

**COURSE STRUCTURE MAJMC  
(2018-19 Admission Batch)  
UNDER CBCS PATTERN**

SEMESTER	COURSE CODE	COURSE TITLE	COURSE TYPE	COURSE CREDIT	FULL MARKS
SEMESTER-I	JMC-101	Introduction to Mass Communication	Core	4	100
	JMC-102	Reporting (Print Media)	Core	4	100
	JMC-103	Editing & Page Design(Print Media)	Core	4	100
	JMC-104	Media History, Law & Ethics	Core	4	100
	JMCE-101	<b>(Any one of the following)</b> a) Global Journalism b) Business Communication	<b>Elective</b>	4	100
	JMCP-101	<b>Practical</b> (Reporting, Editing & Page Design)  [Assignment (20)+ Viva(30) =50] (Internal Assessment=50)	Core	4	100
		<b>Total Credits/Marks</b>		<b>24</b>	<b>600</b>
SEMESTER-II	JMC-201	TV & Radio Journalism	Core	4	100
	JMC-202	Photography & Photojournalism	Core	4	100
	JMC-203	Development Communication	Core	4	100
	JMC-204	Online Journalism	Core	4	100
	JMCE-201	<b>(Any one of the following)</b> a) Comparative History of World Journalism b) Media Literacy	<b>Elective</b>	4	100
	JMCP-201	<b>Practical</b> (Television, Radio & Online)  [Assignment (20)+ Viva(30) =50] (Internal Assessment=50)	Core	4	100
		<b>Total Credits/Marks</b>		<b>24</b>	<b>600</b>

SEMESTER-III	JMC-301	Public Relations	Core	4	100
	JMC-302	Advertising	Core	4	100
	JMC-303	Media Management	Core	4	100
	JMC-304	Mass Media Research	Core	4	100
	JMCE-301	<b>(Any one of the following)</b> a) Folk Media b) Media, Society & Human Rights	<b>Elective</b>	4	100
	JMCP-301	Public Relations & Advertising  [Assignment (20)+ Viva(30) =50] (Internal Assessment=50)	Core	4	100
		<b>Total Credits/Marks</b>			<b>24</b>
SEMESTER-IV	JMC-401	International & Inter-Cultural Communication	Core	4	100
	JMC-402	<b>Specialization</b>  <b>(Any one of the following)</b> Print Journalism JMCCB-402 Broadcast Journalism JMCCAC-402-Advertising & Corporate Communication JMCCNM-402-New Media  [Assignment (20)+ Internal (30) =50] (Term End Assessment=50)	Core	4	100
	JMC-403	Dissertation	Core	6	100
	JMC-404	Seminar Paper Presentation	Core	4	100
	JMC-405	Internship	Core	4	100
	JMCE-401	<b>(Any one of the following)</b> a) Event Management b) Political Communication	<b>Elective</b>	4	100
	<b>Total Credits/Marks</b>			<b>28</b>	<b>600</b>

**Total No. of Papers =24**

**Total Credits =100**

**Total Marks =2400**

## **SEMESTER - I**

### **JMC -101**

## **INTRODUCTION TO MASS COMMUNICATION**

### ***UNIT 1***

Nature and process of human communication, functions of communication, misconceptions about communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication. Pyramid of communication networks, Barriers to communication, communication competence, and 7C's of Communication.

### ***UNIT 2***

Models of Communication: Aristotle, Laswell, Shannon-Weaver, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley- Maclean, Kincaid, Ecological Model, Indian communication theories.

### ***UNIT 3***

Rise of the mass media, Meaning, Nature and Process of Mass Communication, Four models of communication, Functions of Mass Communication, Characteristics and typology of audiences,

### ***UNIT 4***

Theories of Mass Communication: Hypodermic or Bullet theory, Psychological or Individual difference theory, Personal Influence Theory, Sociological theories of Mass Communication, Normative theories of mass media, Critical and Cultural theories, Meaning Making perspective, New Media Theories

### ***UNIT 5***

Media content as information, Media Fandom, Media effects, Media accountability, and Global mass communication

### **Suggested Readings:**

1. History of Press in India by J. Natarajan (English),
2. Indian Journalism by N. Krishnamurthy,
3. Press in India by M. Chalapati Rao, I

4. Indian Broadcasting by H.R. Luthara,
5. Mass Communication & Journalism in India - D S Mehta,
6. Mass Communication in India - Keval J. Kumar, Jaico Publishing House.
7. International Communication – N. Prabhakar & N. Basu, Commonwealth publishers, New Delhi.
8. Understanding Development Communication – Uma Joshi.
9. Mcquail's Mass Communication Theory – Denis Mcquail, Sage Publication.
10. Mass Communication Models-Uma Narula

## **JMC -102**

### **REPORTING (PRINT MEDIA)**

#### ***UNIT-1***

Understanding News: - Definition, Purpose, Importance of news, Essential qualities of news –accuracy, Balance sequence etc. Ingredients of News. Objectivity and ethical aspects of news. News sense and News value. News writing style, Inverted Pyramid structure, Narrative style, Hourglass style, Lead, Types of lead, 5Ws and 1H, style book.

#### ***UNIT- 2***

News reporter: - Categories–staff, Reporters, Correspondent, Special correspondents, Foreign correspondent, Stringer .Qualities, Role and Responsibility of Reporters. News gathering and sources, Basic tools for news gathering, Use of computers, Internet and mobiles. Cultivating sources, Nose for news.

#### ***UNIT-3***

Types of Reporting: - Objective reporting, Interpretative reporting, investigative reporting, Sting operation, Development reporting. Scoop & Exclusive, Changing concepts and trends in news presentation, Readers, Relationship, Relevance and Utility.

#### ***UNIT-4***

Specialized Reporting: Accident and Disaster, Weather, Obituary, Speech, Budget, Sports, Science, Court, Politics & Election, Business, Human Interest Story. Press conference, Press Briefing, Writing and Reporting for Magazines.

#### ***UNIT-5***

Interview Purpose, Types and Techniques.

Reviews \_ Books, Films, performing art, TV programmes.

Feature – Types, Feature writing. Columns & columnist.

**Suggested Readings:**

1. Parthasarthy, R (2005): Journalism in India- From the earliest times to the present day, New Delhi, Sterling Publishers Pvt. Ltd., Reprint of 4th revised edition.
2. Rajan, Nalini (2005): Practicing Journalism- Values, Constraints, Implications, New Delhi, Sage Publications.
3. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
4. Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.
5. Kamath, M.V. Behind The By-Line. Vision Books.
6. Cristopher Meyers, Journalism Ethics: A philosophical Approach, 2010, Oxford University Press,
7. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
8. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
9. Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
10. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
11. Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
12. Raman, Usha (2009), Writing for the Media, OUP
13. Paronjoy Guha Thakurtha, Media Ethics: Truth Fairness and Objectivity, 2009, Oxford University Press
14. Kiran Prasad, Media Law and Ethics: Readings in Communication regulation, 2008, B.R. Publishing Corporation New Delhi.

## **JMC-103**

### **EDITING & PAGE DESIGN (PRINT MEDIA)**

#### **(A) Editing**

##### ***UNIT-1***

Editing :- Basic concept, Purpose ,Technique, (how to Edit-checking facts, figures, names for accuracy, correcting sentence, languages structure, sequence, balance), proof reading, Editing different types of copies,Editing and translating News Agency copies, correspondents copies, Editing press releases, press handouts, publicity materials, rewriting stories, value addition, slanting, developing stories.

##### ***UNIT-2***

News room organization: Modern electronic newsroom, Hierarchy and division of work- Editor, News editor, Sub/copy editor, their qualities, role and responsibility. Changing role and status of editor. Gatekeepers. Edition planning.

