

**MOHAN LAL SUKHADIA UNIVERSITY**

**UDAIPUR (Rajasthan)**

**DEPARTMENT OF**

**JOURNALISM AND MASS COMMUNICATION**



**Syllabus  
Of  
MA IN MASS COMMUNICATION**

W. E. F. Sept. – 2023

**SEMESTER- I**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8000T
Title of the Course	Introduction to Communication
Qualification level of the Course	NHEQF Level6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic Communication concepts
Objectives of the Course	This course intends to explore the students to the basic principles of Communication. The course will help students to understand the concept, process and functions of Communication with the help of proven models and theories.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of Communication.</li><li>➤ The students will be able to learn the Communication Models and their application</li><li>➤ The students will analyse the Theories of Communication</li><li>➤ The course will develop the understanding about the Mass Communication and Society</li></ul>

## **M.A(Journalism and Mass communication)**

### **Semester I**

DCC Code- JMC 8000T

#### **INTRODUCTION TO COMMUNICATION**

##### **Objective:**

**To help students understand the concept, process and functions of Communication with the help of proven models and theories.**

**Unit I:** Communication - Definitions - Elements of Communication - Communication Act -Sender - Message - Channel - Receiver - Effects - Feedback - Communication Process -Communis. . **(12 hrs)**

**Unit II:** Communication Basic Models - Scope, functions and limitations of communication models; Models of Aristotle, Dance, Harold Lasswell, Braddock, Shannon and Weaver, Osgood, Wilbur Schramm, **(12 hrs)**

**Unit III:** Various types of Communication - Intrapersonal - Interpersonal -Group - Mass Communication and Mass line Communication - Functions of Communication - Verbal and Non Verbal Communication **(12 hrs)**

**Unit IV:** Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, concepts of selective exposure, Selective perception and selective retention. **(12 hrs)**

**Unit V:** Functions of Mass Communication - Mass Society - Socialisation Process - Mass Culture Global Culture. **(12 hrs)**

##### **REFERENCE BOOKS:**

1. Bever S.H., et.al., The Sociology of Mass Media Communications, The Social Review, The University of Keele, Staffordshire, 1969.
2. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
3. Denis McQuail, Mass Communication Theory, Third Edition, Sage Publication, 1994.
4. Denis McQuail and Svin Windhal, Communication Models, Longman, London, 1981.
5. James Watson, Dictionary of Communication and Media Studies.
6. John Comer and et. al, Communication Studies, Longman, London, 1981.
7. Keval J.Kumar, Mass Communication in India, Vikas Publication, New Delhi, 1994.
8. Little John.S.W., Theories of Human Communication, Longman, London.
9. Marshal McLuhan, Understanding Media.
10. Reed H.Blasce and Edwin Haroldsen, A Taxonomy of concepts of Communication, Hasting House, 1975.
11. Warren K. Agee, Introduction to Mass Communication, New York, 1960.
12. Wilbur Schramm, The Process and Effects of Mass Communication.

**SEMESTER- I**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8001T
Title of the Course	Reporting and editing
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic Reporting and editing
Objectives of the Course	This subject develops skills in reporting and editing for print media. Students extend their abilities as reporters by developing more advanced reporting interviewing and writing techniques appropriate for the production of longer stories. Students are introduced to basic skills and strategies for the editing and publishing of stories for publication.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of News and News values.</li><li>➤ The students will be able to learn the different news beats and News Agency</li><li>➤ The students will know about newsroom structure and personnel</li><li>➤ The course will develop the understanding about the Editing and page layout</li></ul>

**DCC Code- JMC 8001T**

## **REPORTING AND EDITING**

### **OBJECTIVE:**

**This subject develops skills in reporting and editing for print media. Students extend their abilities as reporters by developing more advanced reporting interviewing and writing techniques appropriate for the production of longer stories. Students are introduced to basic skills and strategies for the editing and publishing of stories for publication.**

### **UNIT I**

News: Definition, concept, elements, types of news, news values, news sources, reporters, types, responsibilities and qualities, changing pattern of news coverage, style and approach. **(12 hrs)**

### **UNIT II**

General Assignments, Covering a Beat, Nature, Incident and Spot News, Press Conference, Investigative reporting, Interpretative reporting, Feature Writing, Human Interest stories, Reviews, Music, Book, Cinema, Drama, Exhibitions etc. Interviews, handling of scoops and Exclusives, Concept of Photo Journalism, Caption writing. **(12 hrs)**

### **UNIT III**

Areas: Political, legislative, civic and social life, crime and corruption, court, economic, business and industry, development, sports and fashion, science, environment and health. **(12 hrs)**

### **UNIT IV**

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, Concept of reader's editor **(12 hrs)**

### **UNIT V**

Editing: Knowledge of Typography, Headlines, Dummy Page Make Up, Proof - reading, layout, Photo Display, Editing of news from News agencies, Graphics, Magazine editing, symbols, tools, Lead, Body and Paragraphing. **(12 hrs)**

### **REFERENCE BOOKS:**

1. Melvin Mencher's News Reporting and Writing, McGraw Hill.
  2. The Associated Press Style Book.
  3. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
  4. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi, Allied Publishers Pvt. Ltd., New Delhi.
  5. News Editing, Bruce H Westley
  6. Modern News Editing, Mark D. Ludwig, Gene Gilmore
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**SEMESTER- I**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8002T
Title of the Course	Broadcast Journalism
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basics of Broadcast Journalism
Objectives of the Course	This course aimed at applicants wishing to pursue a career in journalism within the broadcasting sector and equips you to become a critical practitioner with journalistic skills. Broadcast Journalism adopts real-world working and industry emulation strategies ensuring that graduates are fully prepared for a career in broadcast journalism.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of Radio and TV</li><li>➤ The students will be able to learn the Radio station structure and personnel</li><li>➤ The students will know about TV newsroom structure and personals</li><li>➤ The course will develop the understanding about the Social impact of the Television</li></ul>

## **DCC Code- JMC 8002T**

### **Broadcast Journalism**

#### **OBJECTIVE:**

Broadcast Journalism paper is aimed at applicants wishing to pursue a career in journalism within the broadcasting sector and equips you to become a critical practitioner with journalistic skills. Broadcast Journalism adopts real-world working and industry emulation strategies ensuring that graduates are fully prepared for a career in broadcast journalism.

#### **UNIT I**

Origins and characteristics of radio and TV - a brief history of broadcasting in India, Nature and characteristics of the medium, Broadcasting policy, Objectives, Role of radio in development **(12 hrs)**

#### **UNIT II**

Radio station - structure and functioning, Personnel - responsibilities, Radio programme production process - studio facilities, tapes. Writing for radio - principles and guidelines. Recording, Editing - methods and techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries, Listener ship surveys. **(12 hrs)**

#### **UNIT III**

Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development - SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations. **(12 hrs)**

#### **UNIT IV**

Television station - structure and functioning; Planning and production of TV programmes: pre production process - camera, film formats, lenses, shots, lighting principles and techniques, types of sound, audio control, writing for TV; Post production process: sequence, structure, types of transition, Production of news, features, interviews and other programmes; Sponsored programmes, **(12 hrs)**

#### **UNIT V**

Social and cultural impact of foreign TV networks, need for policy frame work , factors influencing media environment, future of public broadcasting in India, audience research, research methods and techniques, trends in audience research. **(12 hrs)**

#### **REFERENCE BOOKS:**

1. Barua U.L. This is All India Radio, Publication Division, New Delhi
2. Chatterji. P.C. Broadcasting in India, Sage, New Delhi
3. Berg, Jerry. Broadcasting on the Short Waves, 1945 to Today, McFarland, Jefferson
4. World Radio TV Handbook 2013: The Directory of Global Broadcasting, WRTH, London.
5. White, Ted. Broadcast news writing, Reporting and producing, Focal Press, Oxford,
6. Alan Armer. Directing Television and Film, Wadsworth Pub., California,
7. Bignell, Jonathan and Orlebar. Television Handbook, Routledge, London.

**SEMESTER- I**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8003T
Title of the Course	Writing for Media
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basics of Writing for Media
Objectives of the Course	This subject will give an understanding of mass media and of how to report and write media stories appropriate for publication in print, broadcast and online journalism. More generally, you will be able to write effectively in any professional environment.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts for writing for print and different writing style</li><li>➤ The students will be able to learn the writing for Radio</li><li>➤ The students will know about writing for Television</li><li>➤ The course will develop the understanding about the writing for Digital Medium</li></ul>



## **DCC Code- JMC 8003T**

### **WRITING FOR MEDIA**

#### **OBJECTIVE:**

This subject will give an understanding of mass media and of how to report and write media stories appropriate for publication in print, broadcast and online journalism. More generally, you will be able to write effectively in any professional environment.

