

Discipline: MASS COMMUNICATION AND JOURNALISM(Honours)

Abbreviations:

MASS COMMUNICATION AND JOURNALISM HONS = MCJH, Core = C, Ability Enhancement Compulsory =AEC, Skill Enhancement Course=SEC, Generic Elective=GE, Discipline Specific Elective= DSE, Internal Assessment= IA, End Semester Examination= ESE, Lecture=Lec., Tutorial=Tu. and Practical =Pr.

Structure of the Syllabus

SEMESTER – I

Course Code	Course Title	Credit	Marks				No. of teaching hours		
			I.A.	ESE	Pr	Total	Lec.	Tu.	Pr
101- MCJH -C-1	Introduction to Journalism	6	10	25	15	50	5	-	1
102- MCJH -C-2	Introduction to media and Communication	6	10	25	15	50	5	-	1
103- GE1- **	# One core course from General discipline other than Hons. discipline	6	10	25	15	50	5	-	1
104 -AEC1-ENVS	Environmental Studies	2	10	40		50	1	1	
Total =		20	40	115	45	200	16	1	3

** Discipline code, # Core courses of General Programme will be offered as GE for students of other discipline

SEMESTER – II

Course Code	Course Title	Credit	Marks				No. of teaching hours		
			I.A.	ESE	Pr	Total	Lec	Tu	Pr
201- MCJH -C-3	Reporting and Editing	6	10	25	15	50	5	-	1
202- MCJH -C-4	Media and Culture	6	10	25	15	50	5	-	1
203-GE1- **	One course from General discipline	6	10	25	15	50	5	-	1
204-AEC2-Eng/Bng	One from pool of AEC2-MIL (Communicative English/ Bengali/Hindi)	2	10	40		50	1	1	-
Total =		20	40	115	45	200	16	1	3

SEMESTER – III

Course Code	Course Title	Credit	Marks				No. of hours		
			I.A.	ESE	Pr	Total	Lec	Tu	Pr
301- MCJH -C-5	Introduction to Broadcast Media	6	10	25	15	50	5	-	1
302- MCJH -C-6	History of Indian Media	6	10	25	15	50	5	-	1
303- MCJH -C-7	Advertising and Public Relations	6	10	25	15	50	5	-	1
304- GE2- **	One course from General discipline	6	10	25	15	50	5	-	1
Total =		24	40	100	60	200	20	-	4

SEMESTER – IV

Course Code	Course Title	Credit	Marks				No. of teaching hours		
			I.A.	ESE	Pr	Total	Lec	Tu	Pr
401- MCJH -C-8	Introduction to new media	6	10	25	15	50	5	-	1
402- MCJH -C-9	Development Communication	6	10	25	15	50	5	-	1
403- MCJH -C-10	Media Ethics and the law	6	10	25	15	50	5	-	1
404- GE2-**	One from pool of Generic Electives	6	10	25	15	50	5	-	1
Total =		24	40	100	60	200	20	-	4

[If one of the two GE's is of science discipline, it shall consist of 4 credits for theory and 2 credits for practical]

SEMESTER – V

Course Code	Course Title	Credit	Marks				No. of Teaching hours		
			I.A.	ESE	Pr	Total	Lec	Tu	Pr
501- MCJH -C-11	Global media and Politics	6	10	25	15	50	5	-	1
502- MCJH -C-12	Broadcasting presentation & Television Anchoring	6	10	25	15	50	5	-	1
503- MCJH -DSE-1A Or 503- MCJH -DSE-1B	Radio Production Or Television Journalism	6	10	25	15	50	5	-	1
504- MCJH -DSE-2A Or 503- MCJH -DSE-2B	Systematic Approach to Successful Communication Or Integrated Market Communication	6	10	25	15	50	5	-	1
505- MCJH -SEC-1	Media Management	2	10	25	15	50	1	-	1
Total =		26	50	125	75	250	21	-	5

