

**MAHARSHI DAYANAND SARASWATI UNIVERSITY  
AJMER**

# **SYLLABUS**

**SCHEME OF EXAMINATION AND COURSES  
OF STUDY**

**FACULTY OF JOURNALISM AND MASS  
COMMUNICATION**

**Master of Arts (Journalism and Mass Communication)**

**(MA (JMC))**

**CBCS Based Curriculum**

MA (JMC) I 2020-21

MA (JMC) II 2021-22



**Maharshi Dayanand Saraswati University  
Ajmer**

**MA (Journalism and Mass Communication)**  
**Ordinance for the MA (Journalism and Mass Communication)**  
**Programme of Study: 2020-22**

**Programme:** MA (Journalism and Mass Communication) programme is designed as a four semester programme spread over a two year period.

**Eligibility:** The candidate seeking admission for the first year of MA (Journalism and Mass Communication) shall be required to possess a Bachelors degree in any discipline with 40% marks in aggregate either of this university or equivalent thereto and for SC/ST/OBC candidates as per University reservation Rules. Preference will be given to the candidate who possesses the Bachelor degree in Journalism and Mass Communication. Candidates who have appeared or are appearing in the final year of qualifying examination may apply for admission at their own risk subject to the condition that they will be required to submit the mark-sheet of the qualifying examination at the time of counselling, failing which their candidature shall be cancelled without notice.

**Admission:** The admission to the MA (Journalism and Mass Communication) programme (Previous) shall be made in order of merit to be determined on the basis of marks obtained at the qualifying exams. The minimum marks in qualifying examination should be 40% in any discipline for General Category (passing marks in qualifying examination for SC/ST/OBC) as otherwise indicated by the University or State Government directives from time to time. Any change in the course syllabi and scheme of examination shall be governed under the University ordinances.

**Examination:** The examination for the two year degree of MA (Journalism and Mass Communication) shall consist of Four Semester, two in Previous and two in Final of the course –

**MA (Journalism and Mass Communication) (Previous)**

Semester I Examination

Semester II Examination

**MA (Journalism and Mass Communication) (Final)**

Semester III Examination

Semester IV Examination

Candidates are required to pursue a regular course of study in the University/ affiliated college for appearing in the examination.

**Definitions and Credit Requirements**

**Program:** An educational programme leading to the award of a Degree is a Program of Learning.

**Course:** A course is a component of a program of learning which was earlier called as 'paper'. It may comprise lectures/ tutorials/ laboratory work/ field work, visit, exercise/ outreach activities/ project work/ vocational training/ viva/ seminars/ internship/ term papers/ assignments/ presentations/ e-content/ dissertation/ self-study etc. or a combination of some of these.

Courses are categorised as

- I. **Core Course (CC)** - Series of essential and fundamental courses without which the Degree cannot be awarded,
- II. **Elective Course (EC)** - Elective courses offered by the Department i.e., within discipline (Elective courses that may be opted in any other Department/ Discipline and Discipline specific as per the decision of the Department).
- III. **Foundation Course (FC)** - 1 or 2 credit Compulsory or Elective courses that are for personality development, soft-skill development, improvement of physical and mental health, social and environmental consciousness, appreciation of art/ literature, or subjects that may interest students of other disciplines etc.
- IV. **Skill Enhancement Courses (SK)** – Skill courses includes trainings and workshops that may be assigned credits, assessed and graded.
- V. **Anandam – An Exercise in Trusteeship (A-ET)** - Two credits of this compulsory course will be super numeral for the minimum credits required for the successful completion of each semester. Thus instead of minimum 28 credits for semester I, minimum 30 credits; 32 credits for semester II, minimum 34 credits; 32 credits for semester III, minimum 34 credits and 28 credits for semester IV, minimum 30 credits will have to be offered to the student in the concerned semester. In this course, the student will be encouraged to do a good deed daily and project work will be assigned in groups to sensitize them towards social issues and instil in the students the joy of giving.

**Credit:** Credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week.

Credit is assigned to a particular course with due regard to specified Learning Outcomes, Educational Components and Workload requirements including 1 hour/ week of tutorials. It also includes 10 minutes of discussion for each credit.

Each course may be of different size and credit, making it easier for specialists to set the paper and also allow student to pick specific courses and add on to their desired scheme of specialization.

Teaching Pedagogy	Credits	Time (h/week)	Total Hours/ Semester
Lecture	1 L	1	15-17
Tutorial	1 T	1	15-17
Practical/ Field work/ Short project / Laboratory work	1 P	2*	30-34
*1P credit includes tutorial and Practical/ Field Exercise and/or demonstrations 2 hours/ week			

- a. A minimum of 88 credits (including 8 Credits of Anandam Course) are to be completed by the student, 16 credits of which will be elective and 72 credits (including 8 Credits of Anandam Course) being Core, Foundation, Skill and Anandam Courses.
- b. The maximum number of credits that a student may opt in a Semester shall not exceed 36 hours per week of teaching, and he/she shall be required to register for such number of courses accordingly.
- c. Some courses have pre-requisites, i.e. they may be opted only when the course listed as pre-requisite has been completed. Similarly there may be courses with co-requisites, i.e. they are complete when the co-requisites are also completed and thus cannot be opted in isolation.