#### **UNIT I**

Print Journalism: elements of writing, types of writing, style book: attribution, language, style and grammar; accuracy and precision issues; purposes, sources, styles, techniques. columns –development, criticism, reviews, feature writing, editorials, news analysis, backgrounding, morality in writing for print. **(12 hrs)**

#### **UNIT II**

Spoken language writing – writing for programmes – writing for radio commercials illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter's copy-compiling radio news programmes; radio news formats- program formats- radio scripts writing intro to bytes – writing headlines, teasers and promos. **(12 hrs)**

#### **UNIT III**

Writing for television: writing to still, writing for video, reference visuals to words. TV newswriting; marking copy in production language; writing for television programmes – research, visualization and production script; basics of broadcast news writing; rewriting wire copy, script writing- types of scripts, headlines writing, teasers and promos. **(12 hrs)**

#### **UNIT IV**

Characteristics of a digital story; the journalist as a digital or multimedia storyteller; writing for the web; online reporting and research; MOJO, Social Media influencer, Reel, Short Videos. convergence and multimedia; procedures for creating a podcast; blog; video blog or vlog, flash journalism; social media as reporting tools.

#### **UNIT V**

Writing for regional press; style and format of popular news papers, tabloid journalism, magazines, status of investigative and development reporting in news media; reporting and writing skills for news papers and magazines; skills for writing complex issues and multiple source story. **(12 hrs)**

#### **REFERENCE BOOKS:**

1. Anura Goonasekera and Paul Lee T.V. Without Borders AMIC, Singpour.
2. While T. Broadcast, News writing MacMillian New York.
3. Rivers Wlliams and work Alison Writing for the Media.
4. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication.
5. Journalism Online, Mike Ward, Focal Press.

**SEMESTER- I**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8004T
Title of the Course	Advertising and PR
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic Advertising and PR
Objectives of the Course	This paper is to expose the students to functions, strategies and techniques of advertisement as well as social and economic effects of advertising and to learn the fundamentals of PR for practical application to build up of an image of any corporate entity.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of Advertising</li><li>➤ The students will be able to learn the Advertising agencies and their working</li><li>➤ The students will know about the public relations and PR firms</li><li>➤ The course will develop the understanding about the PR departments in public sector</li></ul>

## **DCC Code- JMC 8004T**

### **ADVERTISING AND PUBLIC RELATIONS**

#### **OBJECTIVE:**

This paper is to expose the students to functions, strategies and techniques of advertisement as well as social and economic effects of advertising and to learn the fundamentals of PR for practical application to build up of an image of any corporate entity.

#### **UNIT I**

Introduction to advertising – relevance of advertising in markets today; Evolution and history of advertising; Advertising and the Marketing process. Constituents of advertising. Advertising as Communication, Status of Advertising industry in India,  
**(12 hrs)**

#### **UNIT II**

Types of Advertising; Critical analysis of ads; Campaign Planning; cycle, models, Strategy, Types. Advertising Agency: Structure, functions, Types, selection, Media relationship.  
**(12 hrs)**

#### **UNIT III**

Advertising forms; ad production Copy: copy platform, copy format, elements, appeals, Visuals and other creative elements. Techniques of print Ad. Production. Audio-visual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media Planning Process, Strategy and methods - Media buying & placement. Professional Ethics, issues and problems;  
**(12 hrs)**

#### **UNIT IV**

Public Relations: Evolution of Public Relations, Four basic elements of public relations PR as management concept, PR as a profession, PR Functions: public opinion, propaganda, and publicity, PR firms in India: status and growth. Public Opinion -formation and publicity-types.  
**(12 hrs)**

#### **UNIT V**

Organization; Public relations department, Committees; The Public relation Counsel; Tools of PR: Advertising, (house journal) Periodicals, Films, Employee Relation, shareholders, special events, PR publics, consumers, community, government, media. PR in private and public sectors; Evaluation and Research; measuring advertising effectiveness.  
**(12 hrs)**

#### **REFERENCE BOOKS:**

1. Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey.
2. 'Ogilvy on advertising'. David Ogilvy. 3. PR principles, cases and problems', Moor and Canfield.
4. The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.
5. Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi.
6. Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey.

**SEMESTER- I**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8005T
Title of the Course	New Media Studies
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic New Media Studies
Objectives of the Course	The course discusses developments in Communication and Media technologies, convergence of media, Information Society and legal, ethical and cultural issues arising out of the worldwide expansion of the new technologies.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of New Media and Digital Divide</li><li>➤ The students will be able to learn the Information Society and ICT</li><li>➤ The students will know about the New Media Theory and knowledge gap</li><li>➤ The course will develop the understanding about the Cybercrimes and IT Act</li></ul>

**DCC Code- JMC 8005T**

**NEW MEDIA STUDIES**

**OBJECTIVE:**

The course discusses developments in Communication and Media technologies, convergence of media, Information Society and legal, ethical and cultural issues arising out of the worldwide expansion of the new technologies.

**UNIT I**

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; – social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: – E-governance – process, social and legal frameworks – Policy initiatives. **(12 hrs)**

**UNIT II**

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – New media uses and gratifications – Influencing factors. **(12 hrs)**

**UNIT III**

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation  
New media impact on old media – ICTs for Development – Empowerment, right to information. **(12 hrs)**

**UNIT IV**

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation– socio-technical paradigm, Information commodification new consumption norms – knowledge gap. **(12 hrs)**

**UNIT V**

New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Act and Regulations. **(12 hrs)**

**REFERENCE BOOKS:**

1. New media – By Ronald Rice, Sage Publications, 1984
2. Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997
3. Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
4. New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
5. Media performance – By Denis McQuail, Sage Publications London, 1992
6. Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
7. Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997

**SEMESTER- II**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8006T
Title of the Course	Industry/ Educational Tour Report
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	120(60 Lectures and 60 Practical)
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the industry
Objectives of the Course	The objective of an industrial visit is to provide students with an insight into the corporate world. It provides students with a practical real-world perspective on different functions in organizations such as Marketing, HR, Finance, Operations, etc.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Working in the industry</li><li>➤ The students will be able to learn the real life media industry</li><li>➤ The course will develop the understanding about the working methods and employment practices</li></ul>

## **IInd Semester**

DCC Code- JMC 8006T

### **Industry/ Educational Tour Report**

**Total 100 marks / 120 hrs**

Mode of Evaluation: Report writing/ Visual Presentation/ and Viva Voce

- 1. Written Report of Industry Visit/Tour- 40 Marks**
- 2. PPT/ Visual Presentation of Tour -40 Marks**
- 3. Viva - 20 Marks**

Evaluation to be done by two Internal/ external examiners

**SEMESTER- II**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8007T
Title of the Course	Dissertation (Seminar presentation)
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	120(60 Lectures and 60 Practical)
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic Research
Objectives of the Course	The primary purpose of this course is <i>to write the dissertation prospectus</i> . The aim of the project is to test the independent research skills students have acquired during their time at university, with the assessment used to help determine their final grade.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Research</li><li>➤ The students will be able to learn the writing for Dissertation</li><li>➤ The course will develop the understanding about the individual topics opted by the students</li></ul>



DCC Code- JMC 8007T

## **Dissertation**

**Total 100 marks**

**Dissertation** – 80 Marks/ 120 hrs

Structure of the dissertation: Introduction. Objective, Methodology, Review of Literature, Research analysis Findings, Conclusion, Bibliography

Mode of Evolution: Dissertation, Presentation and Viva Voce

1. Introduction/ Review of literature/ Objectives- 10

2. Methodology- 10 3. Research Analysis- 10

4. /Conclusion-10 5. Bibliography/ References- 10

**Presentation-** 20 Marks

Evaluation to be done by two Internal/ external examiners

Best dissertations can be encouraged for publication

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**SEMESTER- II**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8008T
Title of the Course	Media Ethics and law
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic Media Ethics and law
Objectives of the Course	To enable the students understand the legal and ethical aspects of the Indian media and the existing regulatory mechanisms.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of Indian constitution</li><li>➤ The students will be able to learn the different Acts related to media</li><li>➤ The students will know about the media ethics</li><li>➤ The course will develop the understanding about the Social responsibility of media</li></ul>

## **DCC Code- JMC 8008T**

### **Media Ethics and Laws**

#### **OBJECTIVE:**

To enable the students understand the legal and ethical aspects of the Indian media and the existing regulatory mechanisms.

