19	Media & Communication	4	0	0	25	75	100	4	DCC
2.	JMC-102-19	Print Journalism	4	0	0	25	75	100	4	DCC
3.	JMC- 103-19	Broadcast Media: Radio	4	0	0	25	75	100	4	DCC
4.	JMC-104-19	Media Laws and Media Ethics	4	0	0	25	75	100	4	DCC
5.	JMC-105-19	Media Production Lab	0	0	8	30	70	100	4	DCC
6.	JMC-106-19	Minor Project	0	0	4	-	50	50	2	SEC
7.	XXX	MOOCs **/Library Period								MOOC
	<b>Total</b>		<b>16</b>	<b>0</b>	<b>12</b>			<b>550</b>	<b>22</b>	

\* DCC – Discipline Core Course; FC – Foundation Course; MOOC – Massive Open Online Course

\*\*The students have to pass at least one mandatory MOOC course with 4-6 credits (12-16 weeks) from the list given on the Swayam portal or the list given by the department/ university from 1<sup>st</sup> semester to 3<sup>rd</sup> semester as notified by the university. (Instructions to students overleaf)

SEC-Skill Enhancement Courses include Major/Minor projects and Industrial Training/Workshops(Ref: CBCS document)

L – Lecture; T - Tutorial; P – Practical

Project Assessment: continuous.

The submission of project should be two weeks before the end semester exam commences.

**Instructions to the students regarding MOOCs:**

1. Two types of courses will be circulated: branch specific and general courses from the website <https://swayam.gov.in> in the month of June and November every year for the forthcoming semester.
2. The department coordinators will be the course coordinators of their respective departments.
3. Every student has to pass a selected MOOC course within the duration as specified below:

<b>Programme</b>	<b>Duration</b>
B. Tech.	Sem. I to Sem. VII
M.Sc./M.Tech./MA/MBA	Sem. I to Sem. III
B.Sc./MCA	Sem. I to Sem. V

The passing of a MOOC course is mandatory for the fulfilment of the award of the degree of concerned programme.

4. A student has to register for the course for which he is interested and eligible which is approved by the department with the help of course coordinator of the concerned department.
5. A student may register in the MOOC course of any programme. However, a UG student will register only in UG MOOC courses and a PG student will register in only PG MOOC courses.
6. The students must read all the instructions for the selected course on the website, get updated with all key dates of the concerned course and must inform his/her progress to their course coordinator.
7. The student has to pass the exam (online or pen-paper mode as the case may be) with at least 40% marks.
8. The students should note that there will be a weightage of Assessment/quiz etc. and final examination appropriately as mentioned in the instructions for a particular course.
9. A student must claim the credits earned in the MOOC course in his/her mark sheet in the examination branch by forwarding his/her application through course coordinator and chairperson.

**SEMESTER II**

S. No.	Subject Code	Title	L	T	P	Sessional Marks	Final Exam Marks	Total	Credits	Category code
1	JMC-201-19	Media Management	4	0	0	25	75	100	4	DCC
2	JMC-202-19	Development Communication	4	0	0	25	75	100	4	DCC
3	JMC-203-19	Photography and Visual Communication	4	0	0	25	75	100	4	DCC
4	JMC-204-19	Advertising & Public Relations	4	0	0	25	75	100	4	DCC
5.	JMC-205-19	Media Production Lab	0	0	8	30	70	100	4	DCC
6.	JMC-206-19	Minor Project	0	0	4		50	50	2	DCC
7.	AC-XXX	Audit Course**	3	0	0	25	75	100	3	AUD
		<b>Total</b>	<b>19</b>	<b>0</b>	<b>12</b>	<b>-</b>	<b>-</b>	<b>650</b>	<b>25</b>	<b>-</b>

DCC – Discipline Core Course; AUD-Audit Course

L – Lecture; T - Tutorial; P - Practical

\*\*provided by the department/ university.

**SEMESTER III**

S. No.	Subject Code	Title	L	T	P	Sessional Marks	Final Exam Marks	Total	Credits	Category code
1	JMC-301-19	Communication Research & Methodology	4	0	0	25	75	100	4	DCC
2	JMC-302-19	TV & Video Production	4	0	0	25	75	100	4	DCC
3*	JMC-303-19	Elective I	4	0	0	25	75	100	4	DEC
4*	JMC-304-19	Elective II	4	0	0	25	75	100	4	DEC
5.	JMC-305-19	Media Production Lab	0	0	8	30	70	100	4	DCC
6.	JMC-306-19	Industrial Training/ Internship	0	0	0	50	-	50	2	SEC
7.	# OEC	Open Elective	3	0	0	25	75	100	3	OEC
		<b>Total</b>	<b>19</b>	<b>0</b>	<b>8</b>	<b>-</b>	<b>-</b>	<b>650</b>	<b>25</b>	
*Discipline Elective Courses (Elective I and Elective II): Select any one course each from the following:										
3A	JMC-303(I)-19	Introduction to Convergent Journalism	4	0	0	25	75	100	4	DEC
	JMC-303(II)-19	Editing in Digital Media Art	4	0	0	25	75	100	4	DEC
4A	JMC-304(I)-19	New & Alternative Media	4	0	0	25	75	100	4	DEC
	JMC-304(II)-19	Reporting	4	0	0	25	75	100	4	DEC
Open Elective Course:										
	OEC-JMC307A-19.	Corporate Communication	3	0	0	25	75	100	3	OEC
	OEC-JMC307B-19	Media, Culture and Society	3	0	0	25	75	100	3	OEC

DCC – Discipline Core Course; DEC – Discipline Elective Course; OEC – Open Elective Course; SEC-Skill Enhancement Course

L – Lecture; T - Tutorial; P - Practical \*Industrial Training (4-6 weeks) to be undertaken in industries, institutes, organizations, etc. or Field work to be done at the end of IInd Semester.\*\*\*Elective Courses can be offered subject to availability of requisite resources/ faculty in the university/department.

#OEC for MA students: Students enrolled in MA(Journalism and Mass Communication) must first explore courses offered on centralized basis. If no suitable course in the interest of Arts students is found, then the students may opt for the OEC floated by this department.

**SEMESTER IV**  
**(INTERNSHIP)**

S. No.	Subject Code	Title	L	T	P	Sessional Marks	Final Exam Marks	Total	Credits	Category code
1	JMC-401-19	Major Project	0	0	20	00	200	200	10	DCC
2	JMC-402-19	Internship	0	0	0	-	400	400	16	DCC
		<b>Total</b>	<b>0</b>	<b>0</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>600</b>	<b>26</b>	

DCC – Discipline Core Course; DEC – Discipline Elective Course

L – Lecture; T - Tutorial; P - Practical \*\*Elective Courses can be offered subject to availability of requisite resources/faculty in the department.