SEMESTER – VI

Course Code	Course Title	Credit	Marks				No. of Teaching hours		
			I.A.	ESE	Pr	Total	Lec	Tu	Pr
601- MCJH -C-13	Communication research	6	10	25	15	50	5	-	1
602- MCJH -C-14	Rural Development & rural communication	6	10	25	15	50	5	-	1
603- MCJH -DSE-3A Or 603- MCJH -DSE-3B	Photography Or Multi Media Journalism	6	10	25	15	50	5	-	1
604- MCJH -DSE-4A Or 604- MCJH -DSE-4B	Documentary Production Or Dissertation	6	10	25	15	50	5	-	1
605- MCJH - SEC-2	Introduction to Film Studies	2	10	25	15	50	1	-	1
Total =		26	50	125	75	250	21	-	5

Structure of Syllabus of Mass Communication & Journalism Honours

1. Discipline Core (DC) courses:

MCJH -C-1:
MCJH -C-2:
MCJH C-3:
MCJH -C-4:
MCJH -C-5:
MCJH -C-6:
MCJH -C-7:
MCJH -C-8:
MCJH -C-9:
MCJH -C-10:
MCJH -C-11:
MCJH -C-12:
MCJH -C-13:
MCJH -C-14:

2. Discipline Specific Elective (DSE) Courses: (Options shall be given)

[Total 4 nos. of DSE to be taken by a student]

MCJH -DSE-1 A: OR

MCJH -DSE-1 B:

MCJH -DSE-2 A: , OR

MCJH -DSE-2 B:

MCJH -DSE-3 A:, OR

MCJH -DSE-3 B:

MCJH -DSE-4 A: OR

MCJH -DSE-4B:

3. Skill Enhancement Course (SEC):

MCJH -SEC-1:

MCJH -SEC-2:

SEMESTER I

C1 Introduction to Journalism

Course Contents:

Unit 1 - Understanding News Ingredients of news News: meaning, definition, nature The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story, Attribution, balance and fairness, dateline, credit line, byline.

Unit 2 - Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news Understanding the structure and construction of news Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news.

Unit 3 – Different mediums-a comparison Language and principles of writing: Basic differences between the print, electronic and online journalism Citizen journalism

Unit 4 - Role of Media in a Democracy Responsibility to Society Press and Democracy Contemporary debates and issues relating to media Ethics in journalism

Readings: -

1. John Hohenberg - Professional Journalists -Holt Rinehart & Winston publication, January 1, 1983
2. M V Kamath- Professional Journalism – Vikas Publication HousePpvt. Ltd , January 1, 2009
3. David Randall- The universal Journalist- Pluto Press, June 20, 2007
4. Tony Harcup- Journalism-principles and practice-SAGE Publications Ltd, April 1, 2009.
5. Bob Franklin, Martin Hamer, Mark Hanna, Marie Kinsey & Jhon E Richardson - Key concepts of Journalism studies- SAGE Publications Ltd, May 19, 2005.
6. Bruce D Itule and Douglas A Anderson -News writing and Reporting for today's media- McGraw Hill Publication-2000
7. M L Stein, Susan Paterno & R Christopher Burnett- News writer's Handbook: An Introduction to journalism- Blackwell publishing 2006
8. Richard Keeble -The newspaper's Handbook- Routledge Publication

C2 Introduction to Media and Communication

Course contents:

Unit I

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

Unit II

Communication and Mass Communication Forms of Communication, Types of Communication, Levels of Communication Mass Communication and its Process ; Noise in communication, Feedback

Unit III

Mass Society Theory, Propaganda Limited Effects; Individual Difference Theory, Personal Influence Theory, Four normative theories of press, Agenda setting, Uses and gratification, Technological Determination, Diffusion of innovation. Cultivation Analysis Critique of the effects Paradigm and emergence of alternative paradigm

Unit-IV:

Model of communication: SMCR, Shannon weaver, Laswell, Schramm's model; Four Models of Communication Transmission models Ritual or Expressive models Publicity Model Reception Model

Readings:

1. Everett. R M. : A History of Communication Study , Free Press , 1997
2. Mcquail D : Mass Communication Theory : An Introduction , Sage Publication 2005
3. Andal. N : Communication Theory and Models , Himalay Publishing House 2004
4. Kumar K J: Mass Comunication in India, Jaico Publishing House 1994
5. Dominik J.R : The Dynamics of Mass Communication, Mc Graw Hill Publication, 1994
6. Stanley D & Baran J: Mass Communication Theory and Practice, Maffield Publishing House
7. Uma Narula: Mass Communication Theory and Practice, Haranand Publication, 2008
8. J.V Vilanilam: Mass Communication In India-A sociological perspective- Ingram,2005
9. Dey P K : Respectives in Mass Communication, Kalyani Publisher,1997