#### **UNIT I**

Introduction to Indian constitution - overview - salient features - preamble - constitution -fundamental rights -Article 19 1 (a) - various freedoms reasonable restrictions - freedom of speech and expression and their limits - Freedom of the press **(12 hrs)**

#### **UNIT II**

Defamation& contempt of court - intellectual property rights- trademark - patents & copyright media-related Acts: parliamentary privileges; books and registration Act; Working journalist Act, press council of India; official secrets Act, cinematograph Act - Introduction to cyber laws, cyber crimes **(12 hrs)**

#### **UNIT III**

Introduction to media ethics - Philosophical background in ethics - Nature of media ethics -Personal ethics and group ethics - Consequences of personal choices - Moral judgment -Standards of taste - Gender and sexual orientation - Stereotyping - Mythmaking by the media -Obscenity and pornography - Violence and brutality - Reporting during Special - sensitive situations -- Ethical concerns in investigative journalism **(12 hrs)**

#### **UNIT IV**

Media and diversity - Ethnic, racial and cultural identities - Social responsibility of media in presenting a representative picture of all constituent groups in society - The role of media during conflicts and wars- conflict-reduction journalism, conflict-resolution journalism - coverage of state security issues and information access - The limits of the right to know - journalism ethics and patriotism -- Ethics and cheque-book journalism - New roles for journalism and public opinion. **(12 hrs)**

#### **UNIT V**

Protection of whistleblowers -Laws regulating blasphemy hate speech, and racism - The law and professional standards relating to privacy - Free speech on the web.

#### **REFERENCE BOOKS:**

1. Basu, DD (2010) *Law of the Press in India*. Prentice-Hall India.
2. Basu DD (2012) *Introduction to Indian Constitution*, Prentice Hall Indi
3. Media Communication Ethics: Louis Alvin Day, Wadsworth, 2006.
4. Practicing Journalism- Values, Constraints, Implications: Nalini Ranjan, Sage, 2005
5. Rape of the Family- Sexual Violence in Indian TV Soaps: Centre for Advocacy and Research, New Delhi, 2006.

**SEMESTER- II**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8009T
Title of the Course	Television Production
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic Television Production
Objectives of the Course	The paper offers the basic concepts of television production an understanding of the operation of TV production equipment and will provide the fundamentals of development of the script for different genres.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of Video Camera and its components</li><li>➤ The students will be able to learn the Television Production and Video production</li><li>➤ The students will know about the Lighting and Editing</li><li>➤ The course will develop the understanding about the News package</li></ul>

**DCC Code- JMC 8009T**

## **TELEVISION PRODUCTION**

### **OBJECTIVE:**

The paper offers the basic concepts of television production an understanding of the operation of TV production equipment and will provide the fundamentals of development of the script for different genres.

### **UNIT I**

Introduction to Video Camera, Working principle of a video camera, Different types of videocameras, CCD, Components of video camera, Types of lenses, White balance process and need, Camera control unit, Basic shots and their composition, Concept of looking space, head room and walking space **(12 hrs)**

### **UNIT II**

Introduction to Television Production, Video production: meaning and scope, Video production process: pre-production, production, post production, Production personnel and their duties and responsibilities, Types of video programmes production, Television studio and ENG production, **(12 hrs)**

### **UNIT III**

Types of Lighting- indoor and outdoor; lighting for Television, Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems. **(12 hrs)**

### **UNIT IV**

Editing Concepts and Fundamentals, Editing - meaning and significance, Grammar of editing Grammar of Picture, Grammar of Audio, eye line, point of view and continuity type- Match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics **(12 hrs)**

### **UNIT V**

Planning a news Survey package, ENG – visualizing, sources, Live from Mobile or other social media App. elements of television news; Planning a news story, research and execution; Television interview-need and types, piece to camera – need and types Writing for television; writing to visuals, marking copy in production language. **(12 hrs)**

### **REFERENCE BOOKS:**

1. Zettl, Hebert, Television Production Handbook. Wadsworth. Thompson Learning.
2. Zettl, Hebert; Video Basics. Wadsworth. Thompson Learning.
3. Video Editing- A post production primer by Steven E. Browne
4. Television Production by Allan Wurtzel
5. The Television lighting technique by Gerald Millerson
6. Video Camera techniques by Gerald Millerson
7. Basics of Video Production by Der Lyur& Graham

**SEMESTER- II****SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8010T
Title of the Course	Editorial practice(Practical)
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	120(60 Lectures and 60 Practical)
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic Editorial practice
Objectives of the Course	This practical paper enables students to work in actual newsroom conditions to explore the general principles of newspaper in news collection, selection and publication. Also writing headlines leads and body, building feature stories, reporting skills, editorial policy, and judgments in processing materials for publication.”
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the news awareness and news writing</li><li>➤ The students will be able to develop a world perspective</li><li>➤ The course will develop the understanding about the News translation</li></ul>

**DCC Code- JMC 8010T**  
**EDITORIAL PRACTICE (Practical)**

**120hrs**

**OBJECTIVE:**

This practical paper enables students to work in actual newsroom conditions to explore the general principles of newspaper in news collection, selection and publication. Also writing headlines leads and body, building feature stories, reporting skills, editorial policy, and judgments in processing materials for publication." The students are expected to stay abreast of local, regional, state, national and world events by reading a local daily each day. Students should also be familiar with a national newsweekly. This activity is to ensure that students maintain broad news awareness and develop a world perspective. Writing letter to editor, preparing press releases, Taking interviews, News writing on different beats, organizing press conferences, editing different types of news, writing headlines, Writing features and articles. News translation and other related activities. Use of computer in news writing or other practical, activities as directed and guided by teachers.

**SEMESTER- II****SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8100T
Title of the Course	Radio
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic Radio
Objectives of the Course	The paper will provide students a clear understanding of radio jockeying by skilling them in same. The course aims to equip the learner with the knowledge, skill and competence to produce a radio programme and other radio broadcast items
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of Radio and AIR</li><li>➤ The students will be able to learn the different types of radio programs</li><li>➤ The students will know about the Radio Production</li><li>➤ The course will develop the understanding about the Radio Editing</li></ul>



## **DCC Code- JMC 8100T**

### **Radio**

#### **Unit I**

Development of Radio, Radio as a medium of communication public and private radio systems Characteristics of FM and Ham Radio **(12 hrs)**

#### **Unit II**

All India Radio, AIR and its role as a medium of mass communication News Service Division, Radio news, Types of radio news bulletins and their structures Style and presentation of Radio news News reader - qualities and duties Radio newsroom - structure and function **(12 hrs)**

#### **Unit III**

Radio Programme, Radio Interview, Radio Drama, Radio documentary, voice dispatch Art of scripting for radio news, FM Broadcasting, Emergences of Public & Private FM Format of FM programme Popularity and acceptance of FM **(12 hrs)**

#### **Unit IV**

Radio Production, Phases of radio production Acoustic treatment of audio studio Concept of OB van production Types of tape recorders - Analog and Digital Digital Editing consoles, dubbing system. Mixing techniques Cues, **(12 hrs)**

#### **Unit V**

Commands and signals of studio Editor& Editing - dos and don'ts Software application of Radio editing, Radio in world, BBC radio model Community radio in Bangladesh. **(12 hrs)**

### **REFERENCE BOOKS:**

1. Chatterjee, P.C., Broadcasting in India, Sage, 1987
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India , 1986
3. Bhatt, S.C., Broadcast Journalism: Basic Principles , Har Anand Publications (June 30, 2007)
4. Baruah, U.L., This is All India Radio, Publications Division, Government of India, 1983 ,New Delhi.
5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd.,2005, New Delhi
6. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
7. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
8. Hellard Robert -, Writing for Television and Radio, Sage 2000

**SEMESTER- II**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 8101T
Title of the Course	Current Affairs and Language Proficiency
Qualification level of the Course	NHEQF Level 6
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	Graduate level (Equivalent to 10+2+3)
Co-requisites	Understanding of the Basic Radio
Objectives of the Course	This course intends to explore the students to the basic principles of Current Affairs and language proficiency. The course will cover international and national current affairs.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts international and national current affairs</li><li>➤ The students will be able to learn the Human Right and Media</li><li>➤ The students will analyse the Language proficiency and Translation</li><li>➤ The course will develop the understanding about the concepts and principles of language of Journalism</li></ul>