##### ***UNIT-3***

Contents of editorial Page: - Editorials, features, columns articles, letters to the editor, editorial cartoon. Photo journalism, Photo selection & Photo editing. Headlines- Objectives. Types & Techniques of Headline writing, Difference between headline & title. Headline in page design. Changing trend in headline writing.

#### **(B) Page Design**

##### ***UNIT-4***

Design- Definition, theory and principles. Essential ingredients of page design (Creativity, Visualization, convergence & divergence of ideas.) Graphic design- Types & use in page design. Typography, types & page design.

##### ***UNIT-5***

Newspaper design- objectives & techniques, types of newspaper design, Page Layout, designing front and other pages of a Newspaper. Dummy preparation, copy measurement & copy fitting.

Magazine design, Eye catching techniques. Use of colour. Off- set printing. Typesetting, PTS, DTP.

#### **Suggested Readings:**

1. Jacques Barzum 2002. Simple & Direct, London Harpar And Row
2. John Ostnous 2004 Better Paragraphs, London Harper And Row

3. Basket, Scissors And Brooks (Eds), 2002. Book Of Art Editing, London, Harper And Row.
4. Joseph 2002. Outlines Of Editing, New Delhi. Amol Publication.
5. M V Desai & Sevanti Nainan 1996. Beyond Those Headlines, Bangalore Allied Publishers Limited.
6. Rangaswamy Parthasarathy, 1984 Basic Journalism, Macmillan India Ltd, New Delhi.
7. George 1998. TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
8. Quinn 1999. Digital Sub Editing & Design, New Delhi, Sage Publication.

## **JMC 104**

### **MEDIA HISTORY, LAW & ETHICS**

#### ***UNIT-1***

Origin & Development of Media: Invention of Printing Press and beginning of the era of Mass Media. Early newspaper in England & America. A brief history of press in India. News, Agencies of India Role of Press as an Instrument of social change. Changing Role of Press- From pre Independence to post Independence. Current trends in English and language press in India.

#### ***UNIT-2***

Advent of Electronic Media: Origin and development of Radio in India. Radio as a medium of Mass Communication. All India Radio (AIR)-Origin, Development and Contribution. Origin and Growth of Television in India. Doordarshan-The golden years. Coming of Private TV Channels. Cable Television, satellite TV. Internet as a Medium of Mass Communication. Web Journalism and emerging trend. Social Media a popular pastime or alternative journalism in the making.

#### ***UNIT-3***

Brief history of press legislation in India. Law of Defamation. The Official Secrets Act. Contempt of Courts. Privileges of Parliament. The Copyright Act. RTI Act.

#### **UNIT-4**

The Press and Registration of Books Act. Working Journalists and other Newspaper Employees Act. Cable Television Network (Regulation) Act. Information Technology Act.

#### **UNIT-5**

Freedom of Speech and expression, constitutional provisions in India .Indian Press during emergency. Press censorship. Board of Film Certification of India. Issues and challengers. Media, ethics and social obligation. Code of ethics and Press Council recommendations. Yellow journalism .World standards. Code of Commercial Advertising in All India Radio and Doordarshan.

#### **Suggested Readings:**

1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah
4. Press and the Law – An Grover
5. Press in Chains – Zamir Naizi
6. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
7. Mass Media and Freedom of Press in India – K S Padhy
8. Battle for Freedom of Press in India – K S Padhy
9. Laws of Press in India
10. The Press Council- T N Trekha

### **JMCE -101 (Elective) (A) GLOBAL JOURNALISM**

#### **UNIT 1**

Globalization and the media – framework of globalization, impact of globalization on media, context of global communication, future of globalization.

#### **UNIT 2**

Comparative media systems- history and context, quality journalism, barriers to media development, freedom of the press around the world, global journalism ethics.



### **UNIT 3**

Global News and its flow, global news agencies, media audiences, Cultural imperialism and cultural hybridity.

### **UNIT 4**

Media Coverage- glocalization, analysis of coverage in global and local media, specialized media coverage, religion and global regions, human rights and civil society protests, global migration and relevant issues.

### **UNIT 5**

Media empowerment and social change- NGO's and people's organization, media in social change and empowerment, role of public service broadcasting.

#### **Suggested Readings:**

1. Shahzad Ahmad, Art of Modern Journalism, Anmol Publications, Pvt. Ltd.2005
2. Tony Silvia, Global News: Perspective on the information age, Surjeet publication, 2006.
3. Scott Collins, ' Crazy like a FOX Crazy like a fox; the inside story of how Fox News beat CNN', the University of Michigan, 2004.
4. V.S.Gupta,' international Communication; Contemporary issues and trends in global information revolution', Concept Publishing Company, 2005..
5. World Communication and information Report- UNESCO publications,1999-2000
6. Hall, Stuart; On-line Journalism, Pluto Press, 2001.
7. Ron Smith and Loraine O'Connell, Editing Today, New Delhi: Surjeet Publications,2004
8. M.K. Joseph, Outline of Editing, New Delhi: Anmol Publications, 2000
9. Wright, Chrissic, Handbook of Practical Communication Skills, Jaico Publishing House.
10. Krishnaswamy, N. and Sriraman T. Creative English for Communication Macmillan India Ltd.
11. Palmer, Richard. Write in Style, a guide to good English. London and New York, Routledge Study Guides.
12. Artwick, Clauddete G.. Reporting and Producing for Digital Media Surjeet Publications. 1st Indian Reprint, 2005.
13. James Glen Stovall, Writing for the Mass Media, Sixth Edition, published by Dorling Kindersley (India)
14. Martin Huckerby, The Net for Journalists, UNESCO, 2005
15. Mencher, Melvin, News Reporting and Writing (1997). 7th Edition, Columbia University
16. Ed.Burgh, Hugode, Investigative Journalism (2000), Routledge Spark, David, Investigative Reporting (1999), Focal Press

17. Mc Combs, Maxwell:Shaw, Donald Lewis & Grey, David. Handbook of Reporting Methods, 1976.
18. Strentz, Herbert, News Reporters and News Sources- Accomplices in Shaping and Misshaping the News. Prentice Hall. 1992.
19. Rich, Carole. Writing and Reporting News: A Coaching Method. Wadsworth 2000.

## **JMCE -101 (Elective)**

### **(B) BUSINESS COMMUNICATION**

#### ***UNIT 1***

Communication Foundations: Communicating in today's workplace, developing team, listening, and etiquette skills, communicating across cultures.

#### ***UNIT 2***

The writing process:

Phase I-Analyze, anticipate, adapt,

Phase II- Research, Organize, Compose,

Phase III- Revise, Proofread, Evaluate

#### ***UNIT 3***

Business Correspondence: E-mail messages and memos, positive letters and messages, persuasive and marketing messages, negative messages.

#### ***UNIT 4***

Business report basics, proposals, formal reports, business presentations.

#### ***UNIT 5***

Employment Communication: the job search, resumes, cover letters, Interviewing and Following up.

#### **Suggested Readings:**

1. Harcourt J (Edi) 1991. Business Journalism, South-Western Publishing Co. Cincinnati, Ohio
2. Udaya Sahay 2006 Making News: Hand Book Of The Media In Contemporary India, New Delhi, Oxford Publication.
3. Mary Ellen Guffery 2004. Business Communication, Process And Product, Thomson South Western, Singapore,

4. Raymond Lesik(Edt) 2000. Basic Business Communication. New Delhi, Tata Macgraw Hill.
5. Hmai Pradhan(Edt)2000. Business Communication, Bombay Himalaya Publishing House.
6. Charuvedi B D(Edt) 2001. Business Communication Concept Cases and Applications, New Delhi Pearedu
7. Nirma Singh (Edt) 2002. Business Communications Principles Methods & Techniques. Bepndee New Delhi.
8. Sundar Rajan(Edt) 2001. Effective Business Communication. New Delhi, Suraj Publication.