SEMESTER II

C3 Reporting and Editing

Course contents:

UNIT 1

Covering news Reporter- role, functions and qualities General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences Covering of beats- crime, courts, city reporting, local reporting, health, education, sports;

UNIT 2

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

UNIT 3

The Newspaper News room, Organizational setup of a newspaper, Editorial department Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, Opinion pieces, op. Ed page

UNIT 4:

Supplements, Backgrounders columns/columnists ; Understanding media and news Sociology of news: factors affecting news treatment, paid news, pressures in the newsroom, trial by media, gatekeepers. Neutrality and bias in news.

Readings:

1. John Hohenberg - Professional Journalists -Holt Rinehart & Winston publication, January 1, 1983
2. M V Kamath- Professional Journalism – Vikas Publication HousePpvt. Ltd , January 1, 2009
3. David Randall- The universal Journalist- Pluto Press, June 20, 2007
4. Tony Harcup- Journalism-principles and practice-SAGE Publications Ltd, April 1, 2009.
5. Bruce D Itule and Douglas A Anderson -News writing and Reporting for today's media- McGraw Hill Publication-2000
6. Ambarish Saxena-
7. K M Srivastava- News Reporting and Editing- Sterling Publishers Pvt. Ltd, 2011
8. N N Sarkar – Art & Print Production, Oxford University Press, 2008
9. Sourin Banerji- News Editing in Theory and Practice, K.P Bagchi, 1992
10. Geoffrey Roger- Editing for Print, McDonald and co. London, 1986
11. Ron F Smith and Loraine M O'Connell- Editing Today, Wiley, 2003
12. F W Hodgson- Modern Newspaper Practice- A Primer on the Press, Focal Press, 25 April, 1996

C4 Media And Culture

Course contents:

Unit I Understanding Culture Mass Culture, Popular Culture, Folk Culture Media and Culture

Unit II- Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony

Unit III Representation Media as Texts Signs and Codes in Media Discourse Analysis Genres Representation of nation and gender issues in Media, Audiences Uses and Gratification Approach Reception Studies Active Audiences Women as Audiences Sub Cultures; Fandom

Unit IV, Folk Media as a form of Mass Culture, definition, characteristic features and advantages, communication traditional folk media (special reference to Gour Banga); social folk customs, performing arts, utilizing oral tradition; live performance, puppetry, folk theatre, story telling. Different folk cultures of Bengal /India.

Readings

- AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
- Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)
- Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)
- John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009 Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)
- Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
- James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey
- Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
- Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books

SEMESTER III

C5 Introduction to Broadcast Media

Course contents:

Unit 1 - Basics of Sound Concepts of sound-scape, Natural sound, Ambience Sound Sound Design-Its Meaning with examples from different forms Sound recording techniques Introduction to microphones Characteristics of Radio as a medium

Unit 2 - Basics of Visual What is an image, electronic image, television image Digital image, Edited Image(politics of an image) What is a visual?(still to moving) Visual Culture Changing ecology of images today Characteristics of Television as a medium

Unit 3 - Writing and Editing Radio News Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins Working in a Radio News Room Introduction to Recording and Editing sound. (Editing news based capsule only).

Unit 4 - Writing and Editing Television News Basics of a Camera- (Lens & accessories) Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletins Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit 5- Broadcast News: Critical Issues and Debates Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters) Changing Character of Television News (24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae' ? News as Event, Performance and Construction.