## **DCC Code- JMC 8101T**

### **Current Affairs and Language Proficiency**

Curriculum:

#### **Unit - I**

Major Debates and Issues Raised by Various Parties in Current Session of Parliament, Major Events and Development in Different Ministries, Issues in Governance, Major Political issues, covered in the News Stories and Editorials in Magazines/Newspapers **(12 hrs)**

#### **Unit - II**

Current Issues in Human Rights, Current Issues in Status of Women, Economic Growth, Major Economic Policies. **(12 hrs)**

#### **Unit - III**

Language of Newspaper, Language of Advertisement, Art of Innovative Writing in Journalism, Language of Air & TV, Translation: Art or Science, **(12 hrs)**

#### **Unit - IV**

Responsibility of Translator & Qualification, Translation of News & Problems in Translation, Translation of Literature, Official Translation, Language of Translation. **(12 hrs)**

#### **Unit - V**

Major Problems of the State, The Economy, Development and Culture of the State. **(12 hrs)**

#### **Reference Books:**

- 1 Current issues of Newspapers, Magazines and Journals.
2. 'General studies' / 'General Awareness' by Various Publication Houses.
3. 'Manorama Year Book'

**SEMESTER- III****SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9011T
Title of the Course	Audio Visual Project- Script, Screening, Viva (Practical)
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	120(50 Lectures+ 10 formative and Diagnostic Assessment) and 60 Practical
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Audio Visual
Objectives of the Course	The paper will provide students a clear understanding of Scripting, lighting and audio principles, and the three phases of video production. Students will have the opportunity to work with cameras and even their cell phones to film video projects. Video editing is also a big part of this class.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of Video production</li><li>➤ The students will be able to learn the different phases of video production</li><li>➤ The students will know about the Lighting</li><li>➤ The course will develop the understanding about the Video Editing</li></ul>

## IIIrd Semester

DCC Code- JMC 9011T

### Audio-Visual Project

120hrs

1. Evaluation of persuasion /Screening

Should consider

- Camera
- Editing
- Coordination/direction
- Concept

1. Scripting- 20

(1 Copy) (Including Computer, Shooting & Editing)

2. Viva - the group can appear together, but evaluated on individual performance by the examiner.

Evaluation to be done by 2 external examiners

**SEMESTER- III**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9012T
Title of the Course	Mass Communication
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Mass Communication
Objectives of the Course	This course intends to explore the students to the basic principles of Mass Communication and its role In society. The course will cover different types of Communication models and theories.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Mass Media and Communication</li><li>➤ The students will be able to learn the Different Communication Models</li><li>➤ The students will explore the Communication theories</li><li>➤ The course will develop the understanding about the concepts of mass communication and its role in the society</li></ul>

## **DCC Code- JMC 9012T**

### **Mass Communication**

#### **Unit I**

Mass Media Communication Definition, elements, types,  
(12 hrs)

#### **Unit II**

barriers of Communication, SMCR, Laswell, Shannon& Weaver,  
(12 hrs)

#### **Unit III**

Osgood, Westley & Mclean, Gerbner, Schramm, Dance, Roger& Kinciad etc. (12 hrs)

#### **Unit IV**

Personal Influence, Normative, Sociological, two step & multi step etc., Definition  
type's, functions different (12 hrs)

**Unit V:** systems in India & abroad types, recent trends, impact on society different  
forms in India, importance in development communication, relevance with  
popularity of modern media (12 hrs)

#### **REFERENCE BOOKS:**

1. Everett. R M. : A History of Communication Study, Free Press, 1997
2. McQuail D: Mass Communication Theory: An introduction, Sage Publication 2005
3. Andal. N: Communication Theory and Models, Himalay Publishing House 2004
4. Kumar K. J: Mass Communication in India, Jaico Publishing house 1994
5. Vivian J: The Media of Mass Communication Pearson Boston, New York. 2012
6. Dominick J. R: The Dynamics of Mass Communication Mcgraw Hill 1999
7. Stanley D & Baran J: Mass Communication Theory & Practice, Maffield Publishing
8. Parmar S: Folk Media in India
9. Joshi U: Text book of Mass Communication Anmol 1999

**SEMESTER- III**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9102T
Title of the Course	Photo Journalism
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-I) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Photo Journalism
Objectives of the Course	This course intends to explore the students to the news story, events, including covering the media. They also learn about industry expectations for professional photojournalists. Includes reporting, Journalistic writing, news coverage etc.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of history of Photography, moving images and Photo Journalism</li><li>➤ The students will be able to learn the camera handling</li><li>➤ The students will explore the Role and responsibilities of photo journalist</li><li>➤ The course will develop the understanding about the concepts of Photo editing and photo feature</li></ul>



## **DSE-I Code- JMC 9102T**

### **Photo Journalism**

#### **Unit I**

Photography in historical perspective-role- i. Basic concept of Photography-history and expedition. ii. Function and role of photography in Communication. iii. Importance of Photograph in journalism. Major Problems of the State,The Economy, Development and Culture of the State. **(12 hrs)**

#### **Unit II**

Technical know- i. How of camera, lenses, films and accessories. ii. Technological changes- impact and changes in photo journalism **(12 hrs)**

#### **Unit III**

Role and responsibilities of photo journalist- i. Role and responsibilities of photo journalist. Major Problems of the State,The Economy, Development and Culture of the State. Qualities of a good photojournalist.iii. Challenges faced by photojournalist.. **(12 hrs)**

#### **Unit IV**

Photo editing -i. selection of photograph ii. Cropping iii. Editing iv. Caption writing.

#### **Unit V**

Photo feature on topical issues, Practical assignment on Important Issues. ( portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising) **(12 hrs)**

#### **REFERENCE BOOKS:**

- i. Ron Reeder Brad Hinke: Digital Negatives, Focal Press, 2007
- ii. Steve Heath: Multimedia and Communications Technology, Elsevier,2003
- iii. James A. Folts,Ronald P. Lovell & Fred C. Zwahlen Jr. : Handbook of Photography,2002
- iv. Michael Langford: Basic Photography, Focal Press, 2003
- v. O.P. Sharma: Practical Photography, Hind Pocket Books, 2001
- vi. Zaheer Husain Khan: A Guide to Photography, School of Foto Film and Television, Delhi - 35, 2006
- vii. Newnes: Basic Photography,2009
- viii. Hamlyn :The Hanlyn Basic Guide to Photography ,2003
- ix. Cyernshem G R :History of Photography ,2001
- x. Rothsteline :Photo Journalism ,20011
- xi. Milten Feinberg :Techniques of Photo Journalism,2010
- xii. Bergin :Photo Journalism Manual ,2003

**SEMESTER- III****SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9103T
Title of the Course	Media management
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-I) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Media management
Objectives of the Course	This paper has three main objectives: First is to introduce you to the managerial aspects of print and electronic media industries. Second is to delineate the Major management functions within industries and describe the important issues that confront individual managers. In addition, the final is to explore management career opportunities in media industries.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of management in media houses</li><li>➤ The students will be able to learn the Organizational Structure</li><li>➤ The students will explore the Newsprint Policy and Management</li><li>➤ The course will develop the understanding about the concepts of Media Economy</li></ul>

## **DSE-I Code- JMC 9103T**

### **MEDIA MANAGEMENT**

#### **OBJECTIVE:**

This paper has three main objectives: First is to introduce you to the managerial aspects of print and electronic media industries. Second is to delineate the Major management functions within industries and describe the important issues that confront individual managers. In addition, the final is to explore management career opportunities in media industries. **(12 hrs)**

#### **UNIT I**

Introduction to management, Review of broad theories of management. Management in Print and Broadcast Media. Case studies, management strategies and current media industries. Differences in managing print and electronic media. Nuances in managing and marketing media products. **(12 hrs)**

#### **UNIT II**

Organizational Structure - Nature of the Business - What makes a Manager - The Manager's Duties and Responsibilities -- Building a Radio Station & TV Station. Communication System, Edition Planning, Printing Schedules, Time Management. Different Type of Problem like Labour etc. Human Resource Development. **(12 hrs)**

#### **UNIT III**

Newsprint Policy, Management, Costing, Supplies, Inventory Control and Quality Management, Ownership Patterns. Broadcast Media management issues - The industry special - Managing media personnel - The manager's role. - Ethical issues associated with the electronic media - The organization of electronic media units - Department head positions - Middle managers - Women and minorities in management. **(12 hrs)**

#### **UNIT IV**

Newspaper finance and control - newspaper registration - R N I - Recruitment policy - training - wage policy - wage boards - readership surveys - ABC. Discussion of current industry issues - Participatory management - Financial management of Broadcast Media - Human resource management of Broadcast Media - The role of research in the management of the Broadcast Media - Audience research. **(12 hrs)**

## **UNIT V**

Media Economy – Nature and Scope of the Media as business entity – key media Economic concepts – markets, industries – macro, micro media economic principles – time and trends, demographic changes, expected marginal utility issues in TV and film Economics. **(12 hrs)**

### **REFERENCE BOOKS:**

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. M. V. Desai & Sewanti, Beyond Those Headlines: Insiders on the Indian Press.
4. Ashok V. Desai, Economic Aspect of Indian Press.
5. Jane Willis, Surviving in the Newspaper Business.
6. Conard C Fink, Strategic Newspaper Management.
7. Bittner, John R. Broadcasting and Telecommunication (Englewood, NJ: Prentice-Hall, Inc., 1985).

