

## CBCS LESSON PLAN & CLASS DISTRIBUTION

### MASS COMMUNICATION & JOURNALISM

TEACHER Dr. DEBOSREE MITRA

SEMESTER I

PAPER C2

#### COURSE – INTRODUCTION TO MEDIA & COMMUNICATION

##### 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

CLASS	TOPIC
Lecture 1	Unit 1-Media & every day life, mobile phones, television, ringtones, twitter
Lecture 2	The Internet discussion around media & every day life
Lecture 3	Discussion around mediated and non mediated communication
Lecture 4	Special lecturer on lecture 1 to lecture 4
Lecture 5	Class Test 1 on lecture 1 – lecture 3
Lecture 6	Review on class test 1
Lecture 7	Revise on unit 1
Lecture 8	Unit 2- Communication & mass communication
Lecture 8	Forms of communication, levels of communication
Lecture 9	Mass communication & its process
Lecture 10	Noise in communication & its feedback
Lecture 11	Class Test 2 on lecture 8 – lecture 10
Lecture 12	Review on class test 2

Lecture 13	<b>Revise</b> on unit 2
Lecture 14	<b>Unit 3</b> Mass society theory, Propaganda limited effect, individual difference theory
Lecture 15	Personal influence theory, four normative theory of press,agenda setting theory, uses &gratification
Lecture 16	Technological determination,diffusion of inovation
Lecture 17	Cultivation analysis critique of effect paradigm, emergence of alternative paradigm
Lecture 18	<b>Class test</b> on unit 3
Lecture 19	<b>Review</b> on class test
Lecture 20	<b>Revise</b> on unit 3
Lecture 21	<b>Unit 4</b> Models of communication, SMCR, Shannon & weaver, Lasswell models
Lecture 22	Four model of communication
Lecture 23	<b>Class test</b> on unit 4
Lecture 24	<b>Review</b> on class test
Lecture 25	<b>Revise</b> on class test
Lecture 26	<b>Practical work on C2</b>
Lecture 27	<b>Practical work on C2</b>
Lecture 28	<b>Practical work on C2</b>
Lecture 29	<b>Practical work on C2</b>
Lecture 30	<b>Practical work on C2</b>
Lecture 31	<b>Practical work on C2</b>
Lecture 32	<b>Practical work on C2</b>
Lecture 33	<b>Review on practical work</b>
Lecture 34	<b>Review on practical work</b>

<b>Lecture 35</b>	<b>Review on practical work</b>
<b>Lecture 36</b>	<b>Review on practical work</b>

**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.

**SEMESTER II**

**PAPER C4**

**COURSE – MEDIA & CULTURE**

**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.

<b>CLASS</b>	<b>TOPIC</b>
<b>Lecture 1</b>	<b>Unit 1-</b> Understanding culture, mass culture
<b>Lecture 2</b>	Popular culture, folk culture
<b>Lecture 3</b>	Media & culture
<b>Lecture 4</b>	<b>Class test</b> on lecture 1 to 3
<b>Lecture 5</b>	<b>Review</b> on class test 1
<b>Lecture 6</b>	<b>Revise</b> on unit 1
<b>Lecture 7</b>	<b>Unit 2-</b> Critical theory Frankfurt school
<b>Lecture 8</b>	Media as cultural industry,
<b>Lecture 9</b>	Political economy
<b>Lecture 10</b>	Ideology & hegemony
<b>Lecture 11</b>	<b>Class test</b> on lecture 7-10
<b>Lecture 12</b>	<b>Review</b> on class test
<b>Lecture 13</b>	<b>Revise</b> on unit 2
<b>Lecture 14</b>	<b>Unit 3-</b> Representation media as text, sign,codes
<b>Lecture 15</b>	Discourse analysis genres