**PRACTICAL  
JMCP-101  
REPORTING, EDITING & PAGE DESIGN**

**Reporting**

- 1) Accident News
- 2) Speech Reporting
- 3) Weather reporting
- 4) Cultural even, functions, seminar reporting
- 5) Interview based news.
- 6) Obituary.
- 7) Film review
- 8) News from press release, handouts

**Editing**

- 1) Learning Editing and proof reading symbols and how to use those to edit hard copy.
- 2) Agency copy editing
- 3) Correspondents copy editing.
- 4) News translation
- 5) Writing Letters to the editor
- 6) Feature, Editorial writing
- 7) Photo feature

**Page design**

- 1) Basic page design tools & practices
- 2) Designing front page of newspaper
- 3) Preparing a one page news bulletin twice a week

[This practical paper carries 100 marks. Evaluation of the paper will be done by an External Examiner for 50 marks- 30 marks assignment+ 20 marks viva. Rest 50 marks will be evaluated by Internal Examiner.]

## **SEMESTER – II**

### **JMC-201**

## **TV AND RADIO JOURNALISM**

### **UNIT 1**

TV as a medium of mass communication: its characteristics, present trends in Indian TV industry, visual grammar and its principles.

### **UNIT 2**

TV camera-its working and types, various camera shots and angles, basics of sound, light, and colour for TV news production, news editing, organizational structure of TV news channel, various functionaries in news room.

### **UNIT 3**

Fundamentals of TV news writing, structure of news bulletin, skills for news anchoring, basics of TV reporting and presentation, TV news production, single camera production and multi-camera production, field production.

### **UNIT 4**

Radio as a mass medium: its characteristics, future of radio, the art of writing for radio-its element and style, skills for news anchoring.

### **UNIT 5**

Organization of radio news room, Radio news bulletin: structure and types, various radio programmes and its production process & techniques, microphones- its importance and types, field recording skills, radio interview techniques.

### **Suggested Readings:**

1. Zettl H., Handbook of Television Production, 2008, Cengage Learning, New Delhi
2. Belavadi V, Video Production, 2008, Oxford University Press, New Delhi
3. Grant T., Audio For Single Camera Operation, 2003, Focal Press
4. Hartwig R.L., Basic TV Technology Digital and Analog, 2005, 4th edition, Focal Press,
5. Millerson G., Effective TV Production, 3rd Edition, Focal Press, 2009
6. Millerson G, Lighting For Video, 3rd Edition, Focal Press, 2000
7. Millerson G, Video Camera Techniques, 2nd Edition, Focal Press, 2000
8. Chater K., Research For Media Production, 2nd Edition, Focal Press, 2001
9. Erta D Fossard, 2005. Writing And Producing Radio Dramas, New Delhi, Sage Publication.

10. Chaltherji P.C. 1991. Broadcasting In India, New Delhi Sage Publication.
11. Chandrashekar B.S. 1999. Changing Preferences The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
12. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt. of India.
13. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO.
14. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.
15. Arvind Singhal, Mechel J Curdy And E M Rogers(Est). 2003. Entertainment Education and Social Change, New York, Lawrence & Bouns Association.

## **JMC-202**

### **PHOTOGRAPHY AND PHOTOJOURNALISM**

#### **Unit 1**

Origin and Development of Photography, Photography as an art and science, Pictorialism and Realism. Power of Vishal Language. Importance of Photography in print and electronic media.

#### **Unit 2**

Camera and Equipment- Still Camera, Movie camera, Video Camera, types of Cameras. Manual, Automatic, Polaroid, Digital Camera. Camera lens –Types of lenses- Wide angel, Normal, Telephoto, Zoom 6ms etc. Use of filters. Light.

#### **.Unit 3**

Techniques of photography-Composition, Subject, Lights, camera Control device, Aperture, and Shutter speed. Attributes of a good photograph. Camera shots and angles. Black and White and Colour photograph.

#### **Unit 4**

Photojournalism – Definition, Nature and scope of Photojournalism .Photojournalism and press photography, Principles of Photojournalism. Sources of photograph. News Value photo selection and editing photo caption, photo feature. Legal and ethical Aspects of photo journalism.

## Unit-5

### Project Work

Each student will be required to prepare and submit a project work comprising

- 1) Two photo feature on any contemporary issue, situation, festivals, happening of considerable interest and news value.
- 2) Five News worthy photographs with appropriate captions.

### Suggested Readings:

1. David Busch's Mastering Digital SLR photography, 3rd edition, Cengage learning, 2012
2. History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
3. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
4. Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed).London: Focal Press
5. Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill
6. Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press
7. British Press Photographers Association. (2007). 5000 Days: Press photography in a changing world. London: David & Charles.
8. Nair, Archana. (2004). All about photography. New Delhi: Goodwill Publishing House.
9. Freeman, Michael, The complete guide to digital photography, Thames & Hudson, 2003
10. Mitchell Beazley " The art of color photography" octopus publishing group Ltd
11. John Hedgecoe "John Hedgecoe Creative photography – Collins & Brown
12. Ang, Tom, Digital Photography: An introduction, Dorling Kinderley, 2003
13. Steve Bavister " Digital photography" Collin & Brown ltd, 2000
14. John Hedgecoe "Basic photography" Collin & Brown ltd, 2000
15. Kurt Lancaster "DSLR Cinema, Crafting the Film Look with Video, Focal Press, 2011.

**JMC -203**  
**DEVELOPMENT COMMUNICATION**

**UNIT 1**

Development- meaning, different paradigms and perspectives, problems and issues in development, indicators of development, development dichotomies.

**UNIT 2**

Development communication: meaning, definition & philosophy, strategies in development communication, role of media in development communication, case studies and experience

**UNIT 3**

Agricultural communication and rural development- its genesis and approach, diffusion of innovation, case studies of communication support to agriculture.

**UNIT 4**

Development Support Communication – concept and process, DSC for population control & family welfare, health, education and environment, problems faced in DSC

**UNIT 5**

Designing messages for development communication with special reference to radio and television, use of folk media in development, ICT for development, multi-media approach to development communication.

**Suggested Readings:**

1. Kiran Prasad, Communication for Development Reinventing Theory and Action, B.R. Publishing Corporation, 2009
2. Srinivas R. Melkote, H. Leslie Steeves, Communication for Development in the Third World, Sage Publication, New Delhi, 2001
3. V. S. Gupta, Communication, Development and Civil Society: Essays on Social Development, concept publication, New Delhi
4. Keval J Kumar, Mass communication in India, Jaico Publishing House
5. Uma Narula, Mass Communication: Theory and Practice, Har-Anand Publications Pvt. Ltd, 1994
6. Uma Narula, Dynamics of Mass Communication: Theory and Practice
7. Uma Narula, Handbook of Communication models, perspective, strategy, Atlantic (6 July 2006)
8. Uma Narula, Communication models, Atlantic Publishers Limited, 2006

9. Jan Servaes, Communication for development and social change, Sage publication, 2008
10. KD Gangrade, Gandhian Ideal development and social change, Northern Book Centre, N Delhi, 1991
11. JV Vilanillam, Development Communication in Practice: India and the Millennium Development Goals, SAGE Publications, 2009 • Srinivas R Melkote, H Leslie Steve's, Communication for Development in the Third World: Theory and Practice for Empowerment, SAGE, 14-Dec-2001
12. Ed. Neville Jayaweera, Sarath Amunugama, Rethinking Development Communication, The Asian Mass Communication, Singapore, 1987
13. J. Srevaes, Communication for development: one world, multiple cultures, Hampton Press, 1999

## **JMC- 204**

### **ONLINE JOURNALISM**

#### ***UNIT 1***

Internet- its characteristics and advantage over other mass media, how internet has changed the media landscape, history, reach and access of internet in India

#### ***UNIT 2***

Meaning of online journalism, its tools, knowledge of HTML and use of content management system, convergence and new media, podcast and webcast, online journalism in India

#### ***UNIT 3***

techniques of writing for the web, similarities and differences in writing for the web and other mass media, different types of stories and feature writing for online media

#### ***UNIT 4***

The new breaking news medium, Citizen and participatory journalism, social activism & internet, business model of web journalism, future trends

#### ***UNIT 5***

Problem of verification, accuracy and fairness, protecting copyright, ethics of online journalism.