**SEMESTER- III****SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9104T
Title of the Course	Online journalism
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-II) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Online journalism
Objectives of the Course	The course intends to introduce the students to internet and online journalism. The course will also trace history and growth of Online Journalism in India, reporting, editing and production techniques of web pages of online editions of newspapers, use of Internet as a tool for journalists.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Online Journalism and Internet</li><li>➤ The students will be able to learn Trends in online Journalism and Citizen Journalism</li><li>➤ The students will understand the Digital Divide</li><li>➤ The course will develop the understanding about the concepts of Web page development</li></ul>

## **DSE-II Code- JMC 9104T**

### **ONLINE JOURNALISM**

#### **OBJECTIVE:**

The course intends to introduce the students to internet and online journalism. The course will also trace history and growth of Online Journalism in India, reporting, editing and production techniques of web pages of online editions of newspapers, use of Internet as a tool for journalists. **(12 hrs)**

#### **UNIT I**

Online Journalism: Definition and Concept, Internet as a medium of communication Internet, Intranet, www, online, e-mail, blog, social media, Web 2.0 and 3.0, news group, Web servers, Cyberspace: Meaning, Information Super Highway, Internet and Information Revolution. **(12 hrs)**

#### **UNIT II**

Distinctive Features of Online Media, Online Journalism V/s Other News Mediums, New roles of Journalists in the Internet age, Trends in online Journalism, Online Journalism: Issues and Challenges, Web Blogs, Citizen Journalism, content creators.

#### **UNIT III**

Digital Divide- Writing for the screen vs. writing for print, Linear vs. nonlinear form Styles of web writing: The art of lateral thinking and layering, Features and Articles on the Web, Interviewing on the Web, Do's and Don'ts **(12 hrs)**

#### **UNIT IV**

Web page development, inserting, linking; editing and publishing, On-line editions of newspapers- Content management and economics, Conducting online searches and research, online searching techniques, Citing Internet sources, Archiving, Photo Essays. **(12 hrs)**

#### **UNIT V**

Comparative Analysis of E editions v/s print editions of national dailies, Analysis of Newswebsites, Create a weblog and update regularly. How to start an online magazine (basics). **(12 hrs)**

#### **REFERENCE BOOKS:**

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook – Andrew Dewdney and Peter Ride
3. Andrew Bonim Writing for New Media: The Essential Guide to Writing for Interactive
4. Media, CDROM, and the Web.
5. Journalism to Online Journalism: Publishing News and Information by Roland De Wolk

**SEMESTER- III****SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9105T
Title of the Course	Development Communication
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-II) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Development Communication
Objectives of the Course	This paper will introduce development communication theories and the Significant development communication experiments in India. It will also touch upon the need for human rights reporting and development reporting.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Development Communication</li><li>➤ The students will be able to learn Development communication issues</li><li>➤ The students will understand the Human communication and traditional media</li><li>➤ The course will develop the understanding about the concepts of Mass communication and modern media</li></ul>

## **DSE-II Code- JMC 9105T**

### **DEVELOPMENT COMMUNICATION**

#### **OBJECTIVE:**

This paper will introduce development communication theories and the Significant development communication experiments in India. It will also touch upon the need for human rights reporting and development reporting. **(12 hrs)**

#### **UNIT I**

Development- concept, processes and models of development - Indicators of development, Characteristics of developing and developed societies - Gap between developed and developing societies - Development Communication- concept, strategies and barriers. **(12 hrs)**

#### **UNIT II**

Development communication issues- health, education, poverty and hunger, agriculture, environment, sustainable development, gender equality, Millennium Development Goals (MDG) - Development Support Communication - Information Education Communication (IEC) and Behavioral Change Communication (BCC) - Case studies. **(12 hrs)**

#### **UNIT III**

Research for development communication - Identifying stakeholders - Field techniques for data collection - Participatory development - Participatory Rural Appraisal (PRA) techniques, Computer- assisted reporting and research. **(12 hrs)**

#### **UNIT IV**

Human communication and traditional media - Inter-personal and group communication - Origin, concept and characteristics of traditional media- relevance in contemporary society - Case studies of traditional media forms in India- folk songs, folk dances, folk theatre, folk tales, puppetry, folk games and street theatre. **(12 hrs)**

#### **UNIT V**

Mass communication and modern media- internet, radio, TV, films and animation Development journalism and communication through grassroots comics, cartoons and posters - Choosing appropriate media, planning and producing communication for developing societies. **(12 hrs)**

#### **REFERENCE BOOKS:**

1. Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves, Sage, 2008.
2. Communication of Innovations- A Journey with Everett Rogers: eds Arvind Singhal & James W. Dearing, Sage, 2006.
3. Communication Technology and Human Development- Recent Experiences in the Indian Social Sector: Avik Ghosh, Sage, 2006.
4. Communications Development and Civil Society: V.S. Gupta, Concept, 2004.



**SEMESTER- III**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9106T
Title of the Course	Artificial Intelligence for Journalism and Mass Communication
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-III) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Artificial Intelligence for Journalism and Mass Communication
Objectives of the Course	This paper will introduce Artificial Intelligence for Journalism and Mass Communication. It will also touch upon the need for AI in News Production and Content Generation.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of AI in Journalism</li><li>➤ The students will be able to learn Fundamentals of Machine Learning</li><li>➤ The students will understand the AI in News Production and Content Generation</li><li>➤ The course will develop the understanding about the concepts of Journalism Ethics in the Age of AI</li></ul>

## **DSE-III Code- JMC 9106T**

### **Artificial Intelligence for Journalism and Mass Communication**

#### **Unit 1:**

Introduction to AI in Journalism and Mass Communication  
Overview of AI and its relevance in journalism and mass communication.  
Historical development and key milestones in AI.  
Ethical considerations and challenges of AI in media.: AI tools and applications in journalism and mass communication **(12 hrs)**

#### **Unit 2:**

Fundamentals of Machine Learning and Natural Language Processing  
Basics of machine learning and deep learning.  
Supervised vs. unsupervised learning.  
Introduction to natural language processing (NLP).  
NLP techniques for text analysis and sentiment analysis. **(12 hrs)**

#### **Unit 3:**

AI in News Production and Content Generation  
AI-driven content generation and automation.  
Chatbots and virtual news anchors.  
Automated fact-checking and verification tools.  
Case studies and examples of AI-driven news production.  
Final project presentations and discussions.  
AI in Audience Engagement and Recommendation Systems  
Personalization in media using AI. **(12 hrs)**

#### **Unit 4:**

Recommender systems and content curation. Understanding user behaviour through AI analytics. Building user engagement strategies with AI.  
Guest lecture: AI-powered audience engagement in the media industry. **(12 hrs)**

#### **Unit 5:**

Future Trends and Journalism Ethics in the Age of AI  
Emerging trends in AI and journalism.  
AI and deepfake detection in media.  
The role of journalists in an AI-powered world.  
Ethics, bias, and transparency in AI journalism. **(12 hrs)**

#### **References-**

Textbook: "Artificial Intelligence and Journalism: New Frontiers in News Production, Delivery and Consumption" by John M. Pavlik and David A. Craig.

Research papers and articles from academic journals and reputable sources.