<b>Lecture 16</b>	Representation of nation & gender issues in media
<b>Lecture 17</b>	Uses and gratification approach
<b>Lecture 18</b>	Reception studies active audiences
<b>Lecture 19</b>	Women as audiences
<b>Lecture 20</b>	Sub cultures, fandom
<b>Lecture 21</b>	<b>Class test</b> on lecture 15-20
<b>Lecture 22</b>	<b>Review</b> on class test
<b>Lecture 23</b>	<b>Revise</b> on unit 3
<b>Lecture 24</b>	<b>Unit4-</b> Folk media as mass culture
<b>Lecture 25</b>	Definiton, characteristics, features, advantages
<b>Lecture26</b>	Traditional folk media(special ref. to Gour Banga)
<b>Lecture 27</b>	Social folk customs, performing arts
<b>Lecture 28</b>	Utilizing oral tradition, live performance
<b>Lecture 29</b>	Folk theatre, story telling, puppetry
<b>Lecture 30</b>	Different folk culture of Bengal/ India
<b>Lecture 31</b>	<b>Class test</b> on lecture 25-30
<b>Lecture 32</b>	<b>Review</b> on class test
<b>Lecture 33</b>	<b>Revise</b> on unit 4
<b>Lecture 34</b>	<b>Practical work C4</b>
<b>Lecture 35</b>	<b>Practical work C4</b>
<b>Lecture 36</b>	<b>Practical work C4</b>

#### Readings

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 Bennett, Raymond Williams, Stuart Hall, John Storey  
 Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan.

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**SEMESTER III**

**PAPER C7**

### **COURSE -ADVERTISING& PUBLIC RELATIONS**

**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.

CLASS	TOPIC
Lecture 1	Unit 1- Introduction to advertising, meaning,history,importance & functions
Lecture 2	Advertisement as tools of communications, ad in marketing mix
Lecture 3	Theories & models, AIDA,DAGMAR, Hierarchy model
Lecture 4	Types of AD,, new trends of AD, economic,cultural,psychological, social aspects of AD,ethical,regulatory aspects,ASCI&codes
Lecture 5	Class test on lecture 1-4
Lecture 6	Review on class test
Lecture 7	Revise on unit 1
Lecture 8	Unit 2- AD through print, electronic,&online media, types of media for AD,
Lecture 9	AD objectives, segmentation,positioning,targeting
Lecture 10	Media selection, planning,scheduling, marketing strategy
Lecture 12	Research &branding, AD dept. agency structure, functions
Lecture 13	AD budget, campaign planning, creation& production
Lecture 14	AD copy
Lecture 15	Class test on unit 2
Lecture 16	Review on class test
Lecture 17	Revise on unit 2
Lecture 18	Unit 3- Public relations concept & practices, Introduction to PR, growth, development, importance
Lecture 19	Role & functions of PR, Principle & tools of PR, organization of PR
Lecture 20	In house department vs consultancy
Lecture 21	PR in Govt. & private sector
Lecture 22	Press release, conference, media relations
Lecture 23	Class test on unit 3
Lecture 24	Review on class test
Lecture 25	Revise on unit 3
Lecture 26	Unit 4- Publics and campaign
Lecture 27	Research in PR managing promotions
Lecture 28	Functions of PR, campaign planning, execution , evaluation
Lecture 29	PR in crisis management, duties &functions of PRO

<b>Lecture 30</b>	Public in PR,, ethical issues in PR, IPRA code, PRSI,CSR
<b>Lecture 31</b>	<b>Class test</b> on unit 4
<b>Lecture 32</b>	<b>Review</b> on class test
<b>Lecture 33</b>	<b>Revise</b> on unit 4
<b>Lecture 34</b>	<b>Unit 5</b> -CSR, issues in CSR, contemporary theories in CSR, case study
<b>Lecture 35</b>	CSR & NGOs, corporate crisis ,image build up, corporate branding
<b>Lecture 36</b>	Usage of social media to promote corporate communication
<b>Lecture 37</b>	<b>Class test</b> on unit 5
<b>Lecture 38</b>	<b>Review</b> on class test
<b>Lecture 39</b>	<b>Revise</b> on unit 5
<b>Lecture 40</b>	<b>Practical work C7</b>

#### 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. Jethwaney Jaishri, 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. Wilcoxe & 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

C 9

### COURSE- DEVELOPMENT COMMUNICATION

#### 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, Krishi Darshan, 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.