## **Suggested Readings:**

1. Foust James, (2005), Online Journalism – Principles and Practices of News for the Web, Holcomb Hathaway Publishers, Scottsdale, AZ.
2. Stovall James Glen, (2004), Web Journalism – Practice and Promise of a New Medium, Pearson Education, Boston, MA.
3. Quinn Stephen (2005) Convergent Journalism: The Fundamentals of Multimedia Reporting. Lang Publishing.
4. Whittaker Jason ,(2001), Web production (2nd edition) ,Routledge.
5. Koth Tom , Journalism in the 21st century ; online information, electronic databases and the news ( adamantine press Ltd.)
6. Artwick, Clauddete G.. Reporting and Producing for Digital Media Surjeet Publications. 1st Indian Reprint, 2005.
7. James Glen Stovall, Writing for the Mass Media, Sixth Edition, published by Dorling Kindersley (India)
8. Martin Huckerby, The Net for Journalists, UNESCO, 2005

## **JMCE- 201(Elective)**

### **(A) COMPARATIVE HISTORY OF WORLD JOURNALISM**

#### **UNIT 1**

Evolution of language, oral and written, Language and communication, early history of written communication, rock edicts, stone scriptures, palm leaf and papyrus manuscripts.

Invention of printing method by the Chinese, invention of printing machine, Johan Gutenberg, age of mass communication begins in true sense. Coming of printed books, newsletters and news books.

#### **UNIT 2**

History of British press- early years, major newspapers during 18<sup>th</sup> and 19<sup>th</sup> century, the story of The Times, the new journalism era, press and politics, media barons, changing trends, current scenario. Coming of radio and television, news and entertainment, changing priorities.

### **UNIT 3**

American Journalism- The colonial papers, Benjamin Franklin, Zenger trial and the spirit of freedom of press in America, newspaper and politics, the Penny Press, Associated Press and beginning of news agencies.

Some great editors- Horace Greely, James Gordon Bennet, Henry Raymonds and New York Times, mass market, the great circulation war and Yellow journalism, Pulitzer and Hearst, Muckrackers, ethnic press. Tabloids.

Radio, Television and Internet, stiff competition, decline in circulation and question of survival for the newspapers. Current status of American press.

### **UNIT 4**

Press in soviet Russia and China, Early years, press under the State control, post liberation era press and electronic media.

### **UNIT 5**

Origin and development of press in third world countries.

#### **Suggested Readings:**

1. Gopal, Madan, Freedom Movement and the Press- The Role of the Hindi Newspapers, (1990), Criterion Pub.
2. Jefferey, Robin, India's Newspaper Revolution. (2000). OUP
- 3.
4. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
5. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
6. Melvin Mencher (2006), News reporting and Writing, 10th edition, McGraw-Hill.
7. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
8. Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
9. Raman, Usha (2009), Writing for the Media, OUP
10. Paronjoy Guha Thakurtha, Media Ethics: Truth Fairness and Objectivity, 2009, Oxford University Press
11. Kiran Prasad, Media Law and Ethics: Readings in Communication regulation, 2008, B.R.Publishing Corporation New Delhi.

## **JMCE-201 (Elective)**

### **(B) MEDIA LITERACY**

#### **UNIT 1**

Defining media literacy, why increase media literacy, the media literacy model, developing media literacy.

#### **UNIT 2**

Reality and media messages, entertainment content, news- a reflection or a construction, news framing influence, advertising and its intended effect.

#### **UNIT 3**

Broadening our perspective on Media effects, how the effects process work, effects on institutions.

#### **UNIT 4**

The importance of real- world knowledge, personal strategy for increasing media literacy, helping others increase media literacy.

#### **UNIT 5**

Issues in media literacy- media influence on sports, portrayal of violence in the media, privacy and piracy with the media.

#### **Suggested Readings:**

1. Mass Communication & Journalism in India - D S Mehta,
2. Mass Communication in India - Keval J. Kumar, Jaico Publishing House.
3. International Communication – N. Prabhakar & N. Basu, Commonwealth publishers, New Delhi.
4. Understanding Development Communication – Uma Joshi.
5. Mcquail's Mass Communication Theory – Denis Mcquail, Sage Publication.
6. Mass Communication Models-Uma Narula
7. History of Press in India by J. Natarajan (English),
8. Indian Journalism by N. Krishnamurthy,
9. Press in India by M. Chalapati Rao, I
10. Indian Broadcasting by H.R. Luthara

## JMCP-201

### PRACTICAL – TELEVISION,RADIO AND ONLINE

#### Part-A: Radio

- Editing Copy
- Compilation of Bulletins
- Reporting Accidents, Sports, Festivals, Seminars, Fairs & Exhibitions
- Voice for News Casting
- Voice for Comparing / Anchoring / Jockeying
- Writing Radio Commercials

#### Part-B: Television

- Visual Shooting with TV Camera: Camera Movement and Basic Shots, Colour Balance, Lighting in the Field and Using Reflectors
- Studio Set Up: Studio Lighting, Makeup, Positioning and Output
- Studio Production: Studio Interview and Studio Discussion. Panel Studio Programmes: Planning for Panel show, Use of Graphics, Anchoring, Chat Shows, Crossfire. TV Documentary Production and Corporate Video Production
- Script Writing for Audio Visual Media: Style of Writing, Writing for Video and Visual to Words
- TV News Writing: Formats of News, Types of TV News, Reporting, Types of Copy Writing, Language
- Television Reporting: Story Idea and Visualizing of News
- Writing News Packages: Intro and Anchor Read, Voice Over: Pausing, Punctuation and Techniques of Voice Over
- Headlines Writings: Types of Headlines, Style of Headline Writing, Writing for Promos
- PTC (Piece-to-Camera): Types of PTC, Use of PTS
- TV News Editing: Planning Production, Compilation of News Programmes
- TV Anchoring: Skills of Anchor, Body Language of TV Anchor, Modulation, Use of Teleprompter
- Convert existing, for-print story into a story for the Worldwide Web.
- Content Development

## **SEMESTER - III**

### **JMC-301**

## **PUBLIC RELATIONS**

### **UNIT 1**

Evolution and history of Public Relations, - definitions of PR- Need for PR, PR as a process, public opinion and persuasion, pr vs spin, PR in India and its present status, PR and Allied Discipline-Publicity, Propaganda, Public Affairs, Lobbying, Advertising.

### **UNIT 2**

Theories of PR, the four models of grunig and hunt, Publics of Public Relations: Tools and Methods of Public Relations, Organization and Functions of PR Department, Media of communication with various publics, PR agencies – organization and function, Qualities, role and responsibilities of a PRO.

### **UNIT-3**

Media relations- strategies and tactics, Press Release, Audio news release, Video News Release, Press Conferences, Press Briefs, Rejoinders, Facility Visits etc ,New media and PR, research in PR.

### **UNIT 4**

Planning and managing PR campaigns, strategy, research, measurement, evaluation communication audits, role of pr in different sectors- politics, nonprofit organizations, education, entertainment, sports, travel, PR in Crisis management.

### **UNIT 5**

Corporate Communication: Definition, Nature and Scope, Corporate image, identity, & reputation- its management, brand building through cc, The changing CC landscape- challenges and opportunities, Corporate Social Responsibility, law, ethics and codes of PR.