### **Beginning of Semester**

- Elective courses of the Department may be offered or not in a particular semester at Department, depending on the availability of faculty and infrastructure. Thus the list of electives being offered must be displayed on the Notice Board of the Department.
- **The 1<sup>st</sup> working day of each semester:** Orientation and allotment of students to Department's advisors/ mentors.
- **The 2<sup>nd</sup> working day of each semester:** Advisor-student meets in the Department and registration of students with the concerned course leaders.
- **The 3<sup>rd</sup> day of semester:** Beginning of teaching
- Students shall have to register for the courses for the semester within the first week of admission.
- The maximum number of students to be registered in each course shall depend upon the physical and other facilities available.
- In Department, preference for registration shall be given to those students of the Department for whom the course is a Core course.
- The registration for the elective course shall be on first come first served basis, provided the student fulfils prerequisites for that course, if any.
- Normally, every course shall be offered by one course leader.
- No course shall be offered unless a minimum of 10 students are registered.
- Anandam – An Exercise in Trusteeship Course shall be registered by all students as per the recommendation of the Program of Study.
- Students admitted late will have to contact the Head of the Department, who in turn must introduce and guide him/ her to the process of registration.
- **Auditing a course:** Subject to the permission of the course leader, a student may opt to audit maximum two courses without assigning any credits. The student will be assessed the same way but will be awarded either 'satisfactory' ( $\geq 36\%$ ) or 'unsatisfactory' grade based on performance.
- If all classes cannot be accommodated to the usual period, then teaching hours may be extended. Teachers having classes starting early or in the late hours shall be free to leave/come to the campus compensating this time. Total stay in the campus shall be as per the UGC norms.
- In no case however, a teacher must be given a time slot of both early and late hours on the same day.

#### **Scheme of Examination, Evaluation and Progression:**

(i) Every prescribed **Core and Elective Course** shall carry a total of 100 marks (40 Internal and 60 External) and Foundation and Skill Course shall carry 50 marks (Internal). There shall be 60 marks for term end examination and 40 marks for internal examinations until and unless indicated otherwise.

(ii) There shall be an examination at the end of each semester as determined by the University.

(iii). The medium of instruction will be in Hindi or English and student has to answer all the question papers in the prescribed course in Hindi or English only in both internal and external examinations.

(iv) The scheme of evaluation of Dissertation shall be done by both internal and external experts.

(v) Candidates reappearing at an examination in a subsequent year shall be examined in accordance with the scheme and syllabi in force (at the time of his admission) and shall be entitled to the award of degree of the year in which they clear the last failing/ unclear paper.

(vi) A student to be eligible for award of degree has to clear all the papers offered as per University ordinances.

(vii) A candidate who fail to qualify all the papers of examination either in previous Semester I & II or final year Semester III & IV, shall appear in the due papers in the next three semester examination when the paper becomes due.

(viii) A candidate who desires to improve his or her performance shall appear at the subsequent examination as per University ordinances.

(ix) Courses JMC 101 FC, JMC 102 SK, JMC 201 FC, JMC 202 SK, JMC 301 FC, JMC 302 SK, JMC 401FC, JMC 402SK, JMC 406 CC shall be evaluated as per the detailed description in syllabus.

**Examination Result and Grading:** To pass the semester examination student is required to secure 25% marks in individual course (combining internal and external examination) and 36% in aggregate in the semester. The student can carry over the paper from one semester to another or one year to other as per the University's other Post Graduate courses in Arts and Commerce. In CBCS grade Point is a numerical weight allotted to each letter grade on a 10-point scale. Credit Point is the product of grade point and number of credits for a course and Letter Grade is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P and F.

Range of Marks in %	Letter Grades	Points for Calculation of GPA/ CGPA
80-100	O	10
70-Less than 80	A+	9
65-less than 70	A	8
60-less than 65	B+	7
55-less than 60	B	6
50-less than 55	C	5
40-less than 50	P	4
<40	F	0

a. The GPA and CGPA will be calculated as weighted average of points secured by the student in all the courses registered by him/her. The weights are the number of credits for each paper. For example, a student getting an A+ grade in 4 credit course, A grade in 2 credit course, O grade in a 3 credit course and F grade in a 3 credit course will have a GPA as  $(9 \times 4 + 8 \times 2 + 10 \times 3 + 0 \times 3) / (4 + 2 + 3 + 3) = (36 + 16 + 30 + 0) / 12 = 82 / 12 = 6.83$  out of 10.0; GPA = 6.83 where 12 indicates the sum of credit availed.

b. The CGPA shall also be calculated on similar lines taking all subjects taken by the students in all semesters.

c. A CGPA of 6.0 and above shall be placed in First class.

d. Student who has secured less than 40% marks in any course gets F Grade and he is treated as failed in that paper.

e. The marks of internal assessment for Ex-Student will be carried over in the concerned semester.

A student shall be eligible for the award of Master of Arts (Journalism and Mass Communication) MA(JMC) degree only if she/he fulfils the following conditions:

- a) Passes all the four semesters as laid down in the syllabus as well as all the Viva-Voce examination and also secures minimum prescribed pass marks in the MA (JMC) Dissertation.
- b) Fulfils all other requirements prescribed by the competent authority from time to time for satisfactory completion of each course of study in each of the two years.
- c) Division of marks shall be awarded on the basis of aggregate marks obtained in all the papers prescribed for all the four semester examinations. The degree shall be awarded to successful students on the basis of the combined results of first year, Semester I & II and second year Semester III & IV examinations as follows:

- Securing 60% and above	I Division
- Securing 45% and more and below 60%	II Division
- Securing 36% and above but less than 45%	Pass

Grade Card: The University Office (CE) shall issue a Grade card for the students containing the marks and grades obtained by the student in the previous semester and Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA).

**Question Paper Pattern:** A candidate has to attempt five questions in all out of ten questions from the course syllabus.