CLASS	TOPIC
Lecture 1	Unit 1-Development: Concept, concerns, Measurement of development
Lecture 2	Development versus growth; Human development
Lecture 3	Nehruvian model Gandhian mode
Lecture 4	Developing countries versus developed countries; UN millennium dev goals
Lecture 5	Class test on unit 1
Lecture 6	Review on class test
Lecture 7	Revise unit 1
Lecture 8	Unit 2- Development communication: Concept and approaches Paradigms of development
Lecture 9	diffusion of innovation, empathy, magic multiplier
Lecture 10	Sustainable Development Participatory Development
Lecture 11	Development Inclusive Development Gender and development
Lecture 12	Class test on unit 2
Lecture 13	Review on unit 2
Lecture 14	Revise unit 2
Lecture 15	Unit 3-Role of media in development Mass Media as a tool for development Creativity
Lecture 16	role and performance of each media-comparative study of pre and post liberalization era
Lecture 17	SITE, Krishi Darshan, Kheda, Jhabua, MNREGA
Lecture 18	Cyber media and dev – e-governance, e chaupal, national knowledge network
Lecture 19	ICT for dev
Lecture 20	Ecological sustainable development, Participatory, Community driven development,
Lecture 21	Class test on unit 3
Lecture 22	Review on unit 3
Lecture 23	Revise unit 3
Lecture 24	Unit 4-Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty.
Lecture 25	Development support communication in India in the areas of: unemployment, energy and environment, literacy, consumer awareness
Lecture 26	Rural Journalism Information needs in rural areas; Rural newspapers
Lecture 27	Critical appraisal of mainstream media's reportage on rural problems and issues.
Lecture 28	Class test on unit 4
Lecture 29	Review on unit 4
Lecture 30	Revise unit 4
Lecture 31	Practical work C9
Lecture 32	Practical work C9
Lecture 33	Practical work C9

<b>Lecture 34</b>	Practical work C9
<b>Lecture 35</b>	Practical work C9
<b>Lecture 36</b>	Practical work C9

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

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## SEMESTER V

## PAPER C11

### COURSE- GLOBAL MEDIA &POLITICS

#### 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

CLASS	TOPIC
<b>LECTURE 1</b>	Unit 1-The advent of popular media
<b>Lecture 2</b>	a brief overview Propaganda in the inter-war years
<b>Lecture 3</b>	Radio and international communication
<b>Lecture 4</b>	Class test unit 1
<b>Lecture 5</b>	Review on class test
<b>Lecture 6</b>	Revise on unit 1
<b>Lecture 7</b>	Unit 2- Media during the Cold War



<b>Lecture 8</b>	NWICO, McBride Commission and UNESCO
<b>Lecture 9</b>	Unequal development and Third World concerns: North-South
<b>Lecture 10</b>	SAARC;SAFMA(South Asian Free Media Association)
<b>Lecture 11</b>	East Policy.
<b>Lecture 12</b>	<b>Class test</b> unit 2
<b>Lecture 13</b>	<b>Review</b> on class test
<b>Lecture 14</b>	<b>Revise</b> unit 2
<b>Lecture 15</b>	<b>Unit 3-</b> Global Conflict and Global Media
<b>Lecture 16</b>	World Wars and Media Coverage post 1990
<b>Lecture 17</b>	BBC, VOA And CNN'S Satellite transmission
<b>Lecture 18</b>	Media and Cultural Globalization Cultural Imperialism
<b>Lecture 19</b>	Cultural politics media hegemony and Global cultures,
<b>Lecture 20</b>	Adornos Cultural Theory
<b>Lecture 21</b>	Herbert Irving Schiller's Theories and Observation.
<b>Lecture 22</b>	<b>Class test</b> on unit 3
<b>Lecture 23</b>	<b>Review</b> on class test
<b>Lecture 24</b>	<b>Revise</b> on unit 3
<b>Lecture 25</b>	<b>Unit 4-</b> Media conglomerates and monopolies
<b>Lecture 26</b>	Ted Turner/Rupert Murdoch Global and regional integrations
<b>Lecture 27</b>	Zee TV as a Pan-Indian Channel
<b>Lecture 28</b>	Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others
<b>Lecture 29</b>	Cultural Diversity and language -Noam Chomsky
<b>Lecture 30</b>	<b>Class test</b> unit 4
<b>Lecture 31</b>	<b>review</b> on class test
<b>Lecture 32</b>	<b>revise</b> on unit 4
<b>Lecture 33</b>	<b>Practical work</b>
<b>Lecture 34</b>	<b>Review on practical</b>
<b>Lecture 35</b>	<b>Review on practical</b>
<b>Lecture 36</b>	<b>Review on practical</b>

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**COURSE- INTEGRATED MARKET COMMUNICATION****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, setting up small media business, preliminaries of media economics for small media business.