### **Suggested Readings:**

1. Otis Baskin & Craig Aronoff (Eds). 2000. Public Relation., The Profession & The Practice, U.S.A. Times Mirror Co.

2. Pill Quirke (Edt). 1986. Communication & Public Relations Columbus Ohio Merrill,
3. Allen H Centre (Edt). 2003. Public Relations Practices, NewDelhi Prentice Hall Inc of India
4. Scott M Cutlip (Edt). 2000. Person and Education, Pvt Ltd. New Delhi Indian Branch.
5. Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press
6. Rene A Henry (Edt) 2001. Marketing Public Relations New Delhi, Oxford University Press.
7. Philip Lesly (Rdt). 2000. Handbook of Public Relations and Communication. New Delhi, JBS Publishers Rene A Henry (Edt) 2000.
8. Marketing Public Relations New Delhi, Suraj Publications
9. Joann Keyton. 2004. Communicating in groups – Building Relationships for Group Effectiveness, Oxford University Press
10. Pylee MV 2004 Industrial Relations and Personnel Management, New Delhi, Vikas Publishers
11. Singh JK 2004. Media and Public Relations New Delhi, APH Publishers
12. Donald Treadwel 2004 Public Relations Writing, New Delhi, Sage Publications
13. Stephen P Banks 2004. Multi-Cultural Public Relations, New Delhi, Suraj Publications.

## **JMC -302 ADVERTISING**

### **UNIT 1**

Advertising Basic concept – definition, nature and scope. Origin and development of advertising in India. Social, economic and cultural context of advertising. Advertising ethics. Criticism against advertising. AAI and ASCI.

### **UNIT 2**

Types of advertising. ATL and BTL advertising. Various media for advertising and their comparative strength and weaknesses. Internet as the new and effective medium for advertising.

Advertising Agency-types and functions. Different departments of an advertising agency. Major Indian and foreign advertising agencies.

### **UNIT 3**

Marketing communication and advertising. Relevance of advertising in Marketing Mix. Advertising Campaign- Setting advertising objectives, developing strategies, planning,

execution and evaluation. Media planning, consumer behavior, factors affecting consumer behavior.

#### **UNIT 4**

Brand management and advertising. Creating brand image, brand identity. Brand positioning and brand equity. Role of research in advertising. Product analysis, Market analysis.

#### **UNIT 5**

Elements of a good advertisement. Advertisement copy – Text and picture, message slogan, headline, appeal, USP, Ad. Copy preparation, message design, psychological factor in advertising message, and creativity in advertising. Writing advertising copy for different media.

#### **Suggested Readings:**

1. Philip Kotler: Marketing Manageme, William Stanton and others; Fundamental Marketing.
2. David Ogilvy (Edt) 2000. Ogilvy on advertising, London Prion Books Ltd.
3. Meena Pondey, (Edt) 1989. Foundation of Advertising Theory and Practice, Bombay Himalaya Publishing house.
4. Larry Percy (Edt). 2002. Strategic Advertisement Management. Europe Prentice Hall
5. William F Arens (Edt) 2000 Contemporary Advertisement. USA Times Mirror Education Group.
6. William Wells (Edt) 2001. Advertising, Principles and Practice, London Prion Books Ltd.
7. Marla R Staffer (Edt) 2001. Advertising Promotion and New Media, Times Mirror Co, USA.
8. Bir Singh (Edt). 2000. Advertising Management, New Delhi Anmol publications.
9. Larry Percy (Edt) 2000. Strategic advertisement management, New Delhi, Suraj Publications.
10. Wells, Burfert Morlaty (Eds) 2003. Advertising: Principle & Practice, New Delhi Prentice Hall.
11. S A Choonawala, K C Sethia (Eds) 2005. Foundations of Advertising theory & Practice, Bangalore Himalaya Publishing.
12. George E. Belch 2004 Advertising and Promotion an Integrating Marketing Communication Perspective, New Delhi, Tata McGraw Hills.
- 13.

**JMC 303**  
**MEDIA MANAGEMENT**

**Unit 1**

Principles and basic functions of Management, Organization. Definition, needs, functions, organizational theories, Types of organization. Media Management definition, need, factors influencing media management, Different Management function- Editorial management, Business, HRM, and Technical.

**Unit 2**

Mass Media ownership pattern- Sole proprietorship, Partnership, Company, Cooperation trust. Cross Media Ownership. Conglomerates, Media Chain & Groups. Role of managing Director, Managing Editor, editor in management, editing policy.

**Unit 3**

Mass Media Economic (Print & Electronic Media)-Media as an industry business and profession. Financial and legal aspects of media management. Revenue generation on strategy. Budgeting and Finance Business Promotion, Circulation and advertising strategy, Competition and survival. PR for business development, Research and Evaluation.

**Unit 4**

Structure and function of media organization – Newspaper, Television, News Agencies, AIR. Doordarshan. Government's Media Agency. Process, Problems and prospects of launching media venture in India. FDI in Indian Media. Professionalism, Profit making and social commitment.

**Unit 5**

Project Report- Student will be required to visit on media organization of his/her choice for 7 days to study the organizational and management strategies and policies, functions and prepare a project report to be submitted to the department before commencement of 3<sup>rd</sup> semester examination for assessment. The report carries 20 marks.

**Suggested Readings:**

1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmind and Robert 2004: Trager 2004. Media Organization Management, London response books, Biztantra.



3. Cabera, E.F & Bonache 1999. An expert H R System for Aligning organizational, cultural & Strategy, New York Academic Press
4. Halzer C 1991, Total quality Management, London Champra & Hall
5. W.J. Stantton & Charles Futrell 2003. Fundamental & marketing, New Delhi MC Graw Hill
6. Thons Gouldon, 1997. News Management, London, Willian Heiremamm Ltd
7. Aggarwal, VirBala, Gupta, V.S., Handbook of Journalism and Mass Communication,
8. Kothari, Gulab, Newspaper Management in India, Books from India or Oscar Publications (Delhi, DEL, India)
9. Sylvie, George, LeBlanc, Jan Wicks, Hollifield, C. Ann, Lacy, Stephen, Media Management: A Casebook Approach (Routledge Communication Series), Routledge Communication Series, Routledge; 4 edition (October 10, 2007) Journal of Organizational Behavior
10. Rucker and Williams; Newspaper Organisation and Management; 4th Edition; (1974); Iowa State University Press.
11. Fink, Conrad; Strategic newspaper management; (1988); Random House
12. Sindhvani, T. N.; Newspaper Economics and Management; (1979); Ankur Publishing
13. Schall and Haley; Introduction to Financial Management; Tata McGraw Hill.

**JMC 304**  
**MASS MEDIA RESEARCH**

**UNIT 1**

Meaning, definitions and characteristics of research, types of research, research process, mass media research – meaning, objectives and significance.

**UNIT 2**

Basic elements of research – concepts – indicators- variables, hypothesis – types – characteristic of good hypothesis – hypothesis testing– research design-Sampling Methods of Data collection: Observation, Interview, Questionnaire, content analysis and case study.

**UNIT 3**

Communication research methods- field observation, focus groups, intensive interviews, case studies. Content analysis, survey research, longitudinal research, experimental research.

## UNIT 4

Research in print media, electronic media, advertising, PR, media effects, internet and mass media research.

## UNIT 5

Use of statistics in communication research, basic statistical tools: measures of central Tendency) mean, mode and median: measure of dispersion (standard deviation, Correlation and chi-square).Data analysis, use of Statistical software. Research ethics, Research report writing- components and style.