**Attendance:** As per university rule.

#### **A-ET Anandam I, II, III, IV -An Exercise in Trusteeship (2T)**

##### **(2h instruction and interaction time + 2h out of academic schedule every week)**

Two credits of this compulsory course will be super numeral for the minimum credits required for the successful completion of each semester. Thus instead of minimum 20 credits for each semester, minimum 22 credits will have to be offered to the student in the concerned semester. In this course, the student will be encouraged to do a good deed daily and project work will be assigned in groups to sensitize them towards social issues and instil in the students the joy of giving. The program will be run as below:

1. On the day of finalization of admissions, the Departmental Council/ Committee will assign students to the mentors (Secunded, Contractual and the Guest Faculty).
2. Mentors will orient students for this program, discuss subjects for the possible project works with the students and allow them to pick projects of their choice.
3. S/he will inform the Head of the Department, the names of students of each group and title(s) of the project(s) assigned to them within the first 15 days of admission.
4. In the teaching time table, 2 hours per week (say 1 hour each on Wednesday and Saturday) will be assigned from the routine teaching hours for *Anandam*, wherein the date wise daily deed register will be signed and group project will be presented, reviewed and discussed by the mentor (30 hours per semester).
5. Additionally minimum 2 hours per week will be spent by the students to complete the project work outside the teaching hours (30 hours per semester).
6. Final report of the project work with photographs must be presented in front of all faculty members of the Department and graded by them as per the point 8 below. (Each Guest

faculty engaged for the purpose shall be paid remuneration as per norms for a maximum of 2 hours per week) if guest faculty is assigned the course.

7. Reports of the project works will be uploaded on Anandam platform. The Head of the Department will ensure uploading of reports on the Anandam platform and act as Anandam Coordinator.
8. Grading as mentioned below will be done by the mentor concerned on the basis of how much time student had spent on the daily deeds and the project work:

Hours Put In	Grade	Hours Put In	Grade	Hours Put In	Grade	Hours Put In	Grade
> 50h	O	46-50h	A+	41-45h	A	36-40h	B+
31-35h	B	26-30h	C	21-25 h	P	≤20 h	F

9. Consolidated result will be communicated by the Head of the Department to the Controller of Examinations of the University.

### **THE PROGRAMME**

The **MA (Journalism and Mass Communication)** is a two-year full-time programme. The course structure is as follows:

### **COURSE STRUCTURE**

The programme has been organized in two years-First Year and Second Year. The list of papers offered during First Year and Second Year of the programme shall be as follows:

### **MA (Journalism and Mass Communication)Program structure**

Each semester shall have following courses. Each course would be of 35-45 hours in instruction and equal hours of self- study.

**Semester I**

Year/ Semester	Type of Course	Course Code	Title of the Course	Ins. Hrs./ Week	Credit	Contact Hours			Univ. Exam Hours	Max. Marks		
						L	T	F / P		Internal	Univ. Exam	Total
<b>I Year I Semester</b>	FC	JMC 101 FC	Computers for Media	2	2	1	-	1	--	50	--	50
	SK	JMC 102 SK	Editorial Practicing Skills	2	2	-	-	2	--	50	--	50
	Core	JMC 103 CC	Principles of Communication and Communication Theory	4	4	4	-	-	3	40	60	100
	Core	JMC 104 CC	Origins and Growth of Media	4	4	4	-	-	3	40	60	100
	Core	JMC 105 CC	Reporting and Feature Writing	4	4	4	-	1	3	40	60	100
	Core	JMC 106 CC	Editing, Layout and Design	4	4	4	-	-	3	40	60	100
	A-ET	JMC 107 AI	Anandam I - An exercise in trusteeship	2	2	-	1	1	--	--	--	--
				22	22					260	240	500

**Abbreviations: L: Lecture T: Tutorials F/ P: Field Work/ Practical FC= Foundation Course,**

**SK= Skill Course, Core = Core Course**

**1P credit includes tutorial and Practical/ Field Exercise and/or demonstrations. 2 hours/ week.**

**Semester II**

Year/ Semester	Type of Course	Course Code	Title of the Course	Ins. Hrs./ Week	Credit	Contact Hours			Univ. Exam Hours	Max. Marks		
						L	T	F/ P		Internal	Univ. Exam	Total
<b>I Year II Semester</b>	FC	JMC 201 FC	Strategies for Self Management for Journalist	2	2	1	-	1	--	50	--	50
	SK	JMC 202 SK	Seminar on Contemporary issues for Media	2	2	2	-	-	--	50	--	50
	Core	JMC 203 CC	Radio Journalism	4	4	4	-	-	3	40	60	100
	Core	JMC 204 CC	Television Journalism	4	4	4	-	-	3	40	60	100
	Core	JMC 205 CC	Communication Research	4	4	4	-	1	3	40	60	100
	Core	JMC 206 CC	Media Laws and Ethics	4	4	4	-	-	3	40	60	100
	A-ET	JMC 207 AII	Anandam II - An exercise in trusteeship	2	2	-	1	1	--	--	--	--
				22	22					260	240	500

**Abbreviations: L: Lecture T: Tutorials F/ P: Field Work/ Practical FC= Foundation Course,**

**SK= Skill Course, Core = Core Course**

**1P credit includes tutorial and Practical/ Field Exercise and/or demonstrations. 2 hours/ week**



**Semester III**

Year / Semester	Type of Course	Course Code	Title of the Course	Ins. Hrs./ Week	Credit	Contact Hours			Univ. Exam Hours	Max. Marks		
						L	T	F/P		Internal	Univ. Exam	Total
II Year	FC	JMC 301 FC	Personality Development	2	2	1	-	1	--	50	--	50
	SK	JMC302 SK	Interpersonal Skills	2	2	2	-	-	--	50	--	50
III Semester	E	JMC 303 E	E1	4	4	4	-	-	3	40	60	100
	E	JMC 304 E	E2	4	4	4	-	-	3	40	60	100
	E	JMC 305 E	E3	4	4	4	-	1	3	40	60	100
	E	JMC 306 E	E4	4	4	4	-	-	3	40	60	100
	A-ET	JMC 307 A III	Anandam III - An exercise in trusteeship	2	2	-	1	1	--	--	--	--
				22	22					260	240	500

Abbreviations: L: Lecture T: Tutorials F/ P: Field Work/ Practical FC= Foundation Course,

SK= Skill Course, Core = Core Course

E1, E2, E3, E4, To be chosen by the students as per the detailed syllabus.