Readings:

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

Suggested Resources & Documentaries-

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

C6 History of Indian Media

Course contents:

Unit 1- Growth and Development of the Press - Early days of the Press, Growth and Development of the Press in India, Contributions of the early thinkers in colonial India - . James Augustus Hickey, James Silk Buckingham, Missionary of Baptists , William Carey

Unit 2 -Indian Press Major Journals and Newspapers of Pre Independence days , Bengal Gazette, Samachar Darpan, Calcutta Journal , Sambad Kaumudi , Samachar Chandrika , Bengal Spectator Parthenon , Gyananweshan , Sambad Pravakar , Yugantar

Unit 3- Journalism and Editor – struggle and contribution of Indian Press - Derozio , Sishir Basu & Amritabazar Patrika , Harish Chandra Mukhopadhyay & Hindoo Patriot , Brahmabandhab Upadhyay & Sandhya , Raja Rammohan Roy , Gandhiji as a political communicator and an editor

Unit4 - Indian telegraphic Act, Press & Registration Book Act, Adams Gag (1823) , Vernacular Press Act (1878) HINDU, THE STATESMAN , INDIAN EXPRESS and TIMES OF INDIA

Press in the Post - colonial India, Adoption of New Editorial Policy Corporatization of Newspaper Houses, Declination status of editor

Unit 5- Recent development in Indian Press, Advent of Radio and Television in India, Emergence of Radio in Pre-independence period, All India Radio , Doordarshan, Magazine journalism, Press in emergency period,Prasar Bharati Corporation, Cable TV and Satellite Television, DTH, OTT Communication, New Media format

Readings:

1. Briggs A and Burke P-Social History of Media: From Gutenberg to the internet, Polity Press, 2010
2. Jeffrey, Robin- India's newspaper revolution: capitalism, politics and the India Language Press , Oxford 2003
3. Herman and U C Cherry- The Global Media
4. S Natarajan-History of Indian Press
5. J Natarajan- History of Indian Journalism
6. Chalapati Rao- The Press
7. G S Bhargava- The press in India: An overview
8. J N Basu- Romance of Indian Journalism
9. Report of the first Press Commission
10. Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
11. Sumit Sarkar- Critique of colonial India
12. Chanchal Sarkar- The story of the newspaper
13. H R Luthra- Indian Broadcasting
14. U L Baruah- This is All India Radio
15. S C Bhatt-Broadcast Journalism
16. Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press , 2010) - Parthasarthy

17. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)
18. Parthasarathi, Vibhodh, "Constructing a 'New Media Market: Merchandising the Talking Machine'" in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
19. Nandalal bhattacharya- *Sangbadpotrer itibrityo*

C7 Advertising and Public Relations

Course contents:

Unit 1-Introduction to Advertising Meaning and history Advertising Importance and Functions a) Advertising as a tool of communication, b) Role of Advertising in Marketing mix, PR Advertising Theories and Models-AIDA model, DAGMAR Model,Maslow's Hierarchy Model, communication theories applied to advertising Types of advertising and New trends Economic,cultural, Psychological and Social aspects of advertising Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising- ASCI and their codes.

Unit 2- Advertising through Print, electronic and online media Types of Media for advertising Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy and Research and Branding Advertising department vs. Agency-Structure, and Functions Advertising Budget Campaign Planning, Creation and Production , Ad copy.

Unit-3

Public Relations-Concepts and practices, Introduction to Public Relations Growth and development of PR ,Importance, Role and Functions of PR, Principles and Tools of Public relations, Organisation of Public relations: In house department vs consultancy. PR in govt. and Private Sectors. Press release, Press conference, Media relations.

Unit 4-

PR-Publics and campaigns, Research for PR Managing promotions and functions PR Campaign-planning, execution, evaluation Role of PR in Crisis management, Duties and functions of PRO, Public in PR, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, CSR

Unit 5 –

CSR and Pr, issues of CSR, Contemporary theories of CSR, Selected Case study, CSR and NGOS – interdependence, corporate crisis and image build up, Corporate Branding, Usage of social media to promote corporate communication

Readings

1. David Ogilvy, Ogilvy on Advertising,Pan/Prion Books
2. Frank Jefkins,Advertising Made Simple, Rupa& Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. JethwaneyJaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
- 7 .Dennis L. Wilcose& Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

SEMESTER IV

C8 Introduction to New Media

Course contents:

Unit 1

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

Unit 2

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

Unit 3

Digitization of Journalism Authorship and what it means in a digital age, Piracy, Copyright, Open Source, Digital archives, New Media and Ethics, Overview of Web Writing Linear and Non-linear writing, Multimedia, Storytelling structures