### Suggested Readings:

1. Srivastava, Vinay Kumar (ed) (2004) Methodology and Fieldwork , Oxford University Press: New Delhi. (Introduction)
2. Durkheim, Emile (1982, 1895), "The Preface" and "What is a Social Fact?" The Rules of Sociological Method, The Free Press, New York.
3. Babbie, Earl, 2004 , (10th edition), The Practice of Social Research, Wadsworth/Thompson: Chennai, Ch 14, 16.
4. Wimmer. R.D, and Dominick J.R (2006) , Mass Media Research – Processes, Approaches and Application (pg 46-96, pg 147-207), Wadsworth CENGAGE Learning, India Edition.
5. Bryman, Alan (2008), Social Research Methods, (pg 137 – pg 339), Oxford University Press, Oxford.
6. Somekh B, and Lewin C (Eds)(2005), Research Methods in the Social Sciences (pg 198-225)Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi
7. Allen M, Titsworth S, and Hunt K.S (2009), Quantitative Research in Communication (Pgs 1-16), Sage Publications Inc.
8. Berger, A. 2000, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage:London.
9. Geertz, Clifford. 1973. Thick description: toward an interpretative theory of culture. In The interpretation of cultures.
10. DeWalt, K. M., and B. R. DeWalt. 2002. Participant Observation: A Guide for Fieldworkers: Altamira Press.
11. Goffman, E (1989). On Fieldwork. Journal of Contemporary Ethnography, Vol.18; pp.123 – 132.
12. Pawson, Ray. 1996. Theorizing the interview. The British Journal of Sociology 47(2): 295-314.
13. Shweder, Richard. 1997. The surprise of ethnography. Ethos 25(2): 152-163.
14. Berger, Arthur A, 2005, Media Analysis Techniques, Sage : New Delhi, Ch 1.

15. Cortazzi, M. 1999, 'Narrative analysis'. Ch. 23 in Alan Bryman and Robert Burgess, (eds.) *Methods of qualitative research*, Vol. II. Thousand Oaks, CA: Sage Publications.

**JMCE 301 (Elective)**  
**(A) FOLK MEDIA**

**UNIT 1**

Origin and meaning of the concept of 'folk media' characteristics of folk media, folk media as instruments of popular entertainment, relevance of folk media in modern society.

**UNIT 2**

Classifications of folk media forms, important folk media forms in India – Folk songs, Folk dances, Folk theatre, Folk tales, Folk games and Street plays.

**UNIT 3**

Popular folk arts in India and their use in development communication.

**UNIT 4**

Integrated application of folk media and mass media.

**UNIT 5**

Role of government agencies like song and drama division, information and publicity department.

**Suggested Readings:**

1. Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage
2. Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage
3. Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.
4. Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang
5. Dorson, Richard M. 1963. Current Folklore Theories. *Current Anthropology*, Vol. 4(1): 93 – 112.
6. Zipes, Jack. 1975. Breaking the Magic Spell: Politics and the Fairy Tale. *New German Critique*, No.6: 116 – 135.
7. Propp, Vladimir. 1968. *Morphology of the Folk-Tale*. Übers. Laurence Scott. Austin: U of Texas P.
8. Lévi-Strauss, C. 1968, "The Structural Study of Myth", in Thomas A. Sebeok (ed.), *Myth: A Symposium* Bloomington: Indiana University Press.

9. Dundes, Alan. 1997. Binary opposition in Myth: The Propp/Levi-Strauss Debate in Retrospect, *Western Folklore*, Vol.56 (1): 39 – 50.
10. Mayaram, Shail. 2003. Kings versus Bandits: Anti-colonialism in a Bandit narrative. *Journal of the Royal Asiatic Society*, Vol.13 (3): 315 – 338.
11. Blackburn, Stuart. 1987. Performance as Paradigm: A rhythm in a Tamil Oral Tradition. In *Indian Folklore-II*, ed. By Peter J. Claus, Jawaharlal Handoo and D.P.Pattanayak, Central Institute of Indian Languages, Mysore:157 - 209.
12. Ramanujan, A.K. and Stuart Blackburn (ed) (1986). *Another Harmony, New Essays and the Folklore of India*, Berkeley, University of California Press.
13. Islam, Mazharul. 1985. Folklore: The Pulse of the People. In the context of Indic Folklore. *Ranchi Anthropology Series -7* (Ed.) by L.P.Vidyarthi. Chapter 1 – Folklore: Definition, Dynamism and Scope: pp.1 -34.
14. Bascom, William R. 1981. Four functions of folklore. In his *Contributions to Folkloristics, Founders of Folklore Series – I*, Folklore Institute, Meerut: pp. 40 – 64.
15. Appadurai, Arjun, Frank J.Korom, Margret A.Mills, 1991 (Ed.) *Gender, Genre and Power in South Asian Expressive Traditions*, Philadelphia, University of Pennsylvania Press.

### **JMCE 301 (Elective)**

### **MEDIA, SOCIETY AND HUMAN RIGHTS**

#### **UNIT I**

Society- definition, concepts, structure & functions. Social system, social values, belief, norms and customs, social justice, society and culture. Characteristics of Indian society.

#### **UNIT II**

Mass media- functions and impact: Influence of political, economic, cultural and technological factors on media functioning. Media – society relationship. Mass society. Media and consumerism. Role of media in democracy and governance. Role of media in public opinion formation.

#### **UNIT II**

News coverage- objectivity vs interpretation, media bias, trial by media, media activism, paid news syndrome. Celebrity journalism. Media coverage of issue related to conflict, ethnic, religious and racial sensitivity. Demassification of media.

## **UNIT IV**

Human Rights- Basic concepts and needs. Universal Declaration of Human Rights. Human Rights in International Perspectives. Human Rights in India. State & National Human rights Commission of India. Freedom of Speech and Expression as fundamental Human Right.

## **UNIT 5**

Role of media in protecting Human Rights. Politics of Human Rights. Problems of writing about Human Rights issues. Major Human Rights issues- education, health care, bonded labour, crime against women & children, caste, community & gender discrimination, communal riot, fake encounter, custodial death, terrorism.

### **Suggested Readings:**

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – George Oddman
3. Media and Democracy in Asia - An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard Media power in politics - Graber, Doris. 1980
6. Media and Society - Arthur Asa Berger
7. Media and Society: challenges and opportunities - Edited by Vir Bala Aggarwal
8. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
9. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University, Newyork, 1953

## **JMCP 301**

### **PRACTICAL – PUBLIC RELATIONS & ADVERTISING**

#### **Part-A: Public Relations**

- Preparation of Press Releases & Handouts
- Designing House Journals, Brochure, Folders
- Creating Institutional Advertisement
- Photographs for PR
- Bulletin Boards

#### **Part-B: Advertising**

- Creating different types of advertisements
- AD Copy for Newspaper & Magazines
- Radio & TV Commercials
- Banners, Posters & Advertising on Walls
- Billboards & Vehicular Advertising

**SEMESTER- IV**  
**JMC 401**  
**INTERNATIONAL & INTERCULTURAL COMMUNICATION**

**UNIT I**

International Communication: basic concepts nature and scope, historical background, Global communication, political, economic and cultural dimensions of international communication. Communication and information as a tool of equality and exploitation.

**UNIT 2**

Issues in international communication imbalance in international flow of information domination transaction Mc Bride NA commission's report .NWICO. Nonaligned news pool. Recent changes and developments in the global information and communication order. Current trends.

**UNIT 3**

Impact of news technology on international communication and globalization .Cultural imperialism, skyvasion, digital divide. Transactional media ownership and its impact. Universal declaration of human rights and communications.

**UNIT 4**

Intercultural communication: What is culture? Meaning, definition, types. Communication and culture, culture as an institution, eastern and western prospective, intercultural communication –meaning , definition process .Philosophical and functional dimension. Mass media as instruments of intercultural common. Problems in instrumental communication .Impact of new technology.

**UNIT 5**

Linguistic aspects of intercultural of common verbal and nonverbal messages – perception and miss understanding. Intercultural communication competence folk media as vehicle of intercultural communication.