**SEMESTER- III**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9107T
Title of the Course	Agricultural Journalism
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-III) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Agricultural Journalism
Objectives of the Course	This paper will explore the Agricultural journalism and its importance in the present time. Student will understand Agricultural journalism is a specialized branch of journalism which helps in creating awareness among the people about the latest farming techniques, crop patterns, soil health, and the impact of climate change on agriculture.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Agricultural Journalism</li><li>➤ The students will be able to learn Agricultural Policy of India</li><li>➤ The students will understand the Agricultural Media Reporting</li><li>➤ The course will develop the understanding about the Agriculture Supplements of Daily Newspapers and Agricultural Journals</li></ul>

## **DSE-III Code- JMC 9107T**

### **Agricultural Journalism**

Curriculum:

#### Unit - I

Meaning, Nature, Scope and Characteristics of Agricultural Journalism;

Agricultural Movement in India, Media and Green Revolution; Role and

Significance of Media in Agrigarian Society; **(12 hrs)**

#### Unit -II

Agriculture; Present Status of Production and Economic Condition of Farmers

in Gujarat, The Present Agricultural Policy of India and Gujarat, Services and

Implementation of Agriculture Related Departmental Programmes. **(12 hrs)**

#### Unit - III

Agricultural Media Reporting, Features, Interviews Articles, Analytical Stories,

Techniques and Terminologies, Agriculture and Media. **(12 hrs)**

#### Unit - IV

Agricultural Media Reporting; Interviews; Articles; Agriculture Movements in

India, agricultural programs on TV Channels **(12 hrs)**

#### Unit - V

Agriculture Supplements of Daily Newspapers, Agricultural Journals, Em inent

Agricultural Scientists. Status of Agricultural Journalism in India. **(12 hrs)**

Reference Books:

1. Claron Burnet: Agricultural news writing.
2. Nelson Antrim Cragard: Agricultural journalism.
3. Rodney Fox: Agricultural and Technical.

**SEMESTER- III**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9108T
Title of the Course	Social media
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Generic Elective Course (GEC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Social media
Objectives of the Course	The course intends to introduce the students to Social media. The course will also trace history and growth of Social media, and role of Social Media in society.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Social media and its importance</li><li>➤ The students will be able to learn different type of social media</li><li>➤ The students will understand the use of social media in different areas</li><li>➤ The course will develop the understanding about the concept of Social media and society</li></ul>

## **GEC Code- JMC 9108T**

### **Social Media**

#### **Unit I**

General Introduction to Social Media, Social Media: Feedback and Features.

The importance of social media in democracy, Mainstream media relation and differences **(12 hrs)**

#### **Unit II**

Types of Social Media Wikipedia, Blogs, microblogs, Social networking sites

Twitter, YouTube, Instagram, Facebook, **(12 hrs)**

#### **Unit III**

Business Use of Social Media, Social Media & Advertising Social Media & Censorship Social media management Social media and public relations **(12 hrs)**

#### **Unit IV**

Social media and society, Social media impact on society, Social media and various movements, Social Media and Creative Writing, **(12 hrs)**

#### **Unit V**

**practical work:** **(12 hrs)**

1. Creating and Writing Blog
2. Preparing a report on news made through social media
3. Analysis of the impacts and popularity of social media (on the basis of public opinion) and its presentation
4. Presentation of report on the role of social media in a movement special

#### **Reference Books:**

1. Hypertext Virtual Reality and Internet, Jagadishwar Chaturvedi
2. New Media: Linguistic Challenges of the Internet, No. R. Anuradha
3. A to Z Blogging, Irshad Ali
4. Free society's grapefruit, namely Chomsky
5. Hindi Blogging: New Revolution of Expression, Avinash Balspati, Ravindra Prabhat
6. Globalization and Media, Kumud Sharma

**SEMESTER- III**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9109T
Title of the Course	Sports Journalism
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Generic Elective Course (GEC) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Sports Journalism
Objectives of the Course	The course intends to introduce the students to Sports Journalism. The course will also help in writing for Sports programs and News.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Sports Journalism and its importance</li><li>➤ The students will be able to learn different type of sports news</li><li>➤ The students will understand the writing heading and theories</li><li>➤ The course will develop the understanding about the concept of trends of sports journalism</li></ul>

## **Sports Journalism**

Definition of Sports News, Characteristics of Sports Journalist, (12 hrs)

### **Unit - II**

Analysis of Sports News, Sports News for Doordarshan and Radio. (12 hrs)

### **Unit - III**

Heading of Sports News: Theories and Importance, Historical Background of Headings, (12 hrs)

### **Unit - IV**

Sports Journalism: Printing and Proof Reading, Various Aspects of Writing for Sports Journalism. (12 hrs)

### **Unit - V**

Sports Journalism: Trends and Theories. Various Types of Sports Headings. (12 hrs)

Books for Reference:

1. Abraham Amidor: Real Sports Reporting.
2. Coaching; Routledge.
3. K. C. Thakur: Sports Journalism; Delhi.
4. Kathryn T Stofe: Sports Journalism: An Introduction to Reporting and Writing.
5. Prasad Kumar Mishra: Sports Journalism.



**SEMESTER- IV**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9013T
Title of the Course	Media Internship
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Centric Compulsory course (DCC) in Mass Communication
Delivery type of the Course	120 Hrs Practical
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Journalism and Media
Objectives of the Course	This course intends to explore the Intern to work within a team and to communicate effectively with colleagues and supervisors. Internship opportunities for communications students can foster great exploration of the field, since there are so many paths in communications to consider and understand.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Report writing</li><li>➤ The students will be able to learn the Visual presentation</li><li>➤ The course will develop the understanding about the working environment in real life media industry</li></ul>

**DCC Code- JMC 9013T**

**Media Internship**

**Total 100 marks/ 120 hrs**

**Mode of Evaluation: Report writing/ Visual Presentation/ and Viva  
Voce**

- 1. Training/Experience Report of Media Internship- 40 Marks**
- 2. PPT/ Visual Presentation of work done during Internship -40  
Marks**
- 3. Viva/ Internship Report - 20 Marks**

**Evaluation to be done by two Internal/ external examiners**

**SEMESTER- IV****SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9110T
Title of the Course	Media Culture and Society
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-IV) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Media Culture and Society
Objectives of the Course	The course intends to introduce the students to the role and impact of media in social system in relation to the existing socio, cultural and political scenario.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Media and Society and its importance</li><li>➤ The students will be able to learn Media in Democratic Society</li><li>➤ The students will understand the Media, and politics and ideology</li><li>➤ The course will develop the understanding about the concept of Mass Communication</li></ul>

## **DSE-IV Code- JMC 9110T**

### **Media, Culture and Society**

#### **Objective:**

To help students understand and analyze the role and impact of media in social system in relation to the existing socio, cultural and political scenario.

#### **UNIT I**

Media and Society: Contemporary importance of Media in modern society; Media's influence on audiences' thinking and social behavior: Media dependency-Pluralistic Media and Indian society. **(12 hrs)**

#### **UNIT II**

Media in Democratic Society-Media and social process: Mediated role and social conferment, status conferral, socialization-Politics and Industrial power: Political economy of policy perspectives. **(12 hrs)**

#### **UNIT III**

Media, politics and ideology: Market oriented media and social dilemma culture and communication -mass-mediated culture- Communication and social conflicts-Religion and communication. Contemporary relevance of Gandhian model of Communication. **(12 hrs)**

#### **UNIT IV**

Communication across cultures - new communication technologies -change and challenges-trends in mass communication in the Internet era- knowledge society Information rich and information poor. **(12 hrs)**

#### **UNIT V**

Mass Communication: Characteristics; Mass media - Growth, New media context, access, control and use. Functions of Mass communication - information, education and entertainment, Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation, impact on children; Regulatory mechanism: government , professional bodies and citizen groups. **(12 hrs)**

#### **REFERENCE BOOKS:**

1. Communication and culture - A World View. K.S.Seetharam.MC Graw hill Publishers.New Delhi, 1991.
2. Social Accounting in Communication, Richard Butney, Sage Publications, 1993.
3. Global Information and World Communication, Hamid Mowlana, Sage, 1997.
4. Mass Media and Political Thought (Ed) Sidney Krass and Richards Perloff, Sage 1985
5. The language of Communication, George N Gordon, Hastings Hower, 1969
6. Theory of Information Society, France Webstar, Routledge, 1997
7. Mass Mediated Culture, Micheal R. Real, Prentice Hall, 1977
8. Communication and Media: Constructing a Cross Discipline -George N.Gordon, Hasting House, 1975
9. More than words: An Introduction to Communication, Richard Dimpleby and Grema Buton, Routledge, 1998.
10. Global Communication in Transition: The end of Diversity? Hamid Mowlana, Sage 1996
11. Information Inequality, Hebert T. Shiller, Routelge, 1996
12. Introduction to Communication studies, John Fisk, Routledge, 1998
13. Television Audience and Cultural Studies, David morley, Routledge, 1998