Major Project: For regular internal assessment of progress through practical demonstration of process and completion of process with media product of value.

Detailed Syllabi:

**SEMESTER-I****MEDIA & COMMUNICATION (JMC-101-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVE:**

1. To make students conversant with various models and theories of communication.
2. To help them improve the quality of their communication by making effective use of media.
3. Emphasizing the need to pay attention to all elements involved in the process for emphatic conveyance of messages.

**UNIT-1: COMMUNICATION:**

Meaning and definition; Seven C's of communication; Functions of Communication; Various forms of communication: Intra-personal, Inter-personal, Group, Public, and Mass communication; Verbal and Non-verbal Communication, Mass communication: Concept and functions; Elements and Characteristics of mass communication; Media of mass communication; Elements of Communication Process; Barriers in Communication.

**UNIT- 2: COMMUNICATION MODELS:**

Model of Aristotle, Dance , Harold Laswell , Shanon and Weaver's Model, Theodore M. Newcomb's Model, Osgood , Wilbur Schramm's Model , George Gerbner , Westley and MacLean, Berlo Model, Gatekeeping .

**UNIT-3: MASS COMMUNICATION THEORIES:**

Theories that relate to relationship between mass communication and Society: Hypodermal Needle theory, Individual Differences theory, Cognitive Dissonance theory, Personal Influence Theory, One step flow theory, two step flow theory, Multi- step flow theory.

**UNIT-4: SOCIOLOGICAL THEORIES:**

Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory and Dependency theory; **Normative Theories:** Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Media Theory, Democratic Media Participant Theory, Mass Society Theory, Political Economic Theory, Hegemony Theory and Culture and Semiotic Theory.

**COURSE OUTCOMES:**

1. Students will be conversant with the 7 Cs of effective communication.
2. Students will be able to identify various theories of communication.
3. Assess the impact of media on society.

**READINGS RECOMMENDED:**

1. The Process of Communication: D. Berlo
2. Mass Communication Theory: Denis McQuail
3. Theories of Mass Communication: De Fleur and B. Rokeach
4. Communication Models: Denis McQuail

5. Mass Media Today: SubirGhosh
6. Media and Society: R.K. Ravindran
7. Text book of Mass Communication and Media: Uma Joshi
8. Modern Communication Technologies: Y.K. Dsouza
9. Mass Communication and Journalism in India: D.S. Mehta, Allied Publishers Limited
10. Mass Communication in India: Keval J. Kumar, Jaico Publishing House, Mumbai

**PRINT JOURNALISM (JMC-102-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. To make students conversant with pattern, structure and elements of news writing and editing.
2. To make them understand the concept of news value to identify newsworthy stories and be able to narrate and edit them for publishing.
3. To inform about organization and operations of the Newsroom and personnel of a daily newspaper.

**UNIT 1:**

Concept of news and developing news stories; Definition of news, News values, Types of News and News stories; The news story structure, 5 Ws and 1H, The inverted pyramid pattern: Need and Usefulness, The essentials of news writing, Importance of lead in a story and types of leads, Process of newsgathering, making and maintaining sources of news, Headlines: significance, types and functions; News interviews; Covering press conferences; Reporting for magazines and news agencies

**UNIT 2:**

Organization and operations of the Newsroom of a daily newspaper, Qualities and responsibilities of a reporter, Sub-editor, Chief Sub-editor and News editor; organisation of reporting staff in dailies.

**UNIT 3:**

Writing the feature; researching the idea, identifying potential markets, developing a slant. **Organization:** theme statement, scratch outline, inverted pyramid approach, nut graph and five-box approach. **Composition:** writing the title, lead and ending. Ensuring readability through incorporation of action, conciseness, sensory detailing, literary devices, human interest, humour, illustrations, transition and focus.

**UNIT 4:**

Definition & nature of Feature writing; Classification and types of features: News features; personality sketches; biographical sketches, obituaries; commemorative features; problem features; utility features; hobby features; career features; lifestyle features; historical features; personal experience features; philosophical features. Reviews: films, books, the visual and performing arts and Photo features.

**COURSE OUTCOMES:** The students will:

1. Learn patterns and structure of news writing.
2. Conversant with basics of Reporting.
3. Know about patterns and structure of Features.
4. Aware of Various types of Features.

**READINGS RECOMMENDED:**

1. Mintz, Patricia Barnes, (1981). A Dictionary of Graphic Arts Terms. Van Nostrand-
2. Sutton, Albert A., (1957), Design and Make-up of the Newspaper (Prentice-Hall,

New York).

3. Raman, Usha. Writing for the Media. Oxford Higher Education, 2010.
4. News Reporting and Editing: K.M. Srivastava Sterling Publishers, New Delhi.
5. The Professional Journalist: JohnHobenberg Oxford IEH Publishing Company, New Delhi
6. The Journalism Handbook: M.V. Kamath
7. Handbook of Journalism: AggarwalVirBala, Gupta V.S.
8. Mass Communication and Journalism in India:D.S. Mehta, Allied Publishers Ltd., New Delhi
9. Evans, Harold, (1974), Editing & Design (Five Volumes)(William Heinemann, London)

**BROADCAST MEDIA: RADIO (JMC-103-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. To learn how is radio different from other media.
2. To teach and demonstrate the ability to effectively apply oral presentation techniques in various communication settings
3. Apply the principles of intrapersonal communication in collaborative production work.

**UNIT1: RADIO AS A MEANS OF MASS COMMUNICATION:**

Brief history of Radio from early years to the present stage; Characteristics of Radio; Effects of Radio on society; Radio Broadcasting Systems--MW, SW, FM; Internet Radio; Satellite Radio; Community Radio, syndication.

**UNIT-2: REPORTING AND EDITING IN RADIO:**

Field reporting, reporting specialised areas, investigative reporting, Voice dispatches, Editing for radio, structuring radio copy, editing agency copy-illustrating copy with sound effects, Interview techniques: developing interview techniques and skills for radio. Writing intros to bytes, writing headlines.

**UNIT 3: WRITING FOR RADIO:**

Writing radio commercials, writing teasers, and promos, copywriting, scripting, cue sheet and recording, Production skills: Field recording skills, live studio broadcast with multiple sources, news production, Digital editing (multitrack recording, special sound effects)

**UNIT 4: PRODUCING DIFFERENT RADIO FORMATS:**

Announcements and talks, radio discussions, interviewing, radio magazines, documentaries, plays, running commentaries.

**Elements of sound:** Frequency and wave length, Journey of sound Analog and digital sound, The voice behind the mike: elements of speech, pitch, timbre, tone, liveliness, modulation, tempo and volume

**COURSE OUTCOMES:**The students will:

1. Learn patterns and structure of writing for Radio.
2. Conversant with history of Radio and its impact on the society.
3. Trained to become Radio Jockeys.
4. Learn editing and reporting in Radio.