CLASS	TOPIC
Lecture 1	Unit-1 Understanding Integrated marketing Communication
Lecture 2	Meaning and concept □ Key features, Objectives and components of IMC
Lecture 3	Theoretical Underpinnings and Models of IMC
Lecture 4	Benefits and Barriers
Lecture 5	Class test unit 1
Lecture 6	Review on class test
Lecture 7	Revise unit 1
Lecture 8	Unit-2 Promotional Elements and Tools
Lecture 9	Understanding Promotional mix
Lecture 10	IMC tools i. Personal selling ii. Advertising
Lecture 11	iii. Public Relations iv. Direct and Database Marketing
Lecture 12	v. Sales promotion vi. Online communication / Interactive marketing
Lecture 13	Class test on unit 2
Lecture 14	Review on class test
Lecture 15	Revise on unit 2
Lecture 16	Unit-3 Marketing Communication. The Marketing concept
Lecture 17	Segmentation, Targeting and positioning

Lecture 18	Developing Marketing Strategy- SWOT analysis
Lecture 19	Strategic planning process
Lecture 20	Consumer Behavior
Lecture 21	Class test unit 3
Lecture 22	Review on class test
	Revise unit 3
Lecture 23	Unit-4 Media Business in Gour Banga Region
Lecture 24	Types of Media ownership
Lecture 25	Essential management for media entrepreneurship
Lecture 26	Government assistance, setting up small media business
Lecture 27	preliminaries of media economics for small media business.
Lecture 28	Class test unit 4
Lecture 29	review on class test
Lecture 30	revise unit 4
Lecture 31	Practical work
Lecture 32	Practical work
Lecture 33	Practical work
Lecture 34	Review on practical
Lecture 35	Review on practical
Lecture 36	Review on practical

#### 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.

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**COURSE- MEDIA MANAGEMENT**

**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

CLASS	TOPIC
Lecture 1	Unit1 Media Management: Concept and Perspective
Lecture 2	Concept, origin and growth of Media Management
Lecture 3	Fundamentals of management ; Management School of Thought
Lecture 4	Class test unit 1
Lecture 5	Review on class test
Lecture 6	Revise unit 1
Lecture 7	Unit 2 Media Industry: Issues & Challenges
Lecture 8	Media industry as manufacturers- Manufacturing Consent
Lecture 9	news and content management
Lecture 10	Market Forces, performance evaluation (TAM, TRP, BARC and HITS)
Lecture 11	Market shifts; Changing Ownership patterns
Lecture 12	Class test unit 2
Lecture 13	Review on class test
Lecture 14	Revise on unit 2
Lecture 15	Unit 3 Structure of news media organizations in India
Lecture 16	Role responsibilities & Hierarchy
Lecture 17	Workflow & Need of Management
Lecture 18	Shift Patterns, Circulation & Guidelines
Lecture 19	Class test unit 2
Lecture 20	Review on class test
Lecture 21	Revise on unit 3
Lecture 22	Unit - 4 Media Economics, Strategic Management and Marketing

<b>Lecture 23</b>	Understanding Media Economics- Economic thought
<b>Lecture 24</b>	Theoretical foundations, issue and concerns of media economics
<b>Lecture 25</b>	Capital inflow, Budgeting, Financial management
<b>Lecture 26</b>	personnel Management, Strategic Management, Market forces
<b>Lecture 27</b>	Class test unit 4
<b>Lecture 28</b>	Review on class test
<b>Lecture 29</b>	Revise on unit 4
<b>Lecture 30</b>	Unit 5-Visionary Leadership- Media Entrepreneur
<b>Lecture 31</b>	Qualities and Functions of media managers
<b>Lecture 32</b>	Indian and International Media Giants- Case Studies
<b>Lecture 33</b>	Class test unit 5
<b>Lecture 34</b>	Review class test
<b>Lecture 35</b>	Revise unit 5
<b>Lecture 36</b>	Practical work