Unit 4

Visual and Content Design Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog. FB, Twitter

Suggested Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
 - Lev Manovich. 2001. “What is New Media?” In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
 - Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
 - Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
 - Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
 - O’Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
 - Grossman, “Iran Protests: Twitter, the Medium of the Movement”
 - Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
 - The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1 Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals.
 - Indian Journal of Gender Studies 12: 357-380.
- Jagdish Chakraborty- Net, Media and the Mass Communication, Author press

C9 Development Communication

Course contents:

UNIT 1

Development: Concept, concerns, Measurement of development; Development versus growth; Human development; Nehruvian model ; Gandhian model; Developing countries versus developed countries; UN millennium dev goals

UNIT 2

Development communication: Concept and approaches Paradigms of development: Dominant paradigm, dependency, alternative paradigm Dev comm. approaches – diffusion of innovation, empathy, magic multiplier Alternative Dev comm. approaches: Sustainable Development Participatory Development Inclusive Development Gender and development Development support comm. – definition, genesis, area woods triangle

UNIT 3

Role of media in development Mass Media as a tool for development Creativity, role and performance of each media-comparative study of pre and post liberalization eras Role, programmes and govt. schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e-governance, e chaupal, national knowledge network, ICT for dev, Ecological sustainable development, Participatory, Community driven development,

Unit-4

Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness; Rural Journalism Information needs in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues;

Suggested Readings:

Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000

SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications;

Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.

Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007. UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.

Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.

AmartyaSen : Development as freedom, Alfred A Knopf, New York, 1999.

DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.

D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.

Ghosh&Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007. ShivaniDharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.

What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.

Modern Media in Social Development : Harish Khanna.

Kiran Prasad- Development communication in India, BR Publishing, New Delhi

C10 Media Ethics and the Law

Course contents:

Unit-I

Ethical Framework And Media practice Freedom of expression (Article 19(1)(a) and Article 19(1)2) Freedom of expression and defamation- Libel and slander Issues of privacy and Surveillance in Society Right to Information Idea of Fair Trial/Trial by Media Intellectual Property Rights Media ethics and cultural dependence Student Presentations; Photocopied material for Study Packs in India

Unit 2

Media Technology and Ethical Parameters Live reporting and ethics Legality and Ethicality of Sting Operations, Phone Tapping etc Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court)

Unit 3-

Media and Regulation Regulatory bodies, Codes and Ethical Guidelines Self Regulation Media Content, Press Commissions and press council of India; Indian administrative system: Lok Sabha, Rajya sabha, Election commission, Niti ayog, Power and position of President, Prime Minister, Governor, Chief minister, Council of ministers

Unit 4-

Fundamental rights, Different laws related to media- Contempt of Court, Working Journalist Act, Official secrets act, Copyright Act.

Essential Reading list:

D D Basu- Law of the press

Jitendranath Basu- Romance of Indian Journalism, Calcutta University 1979

Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009

Barrie mc Donald and Michel petheran Media Ethics,mansell,1998

Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011

VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007

IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000

William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity

RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction

Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

Banshi Manna – Bharater press aain

SEMESTER V

C11 Global Media and Politics

Course contents:

Unit 1:

Media and international communication: The advent of popular media- a brief overview Propaganda in the inter-war years: Radio and international communication

Unit II: Media and super power rivalry: Media during the Cold War, NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, SAARC;SAFMA(South Asian Free Media Association); Look East Policy.

Unit III : Global Conflict and Global Media World Wars and Media Coverage post 1990; BBC, VOA And CNN'S Satellite transmission, Media and Cultural Globalization Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization; Adornos Cultural Theory; Herbert Irving Schiller's Theories and Observation.

Unit IV: Media conglomerates and monopolies: Ted Turner/Rupert Murdoch Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others, Cultural Diversity and language -Noam Chomsky

Suggested readings:

- DayaKishanThussu. International Communication: Continuity and Change, Oxford University Press ,2003.
- Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow " Many Voices One World"Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and FrancisPublication, 2012.
- DayaKishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
- Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press,2003.
- Yadava, J.S, Politics of news, Concept Publishing and Co.1984.
- ZahidaHussain and Vanita Ray. Media and communications in the third world countries,Gyan Publications,2007.