**READINGS RECOMMENDED:**

1. Chatterji, P.C., (1991), Broadcasting in India. SAGE, New Delhi.
2. Luthra, H.P., 1984, Indian Broadcasting. Publications Division, Min. of I& B.
3. Rao, B.S.S., (1992), Television for Rural Development. Concept Publishers, New Delhi.
4. Shivastava, K.M., (1989), Radio and TV Journalism, Sterling Publications Pvt. Ltd., New Delhi.
5. Maloney, Martin J. & Rubenstein, Paul Max, (1980), Writing for the Media. Prentice Hall, New Jersey.
6. Shukla, A.K., (2008), Handbook of Journalism and Mass Communication. Rajat Publications, New Delhi.
7. Lynee S. Gross WCB, Tele Communication- An Introduction to Electronic Media. Wm. C. Brown Publisher.

**MEDIA LAWS & MEDIA ETHICS (JMC-104-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. Make students conversant with Press laws and ethics and principles for journalists.
2. To make the students conversant with various other laws having implications for journalists are also discussed including RTIs, IPRs and those pertaining to legal procedures.
3. Discuss the freedom of expression and its limitations.
4. The balance to be struck between artistic expression, censorship and morality.

**UNIT-1:**

Press laws: Defamation Act, Right to Information, Contempt of Court, Official Secrets Act, Copy Right, Press Council: powers, practices and procedures; Principles and ethics for journalists.

**UNIT- 2:**

Freedom of Expression (Article 19 (1) (a) and Article 19 (1)(2), Freedom of Expression and defamation-Libel and Slander, Media Trials, Issue of privacy and surveillance in society, Paid news, Plagiarism, Embedded journalism, Parachute journalism

**UNIT-3:**

Intellectual property rights, legality and ethicality of sting operations, ethical issues in social media, broadcasting bill, NBA guidelines.

**UNIT-4:**

Self Regulation, media content debates on morality and accountability, Censorship and Media debates, The Ombudsman System; Pressure groups – politicians, proprietors, advertisers, society and self.

**COURSE OUTCOMES:**

1. Students shall be able to regulate their writing according to cultural context.
2. Students will learn to earn credibility for their work by respecting copyrights and IPR regime.
3. Students will learn to avoid needless controversy by avoiding libel and slander and be competent to understand that issues are greater than people.
4. Learn about self-regulation and censorship debate on content circulation.

**READINGS RECOMMENDED:**

1. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
2. Barry McDonald and Michelle Petheran, Media Ethics, Mansell, 1998
3. Austin Sarat, Where law meets popular culture (Ed.), The University of Alabama Press. 2011
4. VikramRaghvan, Communication law in India, Lexis Nexis Publication, 2007
5. IyerVenkat, Mass Media Laws And Regulations in India- Published by AMIC, 2000
6. William Mazzarella, Sensorium: Cinema and The Open Edge of Mass Publicity

**MEDIA PRODUCTION LAB (JMC-105-19)**

L T P

0 0 8

Time Allowed: 3 Hours

I.A./Practical: 30Marks

Theory: 70 Marks

Max. Marks: 100

**COURSE OBJECTIVE:**

1. To train the students in News Writing.
2. To train the students in software related to print media industry.
3. To make the students conversant with Radio Production.

**LIST OF PRACTICAL ACTIVITIES:**

1. Introduction to working in MS Office.
2. Hindi/English Typing.
3. News writing and editing for Print Media.
4. Newspaper Designing in QuarkXPress.
5. Creative writing of Newspaper.
6. Interviewing.
7. Scripting for Radio News.
8. Scripting for other formats of Radio Production.
9. Voice Modulation.
10. Radio Console.

**COURSE OUTCOMES:**Students will:

1. Conversant about various News Patterns, software including QuarkXPress and MS Office, Typing.
2. Adept in Radio Production.
3. Conversant with writing for Radio.

**MINOR PROJECT (JMC-106-19)**

L T P  
0 0 4

Max. Marks: 50

**COURSE OBJECTIVES:**

Students shall conduct five case studies related to the issues explicating the impact of media on society.

**OUTCOME OUTCOMES:**

Students will have produced a file containing five case studies which will sharpen their research skills and fact finding abilities related to the impact and significance of media in society.

**SEMESTER-II****MEDIA MANAGEMENT (JMC-201-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. To help students visualize the panorama of media world and its organization and functioning.
2. Convey the role of media in the age of globalization.
3. Conversant with Management of Media organizations.

**UNIT I: MANAGEMENT OF MEDIA ORGANIZATIONS:**

Management as a process; Approaches to Management such as Classical school, human relations school and modern approach. Financial management: Budgeting, monitoring financial performance; Personnel Management: Hiring, Interviewing, Orientation, Performance reviews, promotion, termination, interns and other part timers. Dealing with labour issues

**UNIT II-NEWSPAPER BUSINESS MANAGEMENT:**

Definition and Classification of newspapers, Newspapers an industrial product; Significant aspects of newspaper industry in India and its constraints including problems of small and medium newspapers in India; Organisational structure of newspapers, magazines and news agencies. Role of publisher, General Manager and Editor in a newspaper organization

**UNIT III: ELECTRONIC MEDIA MANAGEMENT:**

Structure of radio and television organizations, News Agencies of India - Structure and Functioning; Structure and Function of Ad Agencies and Ad Departments; Structure and Function of PR Departments and Consultancies.

**UNIT IV: NEWSPAPER OWNERSHIP:**

Individual ownership- partnership, corporation, group or chain ownership, Employee ownership, Vertical ownership, Joint ownership, Cross Media ownership, Foreign equity in Indian Media, Important Media Organizations of the World: BBC, VOA, ABC, CNN NBC, AP, AFP, ITAR TASS, Reuters, India's major media houses and their holdings.

**COURSE OUTCOMES:**

1. Students will learn about the major media houses.
2. Learn the significance of Media Management and Entrepreneurship.
3. Students will learn about the economics and political underpinnings of the media world.
4. They will understand the pragmatics of media operations in the global world

**READINGS RECOMMENDED:**

1. Kohli Vanita, (2003), The Indian Media Business, Sage.
2. Bagdikian Ben H, (2004), The New Media Monopoly, Beacon Press.
3. Redmond James and Trager Robert, (2004), Balancing on the Wire: The Art of Managing Media Organizations, 2nd ed., Atomic Dog.
4. Croteau David and Hoynes, William (2001) The Business of Media, Pine Forge Press.