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

**SEMESTER VI**

**PAPER C 13**

**COURSE- COMMUNICATION RESEARCH**

**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

CLASS	TOPIC
Lecture 1	Unit 1 Introduction to Research Definition
Lecture 2	Role, Function, Basic and Applied Research
Lecture 3	Scientific Approach
Lecture 4	Role of theory in research, Steps of Research
Lecture 5	Class test unit 1
Lecture 6	Review on class test
Lecture 7	Revise on unit 1
Lecture 8	Unit 2 Methods of Media Research Qualitative- Quantitative Technique
Lecture 9	Content Analysis, Survey Method,
Lecture 10	Observation Methods, Experimental Studies
Lecture 11	Case Studies, Narrative Analysis
Lecture 12	Historical research.
Lecture 13	Class test unit 2
Lecture 14	Review on class test
Lecture 15	Revise on unit 2
Lecture 16	Unit 3 Sampling Need for Sampling, Sampling Methods
Lecture 17	Representativeness of the Samples, Sampling Error, Tools of data collection
Lecture 18	Primary and Secondary data-Questionnaire
Lecture 19	Focus Groups, Telephone, Surveys, Online Polls, Published work.
Lecture 20	Class test unit 3
Lecture 21	Review on class test
Lecture 22	Revise unit 3
Lecture 23	Unit 4 Methods of analysis and report writing Data Analysis Techniques
Lecture 24	Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical)
Lecture 25	Working with Archives; Library Research
Lecture 26	Working with Internet as a source
Lecture 27	Writing Citations, Bibliography Writing the research report
Lecture 28	Class test unit 4
Lecture 29	Review on class test
Lecture 30	Revise on class test
Lecture 31	Unit 5 Ethnographies and other Methods Readership and Audience Surveys Ethnographies
Lecture 32	textual analysis,
Lecture 33	Discourse analysis Ethical perspectives of mass media research
Lecture 34	Class test unit 5
Lecture 35	Review on class test
Lecture 36	Revise unit 5
Lecture 37	Practical work
Lecture 38	Practical work
Lecture 39	Practical work

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.

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**SEMESTER VI**

**PAPER C 14**

**COURSE – RURAL DEVELOPMENT & 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.

<b>CLASS</b>	<b>TOPIC</b>
<b>Lecture 1</b>	<b>Unit 1</b> Rural development & rural society
<b>Lecture 2</b>	rural vs urban- sociological, demographical and cultural perspectives
<b>Lecture 3</b>	rural development and agricultural development
<b>Lecture 4</b>	<b>Class test unit 1</b>
<b>Lecture 5</b>	<b>Review on class test</b>
<b>Lecture 6</b>	<b>Revise on unit 1</b>
<b>Lecture 7</b>	<b>Unit 2</b> Participatory approaches of rural development
<b>Lecture 8</b>	rural communication is an integrated communication strategy
<b>Lecture 9</b>	model of rural communication
<b>Lecture 10</b>	different kits/ tools of rural communication promotion
<b>Lecture 11</b>	rural communication for health, primary education

Lecture 12	campaign of other related issues for rural development
Lecture 13	Class Test unit 2
Lecture 14	Review on class test
Lecture 15	Revise on unit 2
Lecture 16	Unit 3 Gandhian view of rural development,
Lecture 17	decentralization of power, people's participation
Lecture 18	PRIs
Lecture 19	communication strategies
Lecture 20	communication gap in PRIs
Lecture 21	Development, promotion of rural industries and role of rural communication
Lecture 22	rural cooperative and self help group
Lecture 23	Class test unit 3
Lecture 24	Review on class test
Lecture 25	Revise unit 3
Lecture 26	Unit 4 Rural media, low cost participatory media
Lecture 27	community media in rural development
Lecture 28	role of traditional media in rural development
Lecture 29	Awareness campaign on Country Liquor, Opium, Drug and Human trafficking.
Lecture 30	Class test unit 4
Lecture 31	Review on class test
Lecture 32	Revise on unit 4
Lecture 33	Practical work
Lecture 34	Practical work
Lecture 35	Practical work
Lecture 36	Revise practical work

“New Media and New Technologies” by Lister Dovey, Giddings, Grant & Kelly. (2003).  
Rosen, J. “The People Formerly Known as the Audience” What videogames have to teach us 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). Being Digital, Part 3 [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>  
“Privacy vs. The Internet: Americans Should Not Be forced to Choose” (ACLU report, 2008)  
Nakamura, “Race In/For Cyberspace: Identity, Tourism and Racial Passing on the Internet”

**STUDY OBJECTIVES:** This is a professional course which is in great demand in everyday life. As, it is not only confined to reporting or editing in television, newspaper, or radio, marketing communication it has various other branches like research, film making, advertisement, public relations, politics, development national or international, multimedia which also relies on various media laws. So the objective of the study is to make the students accustomed with various field of communication so that they can make proper use of it in their career life by knowing themselves and the environment they live. It is all about a



better understanding of the various field by becoming a successful communicator with their own expertise. It is a course where the students can make their own choices like what they want to be...a researcher, a reporter, an editor, a news anchor, a radio jockey, a politician, a relationship manager, an advertising manager, an entrepreneur, an actor, a film director a teacher and so on....and most important be a good human being.