1P credit includes tutorial and Practical/ Field Exercise and/or demonstrations. 2 hours/ week.

**Semester IV**

Year/ Semester	Type of Course	Course Code	Title of the Course	Ins. Hrs./ Week	Credit	Contact Hours			Univ. Exam Hours	Max. Marks		
						L	T	F/P		Internal	Univ. Exam	Total
II Year IV Semester	FC	JMC 401 FC	Basics of Social Media	2	2	2	-	-	--	50	--	50
	SK	JMC 402 SK	Social Media Practicing Skills	2	2	-	1	1	--	50	--	50
	Core	JMC 403 CC	Statistical Methods and Tools in Communication Research	4	4	4	-	-	3	40	60	100
	Core	JMC 404 CC	Public Relation and Corporate Communication	4	4	4	-	-	3	40	60	100
	Core	JMC 405 CC	Advertising and Marketing	4	4	4	-	1	3	40	60	100
	Core	JMC 406 CC	Dissertation and Viva Voce	4	4	-	2	2	3	40	60	100
	A-ET	JMC 407 A IV	Anandam IV - An exercise in trusteeship	2	2	-	1	1	--	--	--	--
				22	22					260	240	500

Abbreviations: L: Lecture T: Tutorials F/ P: Field Work/ Practical FC= Foundation Course,

SK= Skill Course, Core = Core Course

1P credit includes tutorial and Practical/ Field Exercise and/or demonstrations. 2 hours/ week

## Detailed outline of Courses offered

### SEMESTER I

#### JMC 101 FC Computers for Media (2C - 1L, 1 F/P)

<b>Unit 1</b>	Introduction to Computers: Hardware & Software, Basic Operating System, LAN, WAN, Internet basics and Intranet, Multimedia.
<b>Unit 2</b>	MS Office; MS Access; MS Word; MS Excel; MS PowerPoint Presentation; Graphics- Creating a Presentation on a Personal Computer; Environment of Computer application in media.
Suggested Readings	<b>Burch, J. and Grudnitski G.</b> Information Systems: Theory and Practice, New York, John Wiley. <b>David, V.</b> Foundations of Business Systems. Fort Worth, Dryden. <b>Eliason, A. L.</b> On-line Business Computer Applications, Chicago, Science Research Associates. <b>Estrada, S.</b> Connecting to the Internet. Sebastopol, C A, O'Reilly. PK Sinha, Computer Fundamentals.

#### JMC 102 SK Editorial Practicing Skills (2C – 2P/F)

This skill course 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.

#### JMC 103 CC Principles of Communication and Communication Theory (4C – 4L)

Unit- I  
Communication: Definition, Concept, elements, forms, process and functions of communication, types of Communication, Need and Significance of communication, Public Opinion and Propaganda, Publicity, New aspects of Communication.

Unit- II  
Emergence of Theories: Propaganda: Concept, Devices and Theory; System Theory; Information Theory, Cognitive and Consistency Theories, Attitude Change Theories Unit, Interpersonal and Mass Communication Theories

Unit- III  
Theories of Communication: Sociological and Normative Theories Bullet, Psychological or Individual Differences, Personal Influence, Cultivation, Dependency, Uses and Gratification, Agenda setting, Free Press, Development, Communist Media theory and others.

**Suggested Readings:**

McQuail Denis, **Mass Communication Theory**, (New Ed.), Sage Publication Ltd.  
Rogers M. Everett, **A History of Communication Study**, New York, Free Press  
Littlejohn, W. Stephen, **Theories of Human Communication**, (New Ed.), Belmont, California  
Kincaid, D. Lawrence, **Communication Theory – Eastern and Western Perspectives**, Academic Press Inc., San Diego  
Kumar. J. Keval, **Mass Communication in India**, Jaico Publishing house, Bombay, (New Ed.)

**JMC 104 CC Origins and Growth of Media (4C – 4L)**

## Unit- I

History of Indian News Paper- Early Journalism in Bengal, Bombay and Madras Presidencies; Press and Freedom Movement; Press and Emergency; Press in Indian Language; News Agencies.

## Unit- II

Radio: Origin and Development of Radio; All India Radio; Milestone in the history of Radio in India; FM radio.

Television: Origin and Development of Television; Milestone in the history of Indian television; Doordarshan; Prasar Bharati; Satellite and Cable television in India; Private Channels.

## Unit- III

Cinema: Salient Era to the talkies, Cinema in India, Bollywood, Tollywood, Koliwood, Traditional Media in India, Folk and Theatre.

Origin and Growth of Media in Rajasthan: Newspaper, Television, News Agencies, Movement in Rajasthan.

**Suggested Readings:**

1. P. Parthasarathi, **Modern Journalism in India** (1991), Sterling Publisher.
2. Irwin Iang, **A History of Mass Communication Six Information Revolutions**, Focal Press.
3. Brian Winston, **Media Technology Society: A history from telegraph to internet**, Routledge.

**JMC 105 CC Reporting and Feature Writing (4C – 4L)**

## Unit- I

Definitions of News, news values, sources of news, news gathering; qualities and 7 C's of News, categories of reporters, special correspondent the reporter and his beat, reporter's qualities and responsibilities. Reporting for a news agency and reporting for a daily newspaper;

Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.