5. Compaine Benjamin M (2001), Who Owns the Media?., et. al., (3rd ed., KnowledgeIndustry).
6. Chomsky, Noam (2004) Media Control: The Spectacular Achievements of Propaganda; Vanguard Books, Lahore. Chapters 1&2.
7. Cleveland, Harlan (1986) Government is Information (But Not Vice Versa) Public Administration Review, Vol. 46, pp. 605-607.
8. Curran, James (2011) Media and Democracy, Routledge: London, Chapters 4 and 11.
9. Graber, Doris A., Ed, (1990) Media Power in Politics, Macmillan: New Delhi, Chapters 2:4, 3:1 and 3:3.
10. Price, Monroe (2002) Media and Sovereignty; MIT Press, London. Chapter 1&3.

**DEVELOPMENT COMMUNICATION (JMC-202-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. Learn the basics of Development Communication and models of development communication.
2. Understand the role of mass media in bringing about social, behavioural change and national development.
3. Learn various Development Initiatives taken by various forms of media.
4. Discuss the role played by folk media in development of the country and selected approaches to communication planning for policy development.

**UNIT 1:**

Meaning of Development Communication, Features of Development Communication, Modernisation Models of Development Communication, Diffusion of Innovations, Dependency/ Structuralist Models, 'Alternative' Approaches to development, Revival of Modernization Models.

**UNIT 2:**

ICT, Internet and Mobile Telephony for Development, Broadcasting as Public Service, SITE, Kheda Communication Studies, Role of TV in Promoting Literacy and Social Change: SITE, SITE Programmes, Kheda Communication Project.

**UNIT 3:**

Development Initiatives: The Indian Context, Role of Mass Media in National Development; Media and Social Change: Role of Television, Radio, The Print Media, Cinema, Music and New Media, Community radio: A tool of Community Development. Documentary films on developmental issues

**UNIT 4:**

Using Interpersonal Communication and Folk Media for development: music, dance, pantomime, versification, epic ballad recitation, religion and festival peasantry, puppetry, Global digital divide; New World Information and Communication Order (NWICO or NWIO); MacBride Commission, Sustainable Development Goals (SDGs) – 2030 adopted by UNDP

**COURSE OUTCOMES:**

1. Students shall be able to understand the relevance of various social institutions and learn to tap the efficacy of media in bringing behavioural change.
2. Will be able to understand the aspects of communication for development including life-cycle of policy development.
3. Students will be able to understand the role played by documentaries, community Radio and folk Media in the development of the country.

**READINGS RECOMMENDED:**

1. Wilbur Schramm, (1964), Mass media and National Development Stanford, Stanford Univ. Press.
2. Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press.

3. Daniel Lerner, (1958), The Passing of Traditional society Glencoe, Free Press.
4. Eliegel et al, Agricultural Innovation of Indian Villages.
5. B.S. Thakur & Binod C. Agarwal, (1989), Media Utilization for Development of Women and Children, Concept Publishers, Delhi.
6. S.R. Mehta (ed.), (1992), Communication in Social Development. Rawat Publications. Jaipur.
7. SrinivasMelkote and H. LaslieSteovs, Communication for Development in the Third World, 2nd Edition, Sage, ND.
8. Madhusudan, K. (2006), Traditional Media and Development Communication, Kanishka Publishers, ND.

**PHOTOGRAPHY AND VISUAL COMMUNICATION (JMC-203-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. To teach the students fluent knowledge of the vocabulary of photographic aesthetics.
2. Technical command of the photographic medium.
3. Students would learn to see both with their eyes and their cameras.

**UNIT-1:PHOTOGRAPHY AS COMMUNICATION:**

Graphic communication, Visual Grammar: Perception, Composition; Principles of Visual Grammar; Shot: Definition, Classification of Shots; digital photography; photography as visual tool.

**UNIT-2:PRINCIPLES OF PHOTOGRAPHY:**

Understanding the structure and working of a professional camera; Major types of camera--Point and shoot, Compact or Auto-focus, Polaroid, Traditional SLR still professional camera; Types of Camera lenses--Normal, Wide, Tele, Zoom, Fish-Eye.

**UNIT-3: ANGLE OF VISION:**

Focal lengths of various lenses and their use in photography. Technique and skill of using various light sources and elements to create special effects; Depth of Field and Depth of focus; elements of photography, genres of photography.

**UNIT-4: PRINCIPLES OF PHOTO COMPOSITION:**

Focal point, Rule of thirds, Straight and Converging Lines, Diagonal and S-shaped compositions, Repetition and Rhythm, Moving towards the centre; Cropping and Editing. Text vs Photograph; Essentials of a press photograph;, Caption Writing; Photo Feature: meaning, spacing ,characteristics and importance; Significance of pictures: selection, editing and cropping of pictures, writing cut lines

**COURSE OUTCOMES:**

1. Bringing out a photo journalist hidden within students.
2. Students should be able to make confident, informed decision regarding composition, exposure and print quality, using both analog and digital technology.
3. Command of the skills necessary to evoke their personal visions.

**READINGS RECOMMENDED:**

1. Eagleton, Terry. Literary Theory: An Introduction. Maya Blackwell:Doaba Publications.1996.
2. Clifford Geertz: Blurred Genres: The Refiguration of Social Thought
3. Alexander, Michael.A History of English Literature, Second Edition. Palgrave 2007
4. Daiches, David. A Critical History of English Literature. Vol.4. Romantics to the Present Day.1960

**ADVERTISING & PUBLIC RELATIONS (JMC-204-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. Give an introduction to Advertising and enumerate the functions of advertising
2. Compare the use of Print, Electronic and New media for advertising.
3. Guide the plans for advertising and marketing mix, discuss advertising as a business and discuss theories of advertising.
4. Familiarize the students with the tools of PR and discuss role of PR in crisis handling and event management.

**UNIT-1: INTRODUCTION TO ADVERTISING:**

Types of advertising; Functions of advertising; Advertising and marketing mix; Advertising and PR, Advertising as a business; Introduction of Ad-agencies; Various departments in an Ad-agency and their functions; Brief introduction of top National and International Ad agencies.

**UNIT- 2: THEORIES OF ADVERTISING:**

Motivation theory, DAGMAR, hierarchy-of-effects; AIDA. Consumer behaviour; Advertising appeals; Definition and kinds of appeals and objectives; Planning an ad-campaign, brand management; logo, packaging, brand image, slogan, trademark; Media selection; Writing for advertising; spiral of advertising.

**UNIT-3: INTRODUCTION TO PUBLIC RELATIONS:**

Meaning and definition; Functions and qualities of a PR executive; PR Media relations; PR-Ad Agencies Relations, propaganda, lobbying and Publicity; PR in government, private and public sectors; PR publics: Internal and external; Customer relations, Employee relations; Stock holder relations and PR in support of Sales; Guidelines for a PRO.