C12 Broadcasting Presentation & Television Anchoring

Semester V

Unit I:

Radio Interview, Radio Drama, Radio documentary, voice dispatch Art of scripting for radio news;
Format of FM programme Popularity and acceptance of FM; FM Programme presentation style and production;
Style and presentation of Radio news News reader – qualities and duties

Unit II : Anchoring ; Different types of Microphone, handling the microphone

Target audience and research in Public Speaking ; The Voice and the Microphone i. Breathing and articulation;
Voice and its function iii. Pitch/tone/intonation/inflection/ fluency ; Voice Over: Rhythm of speech, Breathing,
Resonance, VO for TV commercials/ corporate videos ; Body language, Studio autocue reading & Recording the
voice; Talk Show Host/ Moderator

Unit III: Production; Reporting from the field; Peace to camera- meaning, importance and use; Vox Pop-
meaning and use ; Techniques of Television Interview

Indicative Reading List

- Boyd, Andrew. Broadcast Journalism, Oxford.
- Masani, Mehra :Broadcasting and People - National Book Trust, New Delhi, 1997
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
- Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc. 1981.
- Trevin, Janet, Presenting on TV and Radio, Focal Press.
- Yorke, Ivor, Television News (Fourth Edition), Focal Press.
- Herbert Zettl , Television Production Handbook.
- Allen , Robert c and Hill Annette Hill ,The Television Reader, Routledge, Ed- 2004.

C 13 Communication Research

Course contents:

Unit I – Introduction to Research Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature...)

Unit II – Methods of Media Research Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III – Sampling Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV- Methods of analysis and report writing Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report

Unit V - Ethnographies and other Methods Readership and Audience Surveys Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

Readings:

- Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.

- Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998. - John Fiske. Introduction to Communication Studies, Routledge Publications,1982.

- David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon,2002.

- Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.

- Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

C14 Rural Development and rural communication

Unit 1-

Rural development & rural society, rural vs urban- sociological, demographical and cultural perspectives, rural development and agricultural development

Unit 2 –

Participatory approaches of rural development, rural communication is an integrated communication strategy , model of rural communication, different kits/ tools of rural communication promotion/ rural communication for health, primary education and campaign of other related issues for rural development

Unit 3 –

Gandhian view of rural development, decentralization of power, people's participation, PRIs, communication strategies, communication gap in PRIs ,Development, promotion of rural industries and role of rural communication (special fruit industry of Gour Banga) , rural cooperative and self help group,

Unit 4-

Rural media, low cost participatory media, community media in rural development, role of traditional media in rural development, Awareness campaign on Country Liquor, Opium, Drug and Human trafficking.

Readings:

“New Media and New Technologies” by Lister Dovey, Giddings, Grant & Kelly. (2003).

Rosen,J.“ThePeopleFormerlyKnownastheAudience”Whatvideogameshavetoteachus about language and literacy. New York, NY: Palgrave Macmillan.

Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.

Bosker,“Randi Zuckerberg: Anonymity online has to go away”

Negroponte,N.(1996).BeingDigital,Part3[pp.163-233]

Jenkins,Henry.(2006).Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.

May, Keenan & Peter Newcomb.(2008,July) How the Web was won. Vanity Fair, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>

“Privacyvs. The Internet: Americans Should Not Be forced to Choose” (ACLU report, 2008)

Nakamura,“RaceIn/ForCyberspace:IdentityTourismandRacialPassingontheInternet”

DSE 1A (Elective Discipline Specific) Semester V

RADIO PRODUCTION

Course contents:

Unit 1 - Jingles, Radio magazine, Interview Talk Feature

Unit 2: Broadcast Production Techniques Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Unit 3- Stages of Radio Production Pre-Production – (Idea, research, RADIO script) Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges) Editing, Creative use of Sound Editing.

Unit 4 – Produce a 5-8 minutes duration radio documentary on any developing issues, 2-3 mins radio skit And 5-8 minutes radio interview.