**STUDY OUTCOME:** All our previous students are now well established in various fields as said above, and the present students they are on their way to be one of these. The previous students have their own field of expertise as an actor, teacher, manager, entrepreneurs, reporter where with their own hard work and determination they have achieved their goals and dreams.

## CBCS LESSON PLAN & CLASS DISTRIBUTION

### MASS COMMUNICATION & JOURNALISM

TEACHER NAFISA KHAN LODI

SEMESTER I

PAPER C1

### COURSE – Introduction to Journalism

**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.

CLASS	TOPIC
<b>Lecture 1</b>	<b>Unit 1</b> - Understanding News Ingredients of news News: meaning, definition, nature
<b>Lecture 2</b>	The news process: from the event to the reader (how news is carried from event to reader)
<b>Lecture 3</b>	Hard news vs. Soft news, basic components of a news story
<b>Lecture 4</b>	Attribution, balance and fairness, dateline, credit line, byline

Lecture 5	<b>Class Test 1</b> on lecture 1 – lecture 3
Lecture 6	<b>Review</b> on class test 1
Lecture 7	<b>Revise</b> on unit 1
Lecture 8	<b>Unit 2</b> -- Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula
Lecture 8	skills to write news Understanding the structure and construction of news Organising a news story
Lecture 9	5W's and 1H, Inverted pyramid Criteria for news worthiness
Lecture 10	principles of news selection Use of archives, sources of news.
Lecture 11	<b>Class Test 2</b> on lecture 8 – lecture 10
Lecture 12	<b>Review</b> on class test 2
Lecture 13	<b>Revise</b> on unit 2
Lecture 14	<b>Unit 3</b> - Different mediums-a comparison
Lecture 15	Language and principles of writing
Lecture 16	Basic differences between the print, electronic journalism
Lecture 17	Basic differences online journalism Citizen journalism
Lecture 18	<b>Class test</b> on unit 3
Lecture 19	<b>Review</b> on class test
Lecture 20	<b>Revise</b> on unit 3
Lecture 21	<b>Unit 4</b> - Role of Media in a Democracy Responsibility to Society
Lecture 22	Press and Democracy Contemporary debates and issues relating to media Ethics in journalism.
Lecture 23	<b>Class test</b> on unit 4
Lecture 24	<b>Review</b> on class test
Lecture 25	<b>Revise</b> on class test
Lecture 26	<b>Practical work</b> on C2
Lecture 27	<b>Practical work</b> on C2

<b>Lecture 28</b>	<b>Practical work on C2</b>
<b>Lecture 29</b>	<b>Practical work on C2</b>
<b>Lecture 30</b>	<b>Practical work on C2</b>
<b>Lecture 31</b>	<b>Practical work on C2</b>
<b>Lecture 32</b>	<b>Practical work on C2</b>
<b>Lecture 33</b>	<b>Review on practical work</b>
<b>Lecture 34</b>	<b>Review on practical work</b>
<b>Lecture 35</b>	<b>Review on practical work</b>
<b>Lecture 36</b>	<b>Review on practical work</b>