**Suggested Readings:**

1. Thussu, Daya Kishan (2009), International Communication: A Reader

2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
4. Seator, Jean. (1998). Politics and the Media, Blackwell.
5. Gunther, Richard. (2000). Democracy and the Media, Cambridge.
6. Samovar, L. A & Porter, R. E. (2000). Inter-cultural Communication-A Reader,Wadsworth.
7. Ravindran, R.K. (1999). Media and Society, Commonwealth.
8. Price, Stuart. (1998). Communication Studies, Longman.
9. Curran, James. (2000). Mass Media and Society, Arnold.
10. Caldwell'(eds) Production Studies: Cultural Studies of Media Industries. New York: Roulledge.
11. Livingstone, (2006). ' The Changing Nature of' Audiences: From the Mass Audience to the Interactive.

## **JMC - 402 (A) Specialization**

### **PRINT JOURNALISM**

#### **UNIT 1**

The role of a journalist, Qualities and requirements, professionalism, matter of values, integrity and commitment. Challenges and motivation. Print vs electronic media. Age of computers and internet, changing times and changing pattern of news. Precision journalism. Role of a reporter as a communicator. Nose for news, the News Peg, identifying the story, developing news.

#### **UNIT 2**

Understanding News, News value, Element of interest. Objectivity and social context of news. News and interpretation. Opinion as news. Writing the news – headline, lead and body, the news media and Public Relations. Press releases and Handouts as news sources. Human interest in news writing human interest stories, news features.

### **UNIT 3**

Reporting on public affairs- press conference, press briefing, interview- types and techniques of interviewing. Covering functions, conferences, seminars, rallies, speeches. Crime, politics, opinion polls. Public service journalism- Investigative reporting, news analysis, development journalism.

### **UNIT 4**

Editing – Fundamental principles of editing. Types- line editing, creative editing, display editing. Risk of passing unedited copy, editing techniques, do's and don'ts. Editing in the electronic era. Onscreen editing. Art of rewriting and news translation. Proof reading – purpose and technique, comparison and non-comparison proof reading.

### **UNIT 5**

Editorial writing, feature writing, column writing, interviews, news analyses, reviews.

#### **Suggested Readings:**

1. Vaitilingham, R. 2001. The Financial Times guide to using the financial pages. (4thEdition). London: Prentice Hall.
2. World Bank Institute. 2002. The right to tell. The role of mass media in economic development. Washington D.C.: World Bank Institute.
3. Scott, Robert Dawson (1999) 'Bridging the cultural gap: how arts journalists decide what gets onto the arts and entertainment pages', in Critical Quarterly 41 (1), 46-55.
4. Titchener, Campbell B. (1998 2nd edition) Reviewing the Arts, Mahweh, NJ: Lawrence Erlbaum
5. Fuller, David & Waugh, Patricia eds. (1999) The Arts and Sciences of Criticism, Oxford: Oxford University Press
6. Hughes, Robert (1990) Nothing If Not Critical. Selected Essays on Art and Artists. New York: Alfred A. Knopf.



**JMC - 402(B) Specialization**  
**BROADCAST JOURNALISM**

**UNIT 1**

Scripting for radio, programme formats, Programme for special audiences- Writing for children, women, farmers and youth issue based programme, talk show, phone- in and emerging formats, language of FM radio presentation.

**UNIT 2**

Writing news reports for radio, conducting news interviews, using sound bites, news reading techniques- voice modulation and pronunciations.

**UNIT 3**

The grammar of TV news writing, Scripting for TV, conducting news interviews, using sound bites, news reading techniques-voice modulation and pronunciations,

**UNIT 4**

Programme for special audiences- Writing for children, women, farmers and youth issue based programme, tele-serials, documentary, talk shows, sit-coms and emerging formats

**UNIT 5 (PRACTICAL)**

To have knowledge of different genres of radio and television production, the students have to complete the following assignments: Radio Production for- News, Interview, feature, RJ programmer, TV production - News, Interview, feature, documentary.

**Suggested Readings:**

1. Beaman, Jim; Interviewing for Radio; (2000) Routledge
2. Chattelji, P.C; Broadcasting in India; (1987); Sage
3. Ahuja; Audiovisual Journalism; (1988); Suljeet.
4. Hilliard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth

## **JMC- 402(C) Specialization**

### **ADVERTISING AND CORPORATE COMMUNICATION**

#### **UNIT I**

Advertising Basics-purpose, Type, Media for Advertising. Ad Industry in India. Major Ad Agencies and memorable campaigns. Ad effectiveness. Ad goals and strategies. Advertising and sales promotional goals. Segmentation and positioning strategies. Niche marketing. AIDA, AIDCA, DAGMAR Approach. Ad Agency Management. Agency-client interface. Agency media interface.

#### **UNIT 2**

Ad campaign Planning- Ad objectives, market Analysis, Product Analysis. Media planning, Media selection and scheduling execution and evaluation. Factors Affecting Consumer behavior. Ad copy writing. Creativity in Ad. Creating Advertisement (Print & Electronic)

#### **UNIT 3**

Corporate communication as a community of practice; how it works, key tasks of corporate communication, placement of corporate communication function, contemporary business environment and corporate communication, overview of its function in India, its future.

#### **UNIT 4**

Online platforms for Corporate Communication, New media relations, Stakeholder communication in digital world, crisis management in virtual world.

#### **UNIT 5**

Writing for style, flow and credibility; design influence of cc writing; business writing; newswriting for the press, features and newsletters; writing for broadcast, scripts and speeches; writing for the web; op-eds,PSA's, direct mail, brochures, annual reports, events & exhibitions

#### **Suggested Readings:**

1. Philip Lesly (Rdt). 2000. Handbook of Public Relations and Communication. New Delhi,

2. JBS Publishers Rene A Henry (Edt) 2000. Marketing Public Relations New Delhi, Suraj Publications
3. Joann Keyton. 2004. Communicating in groups – Building Relationships for Group Effectiveness, Oxford University Press
4. Pylee MV 2004 Industrial Relations and Personnel Management, New Delhi, Vikas Publishers
5. Singh JK 2004. Media and Public Relations New Delhi, APH Publishers
6. Donald Treadwel 2004 Public Relations Writing, New Delhi, Sage Publications
7. Stephen P Banks 2004. Multi-Cultural Public Relations, New Delhi, Suraj Publications.
8. Otis Baskin & Craig Aronoff (Eds). 2000. Public Relations.The Profession & The Practice, U.S.A. Times Mirror Co.
9. Pill Quirke (Edt). 1986. Communication & Public Relations Columbus Ohio Merrill,
10. Allen H Centre (Edt). 2003. Public Relations Practices, NewDelhi Prentice Hall Inc of India
11. Scott M Cutlip (Edt). 2000. Person and Education, Pvt Ltd. New Delhi Indian Branch.
12. Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press.
13. Rene A Henry (Edt) 2001. Marketing Public Relations New Delhi, Oxford University Press.

### **JMC- 402(D) Specialization NEW MEDIA JOURNALISM**

#### **UNIT-I**

New Media- Meaning, Nature & Scope :Digital Media Platforms (DMP) -Definition - A digitised platform for media delivery of video, audio and/or data to multiple networks, such as Telco, cable, satellite, digital terrestrial broadcasting and the Internet. Web 1.0 to Web 2.0: (transition from static hyperlinks to interactive web applications and services).Networking, ISP and browsers, Types of websites, Video conferencing, Webcasting, social networking, blogging and micro-blogging. Emergence of Broadband, Mobile and Social Media (smartphones, tablets and other wireless devices integrating social, data analysis and applications).Internet -Problems of reach & access. Internet and knowledge society.