Suggested reading list

1. Aspinall, R. (1971) Radio Production, Paris: UNESCO.
2. Flemming, C. (2002) The Radio Handbook, London: Routledge.
3. Keith, M. (1990) Radio Production, Art & Science, London: Focal Press.
4. McLeish, R. (1988) Techniques of Radio Production, London: Focal Press.
5. Nisbett, A. (1994) Using Microphones, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) Radio Production Work, London: Focal Press.
7. Siegel, E.H. (1992) Creative Radio Production, London: Focal Press.

DSE 1B (Elective Discipline Specific) Semester V TELEVISION JOURNALISM

Course Contents:

Unit I : Era of Doordarshan; Era onwards 1990s – private Television and satellite broadcasting – STAR, ZEE, BBC, SONY

Unit II : Television News Gathering; News procurement and news production, Audience Segments and news presentation. Satellite TV and Private TV Channels ; 24 X 7 News- issues scope and challenges

Unit III : Formats and Types for TV programmes; Theories of Visual Literacy: Gestalt, Semiotics; Reporting Skills, Research and Editing; Use of graphics and special effects; Positioning the Camera for TV shots

Unit IV : The Construction of Real Life Presenting. The Soap ; Constructing Reality in Reality Shows; Consuming Television; Measurement of Viewership: TAM, TRP etc. Socio Cultural Impact on audience – cultural hegemony, consumerism culture, “ Me Culture”, Macdonaldization and TV

Indicative Reading List:

- Boyd, Andrew. Broadcast Journalism, Oxford.
- Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc. 1981.
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
- Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education.
- Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.
- Trevin, Janet, Presenting on TV and Radio, Focal Press.
- Yorke, Ivor, Television News (Fourth Edition), Focal Press.

DSE 2A (Elective Discipline Specific) Semester V Systematic Approach to Successful Communication

Course Contents:

Unit: I

A Systematic Approach for More Effective Communication of Functional Requirements and Specifications

Systems approaches to organizational communication consider communication as a fundamental element of the entire business -- inside and out

UNIT:II

communications cascade requires incoming CFOs to establish clarity around nine key elements: priorities, audiences, audience-specific objectives, messages, packaging, channels, delivery, frequency, and feedback

UNIT-III

Conversations versus communications; Inauthentic and Inane communications

Managing stress conflict; Interpret Alternative Communication Skills

Course of Communication Resource Persons

UNIT-IV:

How to face personality test, interview, prepare power point presentation;

Jo-Harry Window; Communication Leader's View; Personality Window; Resource pooling ;team work; Group Discussion.

Suggested Readings:

- Course in Mental Ability and Quantitative Aptitude, 3e, Originally published: November 1999
Author: Thorpe
- Upkar's Mental Ability Test, Dr. Lal & Jain, Upkar Prakashan, 2007 - 84 pages
- Resumes and Interviews - The Art of Winning... - The Art of Winning (English, Paperback, Rizvi Ashraf)
- Different books on competitive examinations
- Oline Blogs and publication

DSE 2B (Elective Discipline Specific) Semester V

Integrated Market Communication

Contents:

Unit I

Understanding Integrated marketing Communication • Meaning and concept • Key features, Objectives and components of IMC • Theoretical Underpinnings and Models of IMC • Benefits and Barriers

Unit II

- Promotional Elements and Tools • Understanding Promotional mix. IMC tools i. Personal selling ii. Advertising iii. Public Relations iv. Direct and Database Marketing v. Sales promotion vi. Online communication / Interactive marketing

Unit III –

Marketing Communication • The Marketing concept • Segmentation, Targeting and positioning • Developing Marketing Strategy- SWOT analysis, Strategic planning process • Consumer Behavior

Unit IV

Media Business in Gour Banga Region, Types of Media ownership, Essential management for media entrepreneurship, Government assistance I setting up small media business, preliminaries of media economics for small media business.

Indicative Reading List

- Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication.
- Egan J., Marketing Communications, Thomson, 2007.
- Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009.
- Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearsons, 2009.
- Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan.