**UNIT-4: PR AND ITS TOOLS:**

House journal, annual reports etc.; Writing for PR; Press Release, media kits, hand-outs, backgrounders Rejoinders; Organizing media events; Conferences; Press briefs and Meet the press. Basic understanding of Symmetrical and Asymmetrical theories of PR; Event management and Crisis management.

**COURSE OUTCOMES:**

1. Students will know the survival skills needed for the world of advertising and PR.
2. They will know how to budget ads.
3. They will have the basic knowhow on advertising start-ups.
4. Able to plan an ad-campaign.
5. Employ PR Tools effectively to create goodwill and convey a positive brand image.
6. Employ PR for event management.

**READINGS RECOMMENDED:**

1. Advertising: Wright, Winter, Zeigler
2. Creative Advertising: Moriarty, Sandra E.
3. Advertising Principles & Practice: Chunawala and Sethia, K.C.
4. Advertising Writing :Kaith, Hafer W., White Fordo E.
5. The Fundamentals of Advertising: Wilmshurst, John
6. Mass Communication in India: Kumar, Kewal J.
7. Advertising in the Mind of Consumer: Max Suther Land
8. Principles of Advertising: Monle Lee, Johnson, Viva Books Pvt. Ltd.
9. Advertising Management: David A. Parker, Rajiv Batra, Practice Hall M 97, Connaught Circus, New Delhi.
10. Reading in Advertising: Bellur V.V. Himalaya Publishing Management House, Bombay.
11. Reader in Public Opinion & Mass Communication: Morris, Janowitz and Paul Hirsch (ed.). Public Relations– A Scientific Approach: Sahai, Baldeo.
12. Handbook of Public Relations in India: Mehta, D.S.
13. Corporate Public Relations: Balan K.R.
14. Public Relations Handbook: Dilenschneider, Robert L. and Forrestal, Dan J.
15. Public Relations Principles Cases and Problems: Moore, Frazier H., Kalupa, Frank B

**MEDIA PRODUCTION LAB (JMC-205-19)**

L T P

0 0 8

Time Allowed: 3 Hours

Internal Lab/Sessional: 30 Marks

Final Viva-voce and Practical: 70 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. Students will learn all basic and advanced camera techniques.
2. To make the students conversant with PR skills and designing of PR campaign.
3. Content generation, preparation of Advt. Copy and carrying out advertisement campaign.

**LIST OF PRACTICAL ACTIVITIES:-**

1. Operating and Handling of Digital Camera.
2. Digital editing, sizing the pictures in Adobe Photoshop.
3. Produce effective print, digital and multimedia communications to the press.
4. Design PR and Behaviour Change Communication Campaigns.
5. Preparation of Brochure and magazines using Corel Draw.
6. Preparation of advertisements for print (using Corel Draw) and electronic media (Adobe Premier).

**COURSE OUTCOMES:**

1. Students will become skilled photo journalists.
2. Students will become proficient in using Corel Draw.
3. Students shall be ready to become PR professionals and media consultants.

**MINOR PROJECT (JMC-206-19)**

L T P

Max. Marks: 50

0 0 4

Time Allowed: 3 Hours

**COURSE OBJECTIVES:**

To make the students adept in Photo Journalism.

**COURSE OUTCOMES:**

The students will develop five photo features with the themes including:

1. Nature
2. Emotions
3. Politics
4. Culture
5. Lifestyle

## SEMESTER III

## COMMUNICATION RESEARCH &amp; METHODOLOGY (JMC-301-19)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. To discuss the objectives and significance of research and details of research plan, along with research methods.
2. Discuss sampling, scaling techniques and data collection tools.
3. Processing and analysis of data; visual and graphical representation of data;
4. To learn hypothesis testing and data analysis techniques, including statistical analysis.

**UNIT-1: RESEARCH:**

Meaning, Objectives, Types and Significance; Definition of Research Problem, Research Design: Different Research Designs, Basic Principles of Experimental Designs, Development of Research Plan, Sampling and Data collection strategies: Types of data: primary and secondary. Sampling: Definition and importance, Types of probability and non-probability sampling.

**UNIT-2:**

Measurement Scales, Important Scaling techniques, Reliability and validity; Data collection tools: Observation, Questionnaire, Interview, projective techniques, warranty cards, Distributor or store audits, Pantry audits, consumer panels, use of mechanical devices. Case Study Method

**UNIT-3: PROCESSING AND ANALYSIS OF DATA:**

Processing Operations, Types of Analysis, Measures of Central Tendency, Measures of Dispersion, Measures of Asymmetry, Measures of Relationship.

**UNIT-4: DATA PRESENTATION AND ANALYSIS:**

Diagrammatic and Graphic representation of data using bar diagram, pie-chart, line Chart, histogram, frequency polygon, curve and ogive curves, spreadsheets, Word Excel; **Hypothesis testing** – Definition, Characteristics, basic concepts, types of hypothesis and limitations. **Report writing:** Format, Bibliography and Index.

**COURSE OUTCOMES:**

1. Students will be able to devise a cogent and coherent research plan.
2. They will be able to select and employ research method suitable to their chosen topic/field of study.
3. They will be equipped with known techniques of data interpretation and analysis.
4. They shall be able to represent the information gathered in visual and graphic formats.

**READINGS RECOMMENDED:**

1. Gupta, Santosh. P, (1993), Research Methodologies and Statistical Techniques, Deep and Deep Publishers, N.D.
2. Yadava, K.N.S and Yadava, Surender S., (1995), Statistical Analysis for Social Scientists, Manak Publishers, N.D.
3. Johnson, Allan G., (1977), Social Statistics without Tears, McGraw Hill.
4. Wimmer, R. and Dominick, J., (1987), Mass Media Research Methods, Roger Wordsworth Publishers, London.
5. Lindlof, Thomas R., (1994), Qualitative Communication Research Methods, Sage Publications, N.D.
6. Stempel, G.H and Westley, B.R, (1989), Research Methods in Mass Communication, Prentice Hall Inc. N.Y.
7. Berger, Asa A., (2000), Media and Communication Research Methods, Sage Publications, N.D.
8. Wimmer, R. and Dominick, J., (1987), Mass Media Research Methods, Roger Wordsworth Publishers, London.
9. Sharma, S.R, (1996), Research in Mass Media, Radha Publications. N.D.

**TV & VIDEO PRODUCTION (JMC-302-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. Introduction to working of a TV studio and Video Camera
2. Conversant with Production Personnel
3. Basics of Video Production

**UNIT 1 - TV CHANNEL:**

Structure and working , Working of a TV studio; Working of video camera, parts of a video camera, **Camera Features and Effects:** Optical Zoom, Digital Zoom, Focal Length, Focus, Depth of Field, Aperture, Neutral Density Filter, Shutter Speed, White Balance, Image Distortion, Shooting Frame Rate, Aspect Ratio, Basic and Advanced Video Cameras.