#### **UNIT-II**

Web journalism & Digital storytelling. Unique features- Interactivity, Hyper textuality & Multimediality.Computer assisted journalism/Reporting, 4 Rs of CAJ/CAR- Reporting,

Research, Reference & Rendezvous. Annotative Reporting, Open Source Journalism, Participatory Journalism, Hyperadaptive News. blogs and micro blogs.

### **UNIT-III**

Writing for new media – Online News Writing & Editing, Various online tools to manage text, links, photos, maps, audio, video, etc. News Reporting, writing and producing a package for online media. Feature writing for online media. Preparing online packages. News editing for the web. Creating online advertisements.

Web page designing- Objectives,, mechanics and economics of web page design. Developing the Information Architecture. Creating a web page. Ensuring visibility

### **UNIT –IV**

Financing & Revenue generation for online journalism, Online journalism and Ethical issues. Cyber laws. Gatekeeping: the changing role of online journalism- the journalist as a gatekeeper, from Gatekeeping to Gatewatching, Mythmaking in the age of online journalism, Agenda setting.

### **UNIT-V**

The practical component of this paper is of 50 marks. Practical assignments- writing news & features for News Portal. Designing and creating an online news page. Conceptualizing and preparing online advertisements.

### **Suggested Readings:**

1. LA Lievrouw, S Livingstone, Handbook of new media: Social shaping and consequences of ICTs, Sage 2002
2. Martin Lister, New Media: A Critical introduction, Routledge, 2009
3. Flew. Terry, New Media: An Introduction, Oxford Higher Education, 3rd, 2007
4. Wendy Hui Kyong Chun, Thomas Keenan, 'New media, Old Media, A history and Theory reader, Routledge, 2006
5. Purcell, Lee (2001). ABC of Java Script. BPB Publication
6. Reinhardt Robert & Snow Dowd (2002). Flash MX bible. Wiley Publishers
7. Adobe Creative Team (2005) Adobe Photoshop 7.0 classroom in a Book. Adobe Publishers
8. Ramesh Bangia (2002). Learning Multimedia. Khanna book publishers
9. Carolina McCarthy, Facebook: Our targeted ads aren't creepy , The Social-CNET news, June 18, 2009
10. Levinson. Paul, New New Media, Allyn & Bacon, 2nd, 2012
11. Lev Manovich, The language of New Media, MIT Press, 2001

12. Ronal Dewolk, Introduction to Online Journalism, Allyn & Bacon
13. John Vernon Pavlik, New Media Technology, Allyn & Bacon
14. Michael M. Mirabito, New Communication Technologies : Application
15. Barbara . Mogrenstorn, Policy & Impact, Focal Press, 4th edition 12. Xtine Burrough, Paul Martin Lester, Visual Communication on the Web, Routledge, 2012
16. Richard Kahn, Douglas Kellner, University of California, Los Angeles, USA, 'New media and internet, activism: from the 'Battle of Seattle' to blogging', New Media and Society, Sage 2004.

## **JMC- 403**

### **DISSERTATION & VIVA-VOCE**

#### **Guidelines for Dissertation**

Dissertation/Project has a great academic/research value as well as method to develop in depth knowledge, investigation skill and serious understanding in his/her behaviour for success in the field of journalism.

Every student will have to work on a dissertation in any area of Mass Media detailed in the curriculum. For completing the dissertation they will follow the research steps under the guidance of the faculty members or a guide approved by department. The objectives of the dissertation are:

- To enable the student to identify the prominent and important issues in the field of journalism.
- To have knowledge of history and significance of various dimensions of the issue.
- To carry out field survey for data collection and thus familiarize with the process of survey, data collection and analysis.
- To carry out intensive study to make their dissertation valuable and authentic.
- To provide them opportunity to go for reference, analysis and additional subject related readings.
- Student should be guided by the following points during the research/study for his/her dissertation.

**Title:** It should be decided with the help of HOD/approved guide and must be submitted by the end of 3<sup>rd</sup> semester or in the beginning of 4<sup>th</sup> semester

**Synopsis:** After finalizing the title, synopsis should be submitted (Research design clearly indicating aims, objective and review of literature etc.) in the first month of 4<sup>th</sup> semester.

**Progress:** From time to time student will give his/her progress report of research to department in writing and signed by guide: A minimum of three reports must be submitted before final submission of study.

**Final Dissertation:** In two copies in hard bound should compulsorily be submitted before the final examination. The date of submission will be decided by HOD.

This dissertation carries 100 marks and will be evaluated by external examiners. 30 marks for content and presentation of dissertation, and 40 marks will be on the Viva-voce taken by the external examiner while 30 mainly on progress report during the study as mentioned earlier and given by the internal examiner.

### **JMC- 404**

#### **SEMINAR**

Each student shall present a Seminar Paper relating to journalism and mass communication in Power Point mode. A question-answer session would follow the presentation. Marks would be awarded on the basis of assessment made by the evaluators.

### **JMC- 405**

#### **INTERNSHIP**

Each student will have to undergo six-week internship in any of the media organization such as newspapers, magazines, radio and television, agencies of advertising and public relations / corporate communication units (identified by the students and faculty jointly / individually) facilities for which are available locally or regionally. Marking is to be made by internship organization at the completion of internship. Each student shall submit to the department a copy of the internship certificate obtained from the concerned internship organizations.

### **JMCE-401 (Elective)** **(A) EVENT MANAGEMENT**

#### **UNIT 1**

Fundamentals of Events & Event Management What is event, types of events, event management-definition, concept, elements & principles, 5c's of event management, creativity in event, event process flow, legal aspects of event management

#### **UNIT 2**

Event planning, production & Budgeting: Event proposal and presentation, event planning- event conceptualization, baseline plan, event lifecycle, scale of event planning, event production- pre-production, workflow for production, venue selection, onsite

management, set designing, front/back stage management, post production & follow up, Event evaluation

### **UNIT 3**

Event logistics & Material Management: Event logistics- systematic approach to event logistics, event logistics checklist, venue management, staffing and catering, travel arrangement, vendors, hospitality, artist liaison, celebrity management, event coordination and techniques, safety and security, crisis management, communication management, material management- power, light, sound, microphone, mixing console, monitoring system, Audio- visual system- visualizer, projector, multi-screen set up, live camera set up, desk video monitoring, special effects, laser

### **UNIT 4**

Special events, Event Marketing and promotion :Special events-wedding and personal events, corporate events and functions, award ceremonies, socio-cultural events, political, sports, religious events, signature events, fairs, exhibition and entertainment, Event marketing and promotion

### **UNIT 5**

#### **Assignment**

Each student will be required to prepare complete outline of 5 events giving details of event proposal, planning, production design and Q-sheet, event logistics, stage design, and management, execution and evaluation.

Entertainment event, national conference, wedding, sports, fashion show.

#### **Suggested Readings:**

1. Dr Asutosh Chaturvedi "Event Management" Global India Publications Pvt. Ltd, New Delhi.
2. Purnima Kumarui "Event Management"Anmol Publishers Pvt Ltd. New Delhi
3. Sandhya A.Kale"Event Management" Chandralok Prakasan
4. Karan Saxena"Event Management"Anubhav Publishing House
5. D.G.Conway"Event Management Bible" Constable and Robin son/Viva Books Pvt.Ltd
6. Joe Goldblatt "Special Events(Event Leadership for a New world)".John Wiley Exclusive
7. Wagen"Event Management" Pearson

**JMCE-401 (Elective)**  
**(B) POLITICAL COMMUNICATION**

**UNIT 1**

Meaning, nature and scope of political communication, place of communication in democracy, media and public perceptions.

**UNIT 2**

Political Communication Theories: Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes.

**UNIT 3**

Communication and civic engagement: Role of media in political participation. Social media- its impact on politics-case studies.

**UNIT 4**

Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy; Global Media influences.

**UNIT 5**

Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.

**Suggested readings:**

1. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
2. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
3. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.
4. Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
5. Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.
6. Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co.