## Unit- II

Niche Reporting-Agriculture, Business, Crime, Lifestyle, Celebrity, Defence, Peace and Conflict, Capital Markets, Environment, Education, Science and Technology, Court, Legislature. Sports, Health and Nutrition, Conventions & Seminars; Political Events,

Elections, Writing Obituaries.

History of Internet, News Portals, Blogs. Definition and characteristics of Online Media- New media-as a tool for social change, interactivity and new media, Internet and impact on mass media, web newspapers, radio, and television

Unit- III

Feature- Meaning, Concept and various types. A feature distinguished from a news story, a special article and an editorial. Preparation of manuscript; feature syndicates; freelance writing.

Writing reviews of books, films, theatre and performing arts, Language proficiency; Developing writing skills-usages, common errors, newspaper lexicon, syntax.

***Suggested Readings:***

Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.

Lewis, James., The Active Reporter. Press Institute of India, New Delhi.

Kamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.

Sahay, Uday, Making News : Handbook of the Media in Contemporary India, Oxford University

Press, New Delhi.

MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,

Allied Publishers Pvt. Ltd., New Delhi.

Agrawal, Veerbala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept

Alexander, Louis., Beyond the Facts: A Guide to the Art of Feature Writing. Gulf Publishing Co., Texas.

Metzler, Ken., Creative Interviewing. Prentice Hall, New Jersey.

Nelson, Roy Paul., Articles and Features. Houghton-Mifflin, Boston.

Nicholls, Brian., Features with Flair. Vikas Publishing House, New Delhi.

Mehta, D.S., Mass Communication and Journalism in India. Allied Publications Pvt.Ltd.,Bombay.

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Ray, Tapas, Online Journalism : A Basic Text, Cambridge University Press India Pvt Ltd.

Joshi, Prof V K, Online Journalism, Enkay Publishing House

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**JMC 106 CC Editing, Layout and Design (4C – 4L)**

### Unit- I

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of online editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, Concept of reader's editor and Ombudsmen. Editorial page and opinion writing.

### Unit- II

Heading: various types and art of writing; Text-breakers and their use for dressing copy writing. Photo journalism, Pictures: selection and editing, writing captions.

Design: Principles and functions of newspaper design, factors that influence design; mechanics of page make-up.

### Unit- III

Brief history of printing. computerized photo type setting. Letterpress, Offset, Gravure. Recent technological innovations in composing, Proof reading: symbols and importance.

Ethics and new media-consequences and issues pertaining to irresponsible writing and transfer of SMS/MMS, sting operations, Online media and e-governance, digital divide and digital natives

#### ***Suggested Readings:***

George, T.J.S. Editing, A Handbook for Journalists. IIMC, New Delhi

Hides, Michael., The Sub-editor's Companion. Press Institute of India, New Delhi.

Evans, Harold., Editing and Design (5 Volumes). William Heinemann, London.

The Active Newsroom (IPI Manual). International Press Institute, Zurich.

Moen, Daryl R., Newspaper Layout and Design. Iowa State University Press, Ames, Iowa.

Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.

Sutton, Albert A., Design and Make-up of the Newspaper. Prentice-Hall Inc., New York.

Maghdam, Dineh., Computers in Newspaper Publishing. Marcel-Dekker Inc., New York

Collin, D.H., Dictionary of Printing & Publishing. Peter Collin Publishing Ltd., Middlesex.

Worlock, Peter., The Desk Top Publishing Book. Heinemann, London.

Shrivastava, K.M., News Reporting & Editing, Sterling Publishers Pvt. Ltd., New Delhi.

Parthasarathy, Rangaswami, Basic Journalism, MacMillan India Ltd., New Delhi.

Krishnamoorti, R., Copy Preparation & Proof-reading. Northern Book Centre, New Delhi.

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### **JMC 107AI Anandam I - An Exercise in Trusteeship (2C- 1T, 1 F/P)**

As given in the initial pages of the syllabus.

## SEMESTER II

### JMC 201 FC Strategies for Self Management for Journalists (2C - 1L, 1 F/P)

Unit 1	Stress Management, Time Management, Organising Skills, Problem Solving.
Unit 2	Decision Making Skill, Building Self Confidence, Self Preservation, Health Management, Yoga and Meditation.
Reading- As suggested by instructor	

### JMC 202 SK Seminar on Contemporary issues in Media (2C – 1L, 1T)

Contemporary issues in Print Media,  
Contemporary issues in Electronic Media,  
Contemporary issues in Digital Media,  
Contemporary issues in Social Media.

### JMC 203 CC Radio Journalism(4C – 4L)

#### Unit- I

General principles of writing and editing for radio scripts, Radio News writing and editing, characteristics, comparison with news in print media.

#### Unit- II

Radio report, newsreel, talk, interview, discussions and features. Special audience programmes, Radio Commentary, Basics of news reading. Radio anchoring & RJing producing programmes for community radio.

#### Unit- III

Radio program production- basics of audio production, formats, features, news based programs, talks, radio drama, phone-in, documentaries,, indoor and outdoor recordings, sound design, principles of radio editing, educational programmes.

#### **Suggested Readings:**

1. Chatterjee, P.C., Broadcasting in India, Sage, New Delhi.
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India, New Delhi.
3. Bhatt, S.C., Broadcast Journalism: Basic Principles. Har-Anand Publications, New Delhi.
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Jain, S.P., Art of Broadcasting, Intellectual Publishing House, New Delhi.
6. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
7. Chatterji, P.C., Broadcasting in India, Sage, New Delhi.
8. xaxk/kj ]e/kqdj] jsfM;ks ys[ku]fcgkj] fgUnh xazFk vdkneh ]iVukA
- 9- fo'odekZ] jkefcgkjh] vkdk'kok.kh] izdk'ku foHkkx] fnYyhA
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### **JMC 204 CC Television Journalism (4C – 4L)**

#### **Unit- I**

General principles of writing for TV, television language and grammar, writing and editing news, basics of news reading and anchoring. TV report, interview, discussions and documentaries.