**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.
- 

**SEMESTER II**

**PAPER C3**

**COURSE – Reporting and Editing**

**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.

CLASS	TOPIC
Lecture 1	Unit 1- Covering news Reporter- role, functions and qualities General assignment reporting/ working on a beat; news agency reporting
Lecture 2	Covering Speeches, Meetings and Press Conferences Covering of beats- crime, courts, city reporting
Lecture 3	local reporting, health, education, sports
Lecture 4	Class test on lecture 1 to 3
Lecture 5	Review on class test 1
Lecture 6	Revise on unit 1
Lecture 7	Unit 2- Interviewing/Types of news leads Interviewing: doing the research, setting up the interview
Lecture 8	conducting the interview News Leads/intros, Structure of the News Story–Inverted Pyramid style
Lecture 9	Lead: importance, types of lead; body of the story; attribution, verification Articles, features,
Lecture 10	types of features and human interest stories, leads for features, difference between articles and features.
Lecture 11	Class test on lecture 7-10
Lecture 12	Review on class test
Lecture 13	Revise on unit 2
Lecture 14	Unit 3- The Newspaper News room, Organizational setup of a newspaper
Lecture 15	Editorial department Introduction to editing
Lecture 16	Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline
Lecture 17	style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor
Lecture 18	News editor and Editor, chief of bureau
Lecture 19	correspondents Editorial page: structure, purpose, edits, middles, letters to the editor
Lecture 20	special articles, Opinion pieces, op. Ed page
Lecture 21	Class test on lecture 15-20
Lecture 22	Review on class test
Lecture 23	Revise on unit 3
Lecture 24	Unit4- Supplements, Backgrounders columns/columnists
Lecture 25	Understanding media and news Sociology of news
Lecture26	factors affecting news treatment
Lecture 27	paid news
Lecture 28	pressures in the newsroom
Lecture 29	trial by media, gatekeepers
Lecture 30	Neutrality and bias in news.
Lecture 31	Class test on lecture 25-30

<b>Lecture 32</b>	Review on class test
<b>Lecture 33</b>	Revise on unit 4
<b>Lecture 34</b>	Practical work C4
<b>Lecture 35</b>	Practical work C4
<b>Lecture 36</b>	Practical work C4

#### 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
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### SEMESTER III

### PAPER C5

#### COURSE- Introduction to Broadcast Media

**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

CLASS	TOPIC
<b>Lecture 1</b>	<b>Unit 1</b> - - Basics of Sound Concepts of sound-scape, Natural sound

Lecture 2	Ambience Sound Sound Design
Lecture 3	different forms Sound recording techniques Introduction to microphones
Lecture 4	Characteristics of Radio as a medium
Lecture 5	Class test on lecture 1-4
Lecture 6	Review on class test
Lecture 7	Revise on unit 1
Lecture 8	Unit 2- Basics of Visual What is an image
Lecture 9	electronic image, television image Digital image
Lecture 10	Edited Image(politics of an image)
Lecture 12	What is a visual?(still to moving)
Lecture 13	Visual Culture Changing ecology of images today
Lecture 14	Characteristics of Television as a medium
Lecture 15	Class test on unit 2
Lecture 16	Review on class test
Lecture 17	Revise on unit 2
Lecture 18	Unit 3- Writing and Editing Radio News Elements of a Radio News Story
Lecture 19	News gathering, Writing/Reporting.
Lecture 20	Elements of a Radio News Bulletins Working in a Radio News Room
Lecture 21	Introduction to Recording and Editing sound
Lecture 22	(Editing news based capsule only).
Lecture 23	Class test on unit 3
Lecture 24	Review on class test
Lecture 25	Revise on unit 3
Lecture 26	Unit 4- Writing and Editing Television News
Lecture 27	Basics of a Camera- (Lens & accessories)
Lecture 28	Electronic News Gathering (ENG) & Electronic field Production (EFP)
Lecture 29	(Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story
Lecture 30	News gathering Writing/Reporting. Elements of a Television News Bulletins Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).
Lecture 31	Class test on unit 4
Lecture 32	Review on class test
Lecture 33	Revise on unit 4
Lecture 34	Unit 5- Broadcast News: Critical Issues and Debates Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters)
Lecture 35	Changing Character of Television News ( 24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae')
Lecture 36	News as Event, Performance and Construction
Lecture 37	Class test on unit 5
Lecture 38	Review on class test
Lecture 39	Revise on unit 5
Lecture 40	Practical work C7