**SEMESTER- IV**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9111T
Title of the Course	Business & Financial Journalism
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-IV) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Business & Financial Journalism
Objectives of the Course	The course intends to introduce the students to the Business & Financial Journalism. It also cover the Government Policies and Acts related to Business.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Business &amp; Financial Journalism</li><li>➤ The students will be able to learn Government Policies and Budgets</li><li>➤ The students will understand about the Major Industries in India</li><li>➤ The course will develop the understanding about the concept of Marketing and advertising</li></ul>

## **DSE-IV Code- JMC 9111T**

### **Business & Financial Journalism**

Curriculum:

#### Unit - I

Tools for a Business Journalist: Overview of Economic History of Business Journalism in India, Overview of Global Economy, And Comparative Study of Major Business Publication: Economic Times, Financial Express, Business Standard, Business India, Business World, Business Times etc. **(12 hrs)**

#### Unit - II

Government Policies & the Business Journalist: Major Ministries and their Functions: Finance, Industry, Commerce, Agriculture, Telecom, IT, Steel & Mines etc., Planning Commission: An Overview of its Role and Function, The Central/State Budgets: An Analysis, WTO & the Indian Economy: Policy Measures & Implications, Privatisation: A Business Journalist's Viewpoint **(12 hrs)**

#### Unit - III

Corporate Sectors & Industry: Major Industries in India: Changing Patterns & Analysis, Analysing Industry Trends: A Journalist's Guide Book, Corporate Sector in India: Emergence, Growth & Laws. **(12 hrs)**

#### Unit - IV

Marketing, Advertising & the Consumer: Growing Importance of Marketing & Advertising, Famous Marketing Works in India: Analysis, Famous Advertising Campaigns & Successful Brands **(12 hrs)**

#### Unit - V

Analysis, Consumer Rights & Protection: MRTP, Consumer Courts and Corporate Ethics, Business Media in the Age of Electronic Business Families in India: History's changing Trends & Barons. **(12 hrs)**

**SEMESTER- IV**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9112T
Title of the Course	Corporate Social Responsibility
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-V) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Corporate Social Responsibility
Objectives of the Course	The course intends to introduce the students to a realistic, integrative, and functional experience surrounding issues of Corporate Social Responsibility. To provide students with a curriculum experience with field experience.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Corporate Social Responsibility</li><li>➤ The students will be able to learn the importance of approaching issues of social, ethical and environmental responsibility strategically</li><li>➤ The students will understand the CSR theoretical framework and its ethical foundation</li><li>➤ The course will develop the understanding about the evolution and modalities of corporate social responsibility</li></ul>

## **DSE-V Code- JMC 9112T**

### **Corporate Social Responsibility**

#### **Unit I**

Introduction to Corporate Communication Evolution of corporate communication planning of corporate communication Identification and understanding corporate goals corporate strategy and corporate niche **(12 hrs)**

#### **Unit II**

Corporate Planning Corporate identity - importance and viability, Human resource development and management Brand Identity and positioning management , Corporate Social Responsibility- issues & Ideas, Concept of CSR Emergence of CSR - A Global Perspective Overview of CSR in India **(12 hrs)**

#### **Unit III**

Corporate Social Responsibility - theoretical foundation, Debate and discussion of CSR - Different thoughts of baseness and social schools Theories of CSR - Triple bottom line theory and others **(12 hrs)**

#### **Unit IV**

Corporate Social Responsibility - practical experiences, CSR - In public and private sectors CSR - selected case studies, Promotional Strategies of Corporate Social Responsibility

#### **Unit V**

Promotion of Public relations through CSR Image building capacity of CSR Interdependence between CSR and the stakeholder- Community people, shareholder and consumer relations The CSR provision in the Companies Act 2013 **(12 hrs)**

#### **REFERENCE BOOKS:**

1. Asha Kaul, Avani Desai Corporate Reputation Decoded : Building, Managing and Strategising for Corporate Excellence, Rawat Publication 2014
2. Joep Cornelissen Corporate Communication : A Guide to Theory and Practice, 4th ed , Rawat Publication
- 3 Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger , Effective Crisis Communication: Moving From Crisis to Opportunity, 3rd Ed, Sage publication 2009
- 4 Prithi Nambiar, Media Construction of Environment and Sustainability in India, Sage , 2011
- 5 J V Vilanilam, Public Relations in India : New Tasks and Responsibilities, Sage publication 2009
- 6 . W. Timothy Coombs , 2Applied Crisis Communication and Crisis Management : Cases and Exercises, Rawat Publication 2013
7. Seitel, P. Fraser. The Practice of Public Relations, 6th ed, Prentice Hall, New Jersey, 1995.
8. Balan, R.K. Corporate Public Relations, Sterling Punishers Pvt. Ltd, New Delhi, 1992.



**SEMESTER- IV****SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9113T
Title of the Course	Human Rights & Media
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-V) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Human Rights & Media
Objectives of the Course	The course intends to introduce the students to create awareness among all categories of persons & to make aware the basic human rights value so as to strengthening Human Rights culture in society.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Human rights</li><li>➤ The students will be able to learn Universal Declaration of Human Rights</li><li>➤ The students will understand the Reporting and Writing of Human Rights Report</li><li>➤ The course will develop the understanding about the concept of Human Rights and Media</li></ul>

## **DSE-V Code- JMC 9113T**

### **Human Rights & Media**

Curriculum:

#### Unit I

Human rights - Concept - Meaning - Evolution - Kinds of Human Rights - Civil and Political Rights - Economic, Social And Cultural Rights - Human Rights under UN Charter - Commission on Human Rights - UN High Commissioner for Human Rights - International Covenants on Human Rights. **(12 hrs)**

#### Unit II

Universal Declaration of Human Rights - International Bill of Human Rights - Preamble- Enumeration of Rights in the Declaration - Civil and Political Rights - Economic Rights and Social Rights - India and the Universal Declaration.

#### Unit III

Vulnerable Groups and Human Rights - Women, Rights of the Child - Child Labour - Rights of the Migrant Workers - Refugees- Stateless Persons - Disabled Persons - Indigenous People - Older People - **(12 hrs)**

#### Unit IV

Human Rights and Media - Newspapers - TV and Films - Agenda Setting - Framing of issues - Newsworthiness - Assessment of Reports **(12 hrs)**

#### Unit V

Reporting and Writing of Human Rights Report. Human Rights Commissions in India - NHRC - SHRC - Human Rights Courts in Districts. **(12 hrs)**

#### Reference Books

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.

**SEMESTER- IV****SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9114T
Title of the Course	Communication Research
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-VI) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Communication Research
Objectives of the Course	The course intends to introduce the students to addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Communication Research</li><li>➤ The students will be able to learn different types of research</li><li>➤ The students will understand the Data Collection Tools</li><li>➤ The course will develop the understanding about the Statistical Methods in research</li></ul>

## **DSE-VI Code- JMC 9114T**

### **Communication Research**

#### **Unit I**

Communication Research Definition, Elements, Role, Ethics, Function (12 hrs)

#### **Unit II**

Research Types Basic, Applied, Quantitative, Qualitative (12 hrs)

#### **Unit III**

Research Design Components, Importance, Sampling Design (12 hrs)

#### **Unit IV**

Data Collection Tools Primary Sources, Secondary Sources, Measurement and Scaling Techniques (12 hrs)

#### **Unit V**

Statistical Methods Mean, Median, Mode, Correlation, Standard Deviation, ANOVA Technique, Chi- Square Test, Report Writing (12 hrs)

### **Reading List**

1. Wimmer & Dominick: Mass Media Research. Cengage Learning.2013
2. Berger A: Media Research Techniques. Sage.1998
3. Priest S.H: Doing Media Research .Sage.2009
4. Rubin R. B. etal: Communication Research Measures, Guilford Press2010
5. Singh. Kultar: Quantitative Social Research Methods, New Delhi: Sage.2007
6. Babbie. Earl: The Practice of Social Research, California, Belmont: Wadsworth Publishing Company.2013
7. Kothari CR: Research Methodology: Methods and Technique, New Age International 2004
8. Bhattacharya, D.K. Research Methodology, New Delhi: Excel Book2003
9. Berelson B:Content Analysis in Communication Research, Free Press New York1952
10. Ackoff, RL: The Design of Social Research, University of Chicago Press Chicago 1956
11. Ghosh B N: Scientific Methods and Social Research, Sterling Pub New Delhi 1982
12. Tandon BC: Research Methodology in Social Sciences, Chaitanya Pub Allahabad 1979