**UNIT 2 - PRODUCTION PERSONNEL:**

Role and Responsibilities of personnel for Video Production, Role and Responsibilities of personnel for news, **Production Process:** Pre-Production, Production and Post-Production.

**UNIT 3 - ELEMENTS OF VIDEO PRODUCTION: SCRIPTWRITING:**

Various genres of TV programmes, TV News Copy, scripting documentaries, elements of documentary, writing documentary proposal, scripting fiction: Basic Concept, Developing plot, character development and dialogue; **Lighting:** properties of light: intensity, colour quality, dispersion, direction; factors that influence light: lighting surface, lighting objects, lighting different situations, lighting ratio.

**UNIT 4 - ELEMENTS OF VIDEO PRODUCTION: SOUND:**

properties of sound, types of programme sounds, Concepts of sound, functions of sound effect, types of Microphones, Terms used in audio recording: Fade-in, Fade-out, fade under, sweetening, phase cancellation; Audio Faders and Mixers, Audio Formats; **Editing:** Introduction, Elements: Motivation, Information, Composition, Sound, Camera angle, Continuity; Transitions: Cut, Dissolve, Fade, Wipe, Editing Modes, Linear Editing, Non-Linear Editing.

**COURSE OUTCOMES:**

1. Students will be conversant with video editing.
2. Students will learn to basics of lighting and sound.
3. Students will learn scriptwriting.

**READINGS RECOMMENDED:**

1. Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
2. Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007
3. Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002
4. Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdam, 2002.
5. How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007
6. The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007

7. Broadcast Management in India: Major Guidelines and Policy Frameworks, Angela Wadia, Kanishka Publishers, New Delhi, 2007 (Page 172-400)
8. Indian Television and Video Programmes: Trends and Policies, Mridula Menon, Kanishka Publishers, New Delhi, 2007

**ELECTIVE SUBJECTS****INTRODUCTION TO CONVERGENT JOURNALISM (JMC-303(I)-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. Students will learn about the concept of Convergent Journalism, technologies, applications and related terms.
2. Students will learn about the functioning of cyber journalism and use of internet as a research tool.
3. Learn about Computer Aided Reporting (CAR) and ICT.

**UNIT 1:**

Evolution of convergent journalism; Characteristics of convergent journalism; Computer assisted reporting; role of gathering information for web; Different types of convergent journalism: precision journalism; annotative and open-source journalism; wiki -journalism; open source journalism; citizen journalism; back-pack journalism, Convergent technologies and applications; Multimedia convergence and Interactivity.

**UNIT2:CYBER JOURNALISM:**

E-Newspapers; On-line Editions of Newspapers; Merits and demerits of Cyber Journalism over traditional newspapers and magazines; Socio-economic impact of Cyber journalism, Use of Internet for Mass Communication Research.

**UNIT 3: WEB WRITING STRUCTURE:**

-writing for visual effects, web logs, lateral thinking, layering of Information, Editing for web: Formulating the language, headline, summaries and links ;Convergent production and storytelling; use of word as narration rather than on screen text, integration of words & pictures; distributed cognition; animation and gaming.

**UNIT 4:** Age of Information Journalism- Existential journalism, Regulatory challenges to mediaconvergence,Convergence in Cinema and Broadcasting, CommunicationConvergence Bill; Use of Convergent technology for social change

**COURSE OUTCOMES:**

1. Students will learn to use the cyberspace for journalism.
2. Use the internet to their advantage and avoid pitfalls of information gathered from unreliable internet sources.
3. Tap on opportunities offered by the boom in Information Communication Technologies (ICT).

**READINGS RECOMMENDED:**

1. Understanding Mass Communications: Defleur / Dennis, Goyalsaab Publishers, New Delhi Broadcasting in India: P.C. Chatterjee, Sage Publication, New Delhi
2. Broadcast Journalism: Boyd Andrew, Focal Press, London
3. News Writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi
4. This is All India Radio: P.C. Chatterjee, Publication Division, New Delhi
5. News Writing: George A. Hough, Kanishka Publication, New Delhi

6. Baczkowski Pablo J (2004), *Digitising the news: Innovation in online newspapers*, MIT press.
7. A Journalist's Guide to the Internet: The Net as a reporting tool: Callahan Christopher.
8. Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web: Andrew Bonim.
9. ABC of the Internet: Crumilish.
10. Information Technology: Danis P. Curtin.
11. Illustrated World of Internet: Anil Madan
12. Ran Micheal, James W Tankard, (2004), Writing for print and digital media withonline learning centre and power web, McGraw Hill.
13. Allen Stuart, (2006), Online news, McGraw Hill.
14. Callahan Christopher, Leslie Jean Thorton, ( 2007), A journalists guide to internet, Longman.
15. Wilkinson Jeffrey S, August E Grant, Douglas Fisher (2008), Principles of Convergent journalism, Oxford.

**EDITING IN DIGITAL MEDIA ART (JMC-303(II)-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. To teach the students the complex digital materials and completion of exercises and assignments
2. Critical analysis through close engagement with and critique of wide range of electronic publication.
4. Teaching the audio and video editing –(voice over , play back)

**UNIT 1: INTRODUCTION TO EDITING:**

bird's-eye view of the modern editing process and modern editing terminology, Theory of Editing, Principles of editing - Various principles of Editing like Contrast, Parallelism, Symbolism, Simultaneity & Leitmotif (Reiteration of theme). Several more principles like Continuity, Making an edit invisible, Motivation for every edit, Delivering a message, Bearing audio in mind, editing is creating, Control of Overuse technique or Visual effects.

**UNIT 2:**

Linear Editing- History, Early technology, Introduction of computerized systems, Peak usage, Current usage, Non-Linear Editing- Basic Techniques and History, Linear & Non- linear tools ,Script Analysis by an Editor, Editing Terminology.

**UNIT 3:**

Introduction to Final Cut Studio, Styles of Cutting, Rules of Non-linear Editing, Continuity, Parameters, Visualization, Editing News.

**UNIT 4:**

Editing Sound- Introduction, Early talkies, Mechanical Editing, Digital Sound, Animation Sound Editing, Music Editing, Multi-track Editing, Cutting on Beat off Beat, Basic Visual FX.