#### **Unit- II**

Television programme production-production elements, formats, camera, lighting, audio-swathing, video tape recording, post production editing, special effects, studio lighting, sound effects, mixing, editing for television: linear and non linear editing.

#### **Unit- III**

Use of Radio and TV for education and development, socio cultural implications and impacts of satellite channels, and social sites, TRP.

#### ***Suggested Readings:***

Singh, Chandrakant P., Before the Headlines: A Hand Book of Television Journalism, MacMillan India Ltd., Delhi.

Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi.

Saxsena, Gopal, Television in India, Vikas Publishing House, New Delhi.

Acharya, R.N., Television in India, Manas Publication, Delhi.

French, David and Michael Richard (Eds.), Contemporary Television, Eastern Perspective. Sage, New Delhi

Ninan, Sevanti., Through the Magic Window: Television and Change in India. Penguin Books, New Delhi.

Dahlgren, Peter, Television and the Public Sphere: Citizenship, Democracy and the Media. Sage, London.

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### **JMC 205 CC Communication Research (4C – 4L)**

#### **Unit- I**

Communication Research: Definition, Development, Process and Scope of Communication Research.

Communication Research Types: Basic and Applied Research; Quantitative, Qualitative and Mixed Methods Research, Readership surveys, TAM and Listenership.

#### **Unit- II**

Communication Research Design: Elements of Research Design; Experimental, Survey and Longitudinal research Designs.

Theory Building in Communication Research: Definition, Elements, Concepts, Variables and Hypothesis.

#### **Unit- III**

Sampling: Census v/s Sampling Method; Probability and Non-probability Sample types;

Determining Sample size.

Data Collection Techniques: Questionnaire, Schedule, Focus Group Interviewing, Case Study, Field Observations and Content Analysis.

**Suggested Readings:**

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Berger, A.(2010,2nd edition) Media and Communication Research Methods An Introduction to Qualitative and Quantitative Approaches. USA: Sage Publications.
4. Frey et al. (2000) Investigating Communication: An Introduction to Research Methods. USA: Allyn and Bacon.
5. Hansen A. et al. (2004) Mass Communication Research Methods. London: Macmillan Press.
6. Hocking John et al. (2003) Communication Research. USA: Allyn and Bacon.
7. Leslie L.Z. (2010) Communication Research Methods in Postmodern Culture. USA: Allyn and Bacon.
8. Lindlof Thomas R. (2010, 3rd edition) Qualitative Communication Research. USA: Sage Publications.
9. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
10. Reinard John C. (2007) Introduction to Communication Research (Paperback). New Delhi:McGraw-hill.
11. Stewart Thomas (2002) Principles of Research in Communication. USA: Allyn and Bacon.
12. Treadwell Donald ( 2010) Introducing Communication Research. USA: Sage Publications.
13. Weaver and Wilhoit (2003) Mass Communication Research and Theory. USA: Allyn and Bacon.
14. Wimmer,R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
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**JMC 206 CC Media Laws and Ethics (4C – 4L)**

**Unit- I**

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court, Law of defamation, Official Secrets Act, 1923, Right to Information Act, Press and Registration of Books Act, 1867, Media Reporting of Child Rights.

**Unit- II**

Working Journalists and Other, Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955, Copyright Act, Press Council Act, Indecent Representation of Women Act, Cable Television Act, Information Technology Act, Drugs and Magic Remedies Act.



### Unit- III

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Accountability and independence of media.

#### ***Suggested Readings:***

Reports of the First Press Commission (1954) and the Second Press Commission (1982).

Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.

Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.

Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.

Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.

Report of the Second Press Commission (1982), Govt. of India, Publications Division.

Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.

Rayudu, C.S. & Rao Dr.Nageswar S.B., Mass Media Laws and Regulations, Himalaya Publishing House, Delhi.

Venkateswaran, K.S., Mass Media Laws and Regulations in India, Asian Mass Communication,

Singapore.

Grover, A.N., Press and the Law, Vikas Publishing House Pvt. Ltd, New Delhi.

Nordenstreng, Kaarle and Hifti Topuz (Eds.). Journalist: Status, Rights and Responsibilities. International Organization of Journalists, Prague.

Kataria, Dr.S.K.Right to Inforamation, National Publishing House, New Delhi

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### **JMC 207 AII An Exercise in Trusteeship (2C- 1T, 1 F/P)**

As given in the initial pages of the syllabus.

### SEMESTER III

#### JMC 301 FC Personality Development (2C - 2L)

<b>Unit 1</b>	Introduction to Personality and Personality Development; Identifying the different personalities; Dimensions of Personality Development.
<b>Unit 2</b>	Theories of Personality Development; Tips for Personality Development.
Readings: As suggested by instructor.	

#### JMC 302 SK Interpersonal Skills (2C – 1L, 1P)

Communication Skills;  
Emotional Intelligence;  
Team Working;  
Negotiation Skills  
Conflict Resolution and Mediation

**Elective Courses: The students are required to opt four courses from any of the following given courses. The course will be offered if ten student in that elective course opt for it and allowed by the Head of the Department as per the availability of faculty, infrastructure etc., as otherwise indicated. (E1 to E4- 4 C each and 4 L each)**

#### JMC 303 E Rural and Development Communication

##### Unit- I

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, development in India in the Five Year Plans, Role of Communication in Development.

Approach to development: Basic need, integrated development, Local organisations, Self development and Participatory development.

##### Unit- II

Development Communication: Concept and process, Dominant, Dependency and Participatory Models of Communication, Participatory message making, Decision making and action.

Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

##### Unit- III

Social and Rural Development: Social indicators of development-education, literacy, nutrition and health, population control and family welfare, environment, women empowerment.

Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

##### ***Suggested Readings:***

1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.

2. Ambastha, C.K., Communication Patterns in Innovation Development, Extension and Client System. B.R. Publishing Corporation, Delhi.
3. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
4. Schramm, Wilbur, Mass Communication and National Development. UNESCO, Paris.
5. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.
6. Pokhrapurkar, Raja, Rural Development through Community Television. Concept Publishers, New Delhi.
7. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
8. Mehta, S.R. (Ed.). Communication and Development: Issues and Perspectives. Rawat Publications, Jaipur and New Delhi.
9. Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.
10. Dhama, O.P. and O.P. Bhatnagar, Education and Communication for Development. Oxford and IBH Publishing Houses, New Delhi.
11. Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.
12. Gupta, V.S. and Singh, Ranjit (Ed.), Communication Planning for Socioeconomic Development, Har.Anand Publication, New Delhi.
13. Narula, Uma, Development Communication-Theory and Practice, Har.Anand Publication, New Delhi
14. Dua, M.R. and Gupta, V.S., Media and Development, Har.Anand Publication, New Delhi
15. Kuppuswamy, B. Communication and Social Development in India. Sterling Publishers, New Delhi.
16. mik;/k; jvfuy dqekj ji=dfjrk ,oa fodkl lapkj] fot; izdk'ku eafnj]okjk.klhA

### **JMC 304 E Science and Environment Communication**

#### Unit- I

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

#### Unit- II

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

#### Unit- III

Environment Communication: Meaning, concept and importance; Writing Environment news stories, important media for communicating Environmental issues, writing and producing Environment based programs on radio television and internet, writing features on Environment, communicating Environmental issues to rural audiences.

#### ***Suggested Readings:***

1. Vilanilam, J.V., Science Communication and Development through Media, Sage Publication, New Delhi.

2. iVSfj;k ]MkW-eukst dqekj ]fgUnh foKku i=dkfjrk Jr{kf'kyk izdk'ku]ubZ fnYyhA

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### **JMC 305 E Media Ownership and Management**

#### Unit- I

Principals of Management practices in media industry- Different types of newspaper ownership patterns in India, Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

#### Unit- II

Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India, News Agencies of India- Structure and function, Cross media ownership.

#### Unit- III

Newspaper economics, circulation and advertising as sources of revenue; Newspaper as an industry and as a public forum; Problems of small newspapers.

Measures for the press to cope with the challenges from electronic media and internet; Introduction to major Indian professional organisations of media: INS, ABC, Editor's Guild of India, AINPEC, IFWJ, NUJ.

#### ***Suggested Readings:***

1. Report of the Enquiry Committee on Small Newspaper (1965).
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, Netherlands.
3. Sindhvani, Trilok N., Newspaper Economics and Management. Ankur Publishing House, New Delhi.
4. Mathur, B.S., Principles of Management. National Publishing House, New Delhi.
5. dksBkjh ]xqykcl]lepkj&i=]izcU/ku]ek[kuyky prqosnhZ jk"V~zh; i=dkfjrk fo'ofok]ky;]HkksikyA
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### **JMC 306 E Contemporary Media Technologies**

#### Unit- I

Emergence of New Media Technologies- Internet, World Wide Web (WWW), On line Journalism, Mobile journalism; Mobile as Mass Media; Face book, twitter, Whatsup and other social media, Basic knowledge of HTML and use of a content management system

#### Unit- II

Digital storytelling: Tools of multimedia journalists; learn to report, write and produce in a manner that is appropriate for online media; Feature writing for online media: Story idea, development and news updates; Podcast and Webcast

#### Unit-III

Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright

**Suggested reading:**

1. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004
3. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004
4. Menon, Narayana. The Communication Revolution. National Book Trust
5. Pavlik J.V. Media in the Digital Age. Columbia University Press
6. Newspaper and magazine articles about New Media

**JMC 307 E 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

**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

**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, The CSR provision in the Companies Act 2013

**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.

**JMC 308 E 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.

### **Unit II**

Technical know- i. How of camera, lenses, films and accessories. ii. Technological changes-impact and changes in photo journalism. Role and responsibilities of photo journalist- i. Role and responsibilities of photo journalist. ii. Qualities of a good photojournalist.iii. Challenges faced by photojournalist.

### **Unit III**

Photo editing -i. selection of photograph ii. Cropping iii. Editing iv. caption writing  
Photo feature on topical issues, Practical assignment on Important Issues. ( portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising)

### **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

## **JMC 309 E 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.

### **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.

Writing for television: writing to still, writing for video, reference visuals to words. TV news

writing; 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.

### **UNIT III**

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

### **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.

## **JMC 310 E 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.

### **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, Distinctive Features of Online Media, Online Journalism V/s Other News Mediums, New roles of Journalists in the Internet age.

### **UNIT II**

Trends in online Journalism, Online Journalism: Issues and Challenges, Web Blogs, Citizen Journalism

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

### **UNIT III**

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.

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).

### **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
6. (Allyn&Bacon,2001)
7. Introduction Digital Journalism: Emerging Media and the Changing Horizons of
  - a. Journalism, Edited by Kevin Kawamoto(Rowman and Littlefield Publishers,2003)

## **JMC 311 E 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

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

### **UNIT III**

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

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

### **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.

## **JMC 312 E 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.

### **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, 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.

### **UNIT II**

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.

### **UNIT III**

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.

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.

### **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).

## **JMC 313 E 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, Information and Knowledge society – Definitions and characteristics of Information Society,

## **UNIT II**

Post-industrial society – Information Society Theories: Daniel Bell, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

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.

## **UNIT III**

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.

New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Act and Regulations.