**SEMESTER- IV**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9115T
Title of the Course	Political Journalism
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-VI) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Political Journalism
Objectives of the Course	The main objective of this subject is to introduce students to the intellectual and practical singularities of journalism dedicated to politics. The course intends students to analyze political issues in the overall context of the Indian political system.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Political Journalism</li><li>➤ The students will be able to learn about the Indian Constitution</li><li>➤ The students will understand the Parliamentary journalism</li><li>➤ The course will develop the understanding about the concept of Political ideologies</li></ul>

## **DSE-VI Code- JMC 9115T**

### **Political Journalism**

Curriculum:

#### Unit - I

Objectives and ideas of Indian Constitution, federal and unitary nature, Fundamental rights **(12 hrs)**

#### Unit - II

Political ideologies, ideologies and political thought: historical perspectives from Medieval to Modern. Concept of Power, Fascism. Feudalism, Capitalism, Communism, Humanism. **(12 hrs)**

#### Unit - III

Election news: Indian election system, election commission, process of election, Political news: Political structure, **(12 hrs)**

#### Unit - IV

Parliamentary journalism: Nature, functioning, parliamentary reporter, information office of the parliament, parliament and press. **(12 hrs)**

#### Unit - V

Centre - state relationship, Parliamentary System, Emergency power sources of political news, limitations of political news and risk **(12 hrs)**

Reference Books:

1. D. C. Gupta: Indian Government And Politics.
2. Dr M. V. Pylee: Introduction to the Constitution of India.
3. M.P. Singh & Himanshu Roy: Indian Political System.

**SEMESTER- IV**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9116T
Title of the Course	Film Studies
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-VII) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Film Studies
Objectives of the Course	To enable the students explore films historically, culturally, theoretically and critically. This provides a scope to compare the world films and understand them in the above context.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts of Film Studies</li><li>➤ The students will be able to learn films historically, culturally, theoretically</li><li>➤ The students will understand the Histories of cinema</li><li>➤ The course will develop the understanding about the concept of Film as a medium</li></ul>

## **DSE-VII Code- JMC 9116T**

### **FILM STUDIES**

#### **OBJECTIVE:**

To enable the students explore films historically, culturally, theoretically and critically. This provides a scope to compare the world films and understand them in the above context.

#### **UNIT I**

Critical introduction to the origins of film studies as an academic discipline – Characteristics, functions, limitations of film media, elements/genres of cinema – Defining narrative- diegetic and non-diegetic elements – Narrative structure – Alternatives to narrative fiction film- documentary, ethnographic and experimental (avant-garde) films  
**(12 hrs)**

#### **UNIT II**

Histories of pre-cinema, cinema and early cinema - Social context and film style- German Expressionism, Italian neorealism, French new wave, Hollywood, cinema verite, parallel cinema, Bollywood – Film authorship and the auteur – Independent documentary films.  
**(12 hrs)**

#### **UNIT III**

Basic aspects of film language and film aesthetics: Mis-en-scene – Cinematography, Editing, Sound, Production, Stages and element of production. **(12 hrs)**

#### **UNIT IV**

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation. Theorising Indian cinema with particular reference to the cultural studies and political economy approaches  
**(12 hrs)**

#### **UNIT V**

An approach to film analysis- understanding audience expectations – The goal of film analysis the importance of developing interpretive claims - economics of film production.  
**(12 hrs)**

#### **REFERENCE BOOKS:**

1. Adorno, Theodor (2002) *The Culture Industry*, Routledge.
2. Baskaran, Theodore (1981) *The Message Bearers: The Nationalist Politics and the Entertainment Media in South India*, Cre-A.
3. David Bordwell and Kristin Thompson (2010), *Film Art: An Introduction*, McGraw Hill.
4. John Hill and Pamela Church Gibson (1998), *The Oxford Guide to Film Studies*, Oxford, 1998.
5. Hayward, Susan (1996) *Key Concepts in Cinema Studies*, Routledge.



**SEMESTER- IV**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9117T
Title of the Course	Internet & Computer Applications in media
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-VII) in Mass Communication
Delivery type of the Course	60(40 Lectures+ 10 formative and Diagnostic Assessment) and 10 tutorials
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Internet & Computer Applications in media
Objectives of the Course	This course intends to explore the students to the basic principles of Computer Application for Media. The course will cover the concept of Internet and online publication.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of computer</li><li>➤ The students will be able to learn the elements of composition and their role</li><li>➤ The students will analyse the Lighting</li><li>➤ The course will develop the understanding about the concepts and principles of News values for pictures and photo essays</li></ul>

## **DSE-VII Code- JMC 9117T**

### **Internet and Computer Application in Media**

#### **Unit I**

Introduction to Computer Application Concept of software and hardware. •  
Concept of data and information. **(12 hrs)**

#### **Unit II**

Elementary concepts of DOS commands and Windows. Text editing using MS  
WORD. Environment of Computer application in media. **(12 hrs)**

#### **Unit III**

Details of a presentation software like Power Point. Advanced Concepts of  
Operating Systems like Dos and Windows. Software Word Processing. **(12 hrs)**

#### **Unit IV Photosho Corel Draw Quark Xpress/Design**

#### **Unit V**

Introduction to Web Design. HTML. Multimedia concepts and applications.  
• The concept of Desk Top Publishing using Page make up. • Elementary concepts  
of networking. • Internet : Dial up access, shell vs TCP/IP account. Introduction to  
domains & address, IP addresses. Introduction to www. Searching information from  
www. Communication using E mail.  
**(12 hrs)**

**SEMESTER- IV**

**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 9118S
Title of the Course	Basic Photography
Qualification level of the Course	NHEQF Level 6.5
Credit of the Course	4 credits
Type of the Course	Discipline Specific Elective Course (DSE-VIII) in Mass Communication
Delivery type of the Course	120(60 Practical and 60 tutorials)
Prerequisites	PG Diploma level
Co-requisites	Understanding of the Basic Photography
Objectives of the Course	This course aims to train students in the basics of photography to begin with and later provide them a firm grounding in the various areas of news photography. This course is strongly recommended for those who are endowed with a passion for visual narratives and a drive to capture news personalities and events.
Learning Outcomes	<ul style="list-style-type: none"><li>➤ This course enables students to understand the basic concepts and principles of Photography</li><li>➤ The students will be able to learn the MS office and Internet</li><li>➤ The students will analyse the online papers and other publication</li><li>➤ The course will develop the understanding about the concepts and principles of page maker, Photoshop, and page setup</li></ul>

## **DSE-VIII Code- JMC 9118S**

### **BASIC PHOTOGRAPHY**

#### **OBJECTIVE:**

This course aims to train students in the basics of photography to begin with and later provide them a firm grounding in the various areas of news photography. This course is strongly recommended for those who are endowed with a passion for visual narratives and a drive to capture news personalities and events.

#### **UNIT I**

Photography-Meaning, Definition & History of Photography, Tools of Photography, Camera-Parts of a Camera (Shutter, Apertures, Lens, Films), Types of Camera.  
**(24 hrs)**

#### **UNIT II**

Composition: Need for composing a picture, rules / conventions of composition, elements of composition and their role / relevance in communicating a message;  
**(24 hrs)**

#### **UNIT III**

Lighting: Properties of light, diffused light; Light sources artificial and natural; Basic lighting set-up, lighting for different situations, products, Indoor and outdoor lighting, controlling light, flash light.  
**(24 hrs)**

#### **UNIT IV**

Photographing people, portrait and still, wildlife, environment, sports, landscape, industrial disasters, photography for advertising, conflicts war political and social photography.  
**(24 hrs)**

#### **UNIT V**

News values for pictures, photo essays – photo features; qualities essential for photo journalism, picture magazines – colour photography, impact of technology, practical, field assignments and their evaluation.  
**(24 hrs)**

#### **REFERENCE BOOKS:**

1. The encyclopedia of photography (3rd edn.) (1993) by Richard Zakia, Leatie Stroebel, Focal Press, London.
2. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
3. Understanding Digital Photography by Joseph A. Ippolito, Thomson Press, New Delhi, 2005
4. The Photographer's Handbook. 1999 by John Hedgecoe. Alfred A. Knopf Publisher