**COURSE OUTCOMES:**

1. Students would be conversant about the complex digital materials and completion of exercises and assignments
2. Critical analysis through close engagement with and critique of wide range of electronic publication.
3. Teaching the audio and video editing –(voice over , play back)

**READINGS RECOMMENDED:**

1. Editing Digital Video: The Complete Creative and Technical Guide 1st Edition by Robert M. Goodman
2. Editing Techniques with Final Cut Pro (Paperback)by Michael Wohl
3. Grammar of the Edit (Paperback) by Roy Thompson (shelved 1 time as video-editing)
4. The After Effects Illusionist: All the Effects in One Complete Guide (Paperback) by Chad Perkins(shelved 1 time as video-editing)
5. After Effects Apprentice (Paperback) by Trish Meyer (shelved 1 time as video-editing)
6. On Film Editing (Paperback) by Edward Dmytryk(shelved 1 time as video-editing)

7. Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio) by Robert Goodman(shelved 1 time as video-editing)
8. Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio) by Robert M. GoodmanUnit-1:Basics of Video Editing

**NEW & ALTERNATIVE MEDIA (JMC-304(I)-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. Analyze examples of alternative media using various formats –print, broadcaster , electronic.
2. Assess the impact of media on specific communication (including virtual communities )
3. Covering issues and concerns of marginalized audience and giving them a voice.

**UNIT1: NEW MEDIA:**

Introduction, Principles of New Media, Functions, Impact of New Media on Society, Traditional Media Vs New Media, E-society: governance, commerce, education and communication.

**UNIT 2- TYPES OF NEW MEDIA:**

websites and blogs, streaming audio and video, chat rooms, email, online communities, social media and sharing platforms, mobile apps, Web advertising, DVD and CD-ROM media, virtual reality environments, integration of digital data with the telephone, such as Internet telephony, digital cameras.

**UNIT 3-COMPONENTS OF COMPUTER-MEDIATED COMMUNICATION (CMC):**

audio-video conferencing, mobile telephony, World Wide Web [Web 1.0 (Web portals, search engines, email, message boards, listserv etc); Web 2.0 (Social Media - RSS feeds, blogs, microblogs, podcasts, wikispaces, widgets, social networks, social bookmarks, livecasting, photo-audio-video sharing, mashups, folksonomies, virtual community etc.); Web 3.0 (Semantic Web).

**UNIT 4-ALTERNATIVE MEDIA:**

Four approaches to alternative media, significance, Neighborhood newspapers, wall newspapers, graffiti, bulletin boards, Social Media and citizen journalism: role of blogging in alternative journalism, Social messaging and journalism.

**COURSE OUTCOMES:**

1. Student can distinguish alternative media from mainstream media in context of planning ,production and distribution.
2. Difference between the mainstream media and other media's audience and its audience as well as approaches.
3. Build a creative plan for their platform.

**READINGS RECOMMENDED:**

1. Lev Manovich, The Language of New Media, MIT Press, Cambridge: England 2002
2. RadanMartinec and Theo Van Leeuwen. The Language of New Media Design: Theory and Practice Rotledge 2009
3. Crispin Thurlow, Kristine Mroczek, Digital Discourse: Language in the New Media, Oxford UP 2011
4. Timothy Garrand Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media CRC Elsevier 2006
5. Matthew Fuller. Software Studies: A Lexicon MIT Press Cambridge: London 2006

6. Chris Atton, *Alternative Media*, Sage, 2002
7. Linda Jean Kenix *Alternative and Mainstream Media: The converging spectrum*, Bloomsbury Academic, 2011
8. Bailey, Olga, Cammaerts, Bart, Carpentier, Nico *Understanding Alternative Media*, Open University Press, McGraw Hill 2007
9. Robyn Blakemen, *Strategic Uses of Alternative Media: Just the Essentials*, Routledge 2011
10. Steyn, Jacques *ICTs and Sustainable Solutions for the Digital Divide: Theory and Perspectives*
11. *Information Science Reference*: 2011

**REPORTING (JMC-304(II)-19)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. Students must be familiarized with objective and aim of science and environment journalism.
2. Discussions with students on great entrepreneurial ventures that have used science.
3. Discuss most popular sporting events in India and abroad.
4. Discuss development of sports and importance to nation
5. Inform about dynamic field of corporate communication in which MoUs, e-mails, Business Letters, Memos, Agenda, Minutes, Circulars and Reports of various kinds are drafted.

**UNIT 1: BUSINESS REPORTING:**

Thought leadership; non-financial reporting; MoUs, e-mails, Business Letters, Memos, Agenda, Minutes, Circulars and Reports of various kinds; SWOCs; Integrated reporting; basics of accounts- assets, liabilities, equity, income and expenses; accounting standards; International Financial Reporting Standards;(IFRS); SEO writing; Intellectual Property Rights; Trademarks; trade secrets; patent filing.

**UNIT 2: SPORTS REPORTING:**

Olympics, Winter Olympics, Asian Games, Commonwealth games, Paralympics, Grand slams, world championships; popular sports- wrestling, boxing, cricket, tennis and hockey; infrastructure, development, Sports facilities in India; betting, sports budget, issues of diet and drugs; issues of racism, gender discrimination, politics in sports.

**UNIT 3: SCIENCE REPORTING:**

Introduction and objectives of science journalism; ethics of science journalism; popularizing science and technology, inculcating scientific temper; public awareness campaigns; Biographies of eminent scientists: Aristotle, Darwin, Einstein, Newton, Galileo etc.; Indian scientists: CV Raman, Chandra Shekhar, JC Bose, Steve Jobs, Neil Bohr and Heisenberg; and APJ Abdul Kalam- some famous works.

**UNIT 4: ENVIRONMENT REPORTING:**

Meaning, Scope, Characteristics, functions and objectives of environment journalism; Impact of environmental journalism and development in world scenario; Environmental Journalism and development; Environmental revolution in India; some important revolutions in the field of environment.

**COURSE OUTCOMES:**

1. Students are aware of development issues in sports.
2. Students can draft their own sports features, stories and biographies.
3. Students understand objective and aim of science journalism
4. Students are conversant with great entrepreneurial ventures that have used science.
5. Students have learnt the basics of report writing and other forms of business correspondence.
6. The students are aware of the basics of Environment reporting.