### **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

### **JMC 307 AIII      An Exercise in Trusteeship (2C- 1T, 1 F/P)**

As given in the initial pages of the syllabus.
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## **SEMESTER IV**

### **JMC 401 FC Basics of Social Media (2C - 2L)**

**Unit I**

General Introduction to Social Media, Social Media: Feedback and Features. The importance of social media in democracy, Mainstream media relation and differences, Types of Social Media, Wikipedia, Blogs, micro blogs, Social networking sites, Twitter, YouTube, Instagram, Facebook,

**Unit II**

Business Use of Social Media, Social Media & Advertising Social Media & Censorship Social media management Social media and public relations, Social media and society, Social media impact on society, Social media and various movements, Social Media and Creative Writing,

**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 Blagging, Irshad Ali
4. Free society's grapefruit, namely Chomsky
5. Hindi Blagging: New Revolution of Expression, Avinash Balspati, Ravindra Prabhat
6. Globalization and Media, Kumud Sharma

**JMC 402 SK Social Media Practicing Skills (2C – 2T, 1F/P)**

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

**JMC 403 CC Statistical Methods and Tools in Communication Research (4C – 4L)****Unit- I**

Statistics: Meaning, function and place of Statistics in communication research; Measurement: Meaning, levels of measurement; Data Processing: Classification, tabulation and coding.

**Unit- II**

Descriptive Statistics: Measures of Central Tendency (Mean, Median and Mode); Measures of Dispersion (Index of Qualitative Variation, Quartile Deviation, Standard Deviation and Coefficient of Variation).

**Unit- III**

Correlation: Characteristics of Correlation, Measures of Correlation (Carl Pearson, Spearman and Concurrent Method), Hypothesis testing of means and proportions for large and small samples; Nonparametric tests, Chi-square Test. Use of SPSS in Data analyses

**Suggested Readings:**

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications

2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
4. Reinard John C. (2006) Communication Research Statistics. New Delhi: Sage Publications.
5. Wimmer,R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
6. Wrench J.S. et al. (2009, Indian Edition) Quantitative Research Methods for Communication. New Delhi: Oxford University Press.

### **JMC 404 CC Public Relations and Corporate Communication (4C – 4L)**

#### **Unit- I**

Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

#### **Unit- II**

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, campaign planning, corporate communication research, qualities of PR personnel.

#### **Unit- III**

Crisis management- PR & corporate communication in damage control, crisis management, use of media in times of crisis, third sector initiative  
Ethical issues of Public Relations and Corporate Communication- standards and Code of Ethics, professional organizations and councils

#### ***Suggested Readings:***

- Cutlip, Scott M. and Allen H. Center, Effective Public Relations. Prentice-Hall, New Jersey.  
Sahai, Baldeo, Public Relations. Standing Conference of Public Enterprises, New Delhi.  
Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey.  
Oxley, Harold, The Principles of Public Relations. Kogan Page, London.  
Basu, Anil, Public Relations: Problems and Prospects. Space Age Publications, New Delhi.  
Kaul, J.M, Public Relations in India. Naya Prakash, Calcutta.  
Mehta D.S., Handbook of Public Relations, Allied Publishers, New Delhi.  
Sengupta, Sailesh, Managment of Public Relations & Communication, Vikas Publishing House, New Delhi.  
Black, Sam, Practical Public Relations, Universal Book Stall, New Delhi.  
Jethwaney, Jaishri N., Puplic Relations : Concepts, Strategies, Sterling Publishers Pvt. Ltd., New Delhi.  
Tiwari, Raghunath Prasad, Rajya Sarkar aur Jansampark. Makhanlal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, Bhopal.

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### **JMC 405 CC Advertising and Marketing(4C – 4L)**

#### **Unit- I**

Concept, functions, classification & types, evolution of advertising, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, advertising and consumerism, standards and ethics in advertising, surrogate advertising, importance of self regulation in advertising.

#### **Unit- II**

Advertising Agency-role, structure and function, client agency relationship, media planning and budgeting, media selection, research techniques in advertising

Advertising campaign – The planning cycle, USP, Brand building and positioning, Brand Equity, importance of brand power, brand strategy and structure, integrated advertising campaign

#### **Unit- III**

Creative process, idea generation, story board, advertising copy writing and production for various mass media.

Economics of web enabled media, content, advertising, online shopping, ticketing and e & m commerce Market research –Product research, audience/ consumer research, marketing strategies, event as a marketing tool, global marketing, marketing and new media, event management

#### ***Suggested Readings:***

1. Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.
2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
3. Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.
4. Caples, John., Tested Advertising Methods. Harper & Bros, New York.
5. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
6. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
7. Chunnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.

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**JMC 406 CC Dissertation and Viva Voce (4C – 2T, 2F/P)**

The Dissertation is required to be submitted at least fifteen days before the commencement of the Semester IV (Final Year) examination. Those students who fail to do so will not be allowed to appear in the examination.

The student have to write the Dissertation in any media or any other organization, taking one of the topic relating to the below mentioned major areas in consultation of the Regular/Guest/Visiting Faculty member and Head/Incharge of the Department.

Broadcasting,

Print Media,

Development Support Communication,

On-Line/Cyber Media,

Media Management,

Public Relation and Advertising.

The Dissertation will be evaluated by Concerned faculty (Supervisor) and Head/Incharge out of 40 marks as internal and Viva Voce will be of 60 Marks to be evaluated by External examiner and Head/Incharge of the Department. The viva voce will be based on project report, contemporary knowledge in journalism and mass communication and subject knowledge. The panel of examiner for Viva voce exam will include external examiner and Head/Incharge of the Department.

**JMC 407 AIVAnandam IV - An Exercise in Trusteeship (2C- 1T, 1 F/P)**

As given in the initial pages of the syllabus.