DSE 3A: (Elective Discipline Specific) Semester VI Photography

Course contents:

UNIT I: Introduction to Photography

A brief History of Photography- Camera Obscura to the daguerreotype process , The photographic process (The Silver Hallide Photography Process), Modernization of Photography and its use in Mass Media

UNIT II: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR) , Lenses (types and their perspective/angle of view) , Aperture (f-stop & T-stop) , Shutters (Focal plane & Lens shutter) , Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

UNIT III: Understanding Light and Shadow Natural light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light, Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes, Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc) , Three Point Lighting Technique and Metering for Light , Filters and Use of a Flash Unit

UNIT IV: DIGITAL Photography and Editing, Sensor Sizes , Formats and Storage , Introduction to Editing and Digital Manipulation , Brightness, Contrast, Mid tones, Highlights, Colour tones , Basics of Photoshop , Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

UNIT V: Photojournalism , Brief History – Global & Indian, Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.) , War Photojournalism

Suggested Readings:

Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag

The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

Basic Photography- Michael Langford.

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

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

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

DSE 3B: (Elective Discipline Specific) Semester VI

Multi-Media Journalism

Course contents:

Unit 1

Introduction to Multimedia Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online.

Unit 2

Print Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.

Unit 3

Mobile journalism Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer.

Unit 4

Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

Savage, Terry Michael, and Karla E. Vogel.

An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.

Christin, Anne-Marie, ed. A History of Writing: From Hieroglyph to Multimedia. Flammarion-Pere Castor, 2002.

Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.

Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.

DSE 4A: (Elective Discipline Specific) Semester VI Documentary Production

Course contents:

Unit 1: Understanding the Documentary Introduction to Realism Debate Observational and Verite documentary Introduction to Shooting styles Introduction to Editing styles Structure and scripting the documentary

Unit 2- Documentary Production Pre-Production Researching the Documentary Research: Library, Archives, location, life stories, ethnography Writing a concept: telling a story Treatment Writing a proposal and budgeting

Suggested Practical Exercise- Shooting a short film (5-6 minutes) and Editing the same.

Readings: Erik Barnow and Krishnaswamy Documentary Charles Musser “Documentary” in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333 Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36 Trisha Das How to Write a Documentary Double Take by PSBT

Suggested Screenings

Michael Moore: Roger and Me

Nanook of the North by Robert J Flaherty

Nightmail by Basil Wright

Bombay Our City by AnandPatwardhan

Black Audio Collective

City of Photos by Nishtha Jain

Films by PSBT

DSE 4B: (Elective Discipline Specific) Semester VI Dissertation

Word Limit – 5000-7000

Structure of the dissertation: Introduction, Objective, Methodology, Review of Literature, Research analysis
Findings, Conclusion, Bibliography (APA or MLA Style)

SEC 1 (Skill Enhancement Course) Semester V

Media Management

Course contents:

UNIT - 1 Media Management: Concept and Perspective; Concept, origin and growth of Media Management ; Fundamentals of management ; Management School of Thought

UNIT - 2 Media Industry: Issues & Challenges ; Media industry as manufacturers- Manufacturing Consent, news and content management. ; Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts; Changing Ownership patterns

UNIT - 3 Structure of news media organizations in India.; Role responsibilities & Hierarchy ; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines

UNIT - 4 Media Economics, Strategic Management and Marketing

Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

UNIT - 5 Case Studies

Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.; Indian and International Media Giants- Case Studies

Suggested Readings :

- Vinita KohliKhandeka, Indian Media Business, Sage
- PradipNinan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. lavine and Daniel B. Wackman, Managing Media Organisations

SEC 2 (Skill Enhancement Course) Semester IV

Introduction to Film Studies

Course contents:

Unit I - Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage ;Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Unit II -Indian Films and Film Directors-Mrinal Sen, Satyajit Ray, Ritwik Ghatak,Goutam Ghosh, Rituparna Ghosh, Adoor Gopal Krishnan, Mani Ratnam.

Unit III- Hindi Cinema Early Cinema and the Studio Era 1950s - Cinema and the Nation, Globalisation Of Cinema, Film Market,Film Promotion,Film Festival ,

Unit IV - Practical Assignment.

Suggested Readings:

Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"in Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94.

Dhiman Dasgupta, Chalachitrer Avidhan, Cinemar O AA KO KHO

Monacos

100 Years Of Jump Cuts And Fade Outs,Shoma Chatterjee

David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17- 34.