**READINGS RECOMMENDED:**

1. BrahmCanzer .E-Business: Strategic Thinking and Practice: Strategic Thinking and Practice. Cengage Learning.2006
2. Kubota, Takashi. Cyberlaw for Global E-business: Finance, Payments and Dispute Resolution .Information Science Reference:Japan:2007
3. Robert T. Plant .Ecommerce: Formulation of Strategy.Prentice Hall PTR.
4. Angler, Martin W. Science Journalism: An Introduction. Routledge 2017
5. Hayden,Thomas.The Science Writers' Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age Paperback
6. Blum, Deborah (Editor), Mary Knudson (Editor), Robin Marantz Henig (Editor) A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers 2nd Edition.
7. Andrews, Phil :Sports Journalism: A Practical Introduction. Sage: 2005
8. Stoffer, Kathryn T .,James Schaffer, Brian A. Rosenthal. Sports Journalism: An Introduction to Reporting and Writing. Rowman and Littlefield Publishers :2009
9. Toney, James.Sports Journalism: The Inside Track. Bloomsbury 2013

**MEDIA PRODUCTION LAB (JMC-305-19)**

L T P

0 0 8

Time Allowed: 3 Hours

Internal Lab/Sessional: 30 Marks

Final Viva-voce and Practical: 70Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. To provide hands-on training in conducting Vox –Popusing Mic- Id.
2. To provide training to prepare complete Electronic News, Package using teleprompter and Adobe premiere
3. To train the students in Video-Editing using Adobe Premiere.
4. To provide hands-on training in Digital-Live Reporting at outdoor location.
5. To make the students conversant about Communication Research and Methodology

**LIST OF PRACTICAL ACTIVITIES:**

1. Training in operating and handling video camera.
2. Hands-on training in D-Live Reporting at outdoor location.
3. Training to prepare complete Electronic News Package using teleprompter, Adobe premiere.
4. Video-Editing using Adobe Premiere.
5. Students will conduct survey and prepare report on a topic from the field on media.

**STUDENTS WILL SUBMIT:**

1. Vox –Pop about any current issue.
2. Two Electronic News Packages.
3. Electronic Feature.
4. Digital-Live Reporting at an outdoor location.
5. Students will submit a Research report on any topic related to media.

**COURSE OUTCOMES:**

1. The students shall become proficient in handling and operating video camera.
2. The students would be ready to take any job in Electronic media.
3. The students would be able toconduct survey on any topic related to media and analyse the same.

**INDUSTRIAL TRAINING/INTERNSHIPS (JMC-306-19)**

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0    0    4

Max. Marks: 50

**Note:** These should be arranged independently and due approval must be taken by authorities. Evidence of internship in form of certificates is essential.

**CORPORATE COMMUNICATION (OEC-JMC307A-19)**

L T P

3 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. The module of corporate communication will sensitized the students to corporate communication as unique field of mass communication.
2. The course shall provide knowledge regarding corporate communication, corporate image building, corporate culture, corporate style and its importance in the field of corporate world.
3. To make the students conversant about Community Relations and Investor Relations.

**UNIT I: ORGANIZATION COMMUNICATION:**

Meaning and definition; need or purpose of Communication; importance of Communication; Types of Communication; formal and informal Communication; downward Communication; upward Communication; horizontal Communication; diagonal Communication; written and oral Communication; gestural or non-verbal Communication; essential characteristics of effective Communication system, Corporate organization, structure.

**UNIT 2: CORPORATE IDENTITY:**

definition; concept of corporate identity; role in image building; need of Corporate identity; how Corporate identity viewed; Corporate visual identity; identity programmes; case studies. **Corporate climate:** meaning & definition characteristics of corporate climate; factors influencing corporate climate, **Corporate culture:** Introduction meaning & definition; chareacteristics; functions of cultures; how organization cultures start; how is culture learned by employees; changing corporate culture.

**UNIT 3: INTEGRATED MARKETING COMMUNICATION:**

PR in marketing mix; components of IMC care studies. **Community relations:** definition; view of Community relations; role and function of Community relations; community issues; planning and organizing Community relations; case studies. **Investor relations:** definition; role and responsibility of PR in Investor relations; Environment of Investor relations; case studies.

**COURSE OUTCOMES:**

1. Students have a critical attitude towards the way corporations and organizations communicate, externally and internally, based on their understanding of theories regarding corporate communication.
2. Students have a basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication.
3. Students can use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking account of the corporate identity, vision and values.

**READINGS RECOMMENDED:**

1. Roy M. Barko, Andrew D Volvin, Darlyn R. Volvin, (2007), Handbook of public communication: Principals and practice, Jaico publishing house.
2. Sengupta, (2005), Management of public relations and communication, Vikas Publishing House.
3. Sandra M. Oliver, (2004), Handbook of corporate communication and PR, Pub: Routledge.
4. Philip Lesly, (2002), Handbook of Public relation and communication, McGraw Hill.
5. ParvatiMohlanobis, (2005), Text Book of Public relations and Corporate Communications, Saujanya Books

**MEDIA, CULTURE AND SOCIETY (OEC-JMC307B-19)**

L T P

3 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

**COURSE OBJECTIVES:**

1. To provide an understanding of the media and its interpretations.
2. Conversant about significant implications on nature and character of culture and society.
3. To apprise the students about contextual studies and popular culture.

**UNIT 1:**

Cultural studies approach to media, Elements of media in socio-cultural context, Media, identity and culture.

**UNIT 2:**

Cultural studies-Dominant & alternate approaches, encoding, decoding and preferred meanings, Discourse analysis, deconstruction, Contextual studies: Marxism, Semiotics, feminism, and existentialism, Media as a culture manufacturing industry, popular culture.

**UNIT 3:**

Media representation & shaping public opinion, Media and realism (class, gender, race, age, minorities), Media and the message, Public sphere, Power and Control, Hegemony, Political Economy of Media, Technology and Society: Technological determinism and economic determinism.

**COURSE OUTCOMES:**

1. The students are aware of media and its significance in socio-cultural context.
2. Students are conversant about contextual studies and popular culture.
3. Students are aware about the role of media in shaping public opinion.

**READINGS RECOMMENDED:**

1. Media and Cultural studies: Key works, Ed: Meenakshi Gigi Durham, Douglas M. Kellner; Blackwell
2. Media, Culture & Society- An Introduction by Paul Hodkinson
3. Media & Violence by Karen Boyle
4. Media Effects and Society by Elizabeth M Perse
5. How to do Media and Cultural Studies: (2nd edition) Jane Stokes; SAGE, 2013
6. Culture and Society: An Introduction to Cultural Studies; David Oswell, SAGE, 2006

#Open Elective (OEC): Students enrolled in MA(Journalism and Mass Communication) must first explore courses offered on centralized basis. If no suitable course in the interest of Arts students is found, then the students may opt for the OEC floated by this department.

**SEMESTER IV****MAJOR PROJECT: DOCUMENTARY (JMC-401-19)**

Max. Marks: 200

**COURSE OBJECTIVES:**

Under the guidance of the supervisor to prepare a documentary on any subject chosen which lies in the domain of communication and media. In this paper we have to finally come up with an outcome(documentary) informed by research and methodology and equipped with skills learnt in editing.

**COURSE OUTCOMES:**

After conducting guided research and following the methodology discussed, the students will be able to produce a documentary on their chosen subject in the domain of media and communication. This product will have significant social or market value.

**INTERNSHIP (JMC-402-19)**

Max. Marks: 400

**Note:** These should be arranged independently and due approval must be taken by authorities. Evidence of internship in form of certificates is essential. The guided internship should be in a media production house for the last three months. For evaluation of the same, the students would have to give a power-point presentation.