#### 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

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SEMESTER III

C 6

### COURSE- History of Indian Media

**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

CLASS	TOPIC
Lecture 1	Unit 1-- Growth and Development of the Press - Early days of the Press, Growth and Development of the Press in India
Lecture 2	Contributions of the early thinkers in colonial India
Lecture 3	James Augustus Hickey, James Silk Buckingham
Lecture 4	Missionary of Baptists , William Carey
Lecture 5	Class test on unit 1
Lecture 6	Review on class test
Lecture 7	Revise unit 1
Lecture 8	Unit 2- Indian Press Major Journals and Newspapers of Pre Independence days
Lecture 9	Bengal Gazette, Samachar Darpan, Calcutta Journal , Sambad Kaumudi
Lecture 10	Samachar Chandrika , Bengal Spectator Parthenon
Lecture 11	Gyananweshan , Sambad Pravakar , Yugantar
Lecture 12	Class test on unit 2
Lecture 13	Review on unit 2
Lecture 14	Revise unit 2

<b>Lecture 15</b>	<b>Unit 3-</b> Journalism and Editor
<b>Lecture 16</b>	struggle and contribution of Indian Press
<b>Lecture 17</b>	Derozio , Sishir Basu & Amritabazar Patrika
<b>Lecture 18</b>	Harish Chandra Mukhopadhyay
<b>Lecture 19</b>	Hindoo Patriot
<b>Lecture 20</b>	Brahmabandhab Upadhyay & Sandhya
<b>Lecture 21</b>	<b>Class test on unit 3</b>
<b>Lecture 22</b>	<b>Review on unit 3</b>
<b>Lecture 23</b>	<b>Revise unit 3</b>
<b>Lecture 24</b>	<b>Unit 4-</b> Indian telegraphic Act, Press & Registration Book Act, Adams Gag (1823) , Vernacular Press Act
<b>Lecture 25</b>	(1878) HINDU, THE STATESMAN , INDIAN EXPRESS and TIMES OF INDIA Press in the Post - colonial India
<b>Lecture 26</b>	Adoption of New Editorial Policy Corporatization of Newspaper Houses
<b>Lecture 27</b>	Declination status of editor
<b>Lecture 28</b>	<b>Class test on unit 4</b>
<b>Lecture 29</b>	<b>Review on unit 4</b>
<b>Lecture 30</b>	<b>Revise unit 4</b>
<b>Lecture 31</b>	<b>Unit 5-</b> Recent development in Indian Press, Advent of Radio and Television in India
<b>Lecture 32</b>	Emergence of Radio in Pre-independence period, All India Radio , Doordarshan, Magazine journalism
<b>Lecture 33</b>	Press in emergency period,Prasar Bharati Corporation, Cable TV and Satellite Television, DTH, OTT Communication, New Media format
<b>Lecture 34</b>	<b>Class test on unit 4</b>
<b>Lecture 35</b>	<b>Review on unit 4</b>
<b>Lecture 36</b>	<b>Revise unit 4</b>

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

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**SEMESTER IV**

**PAPER C8**

**COURSE- Introduction to New Media**

**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

<b>CLASS</b>	<b>TOPIC</b>
<b>LECTURE 1</b>	<b>Unit 1</b> - Key Concepts and Theory Defining new media, terminologies and their meanings – Digital media, new media, online media et al
<b>Lecture 2</b>	Information society and new media, Technological Determinism
<b>Lecture 3</b>	Computer mediated-Communication (CMC), Networked Society.
<b>Lecture 4</b>	<b>Class test</b> unit 1
<b>Lecture 5</b>	<b>Review</b> on class test
<b>Lecture 6</b>	<b>Revise</b> on unit 1
<b>Lecture 7</b>	<b>Unit 2</b> - Understanding Virtual Cultures and Digital Journalism Internet and its Beginnings
<b>Lecture 8</b>	Remediation and New Media technologies, Online Communities
<b>Lecture 9</b>	User Generated Content and Web 2.0, Networked Journalism
<b>Lecture 10</b>	Alternative Journalism

Lecture 11	Social Media in Context, Activism and New Media
Lecture 12	Class test unit 2
Lecture 13	Review on class test
Lecture 14	Revise unit 2
Lecture 15	Unit 3- Digitization of Journalism Authorship
Lecture 16	what it means in a digital age
Lecture 17	Piracy, Copyright, Open Source
Lecture 18	Digital archives
Lecture 19	New Media and Ethics
Lecture 20	Overview of Web Writing Linear and Non-linear writing
Lecture 21	Multimedia, Storytelling structures
Lecture 22	Class test on unit 3
Lecture 23	Review on class test
Lecture 24	Revise on unit 3
Lecture 25	Unit 4- Visual and Content Design
Lecture 26	Website planning and visual design
Lecture 27	Content strategy and Audience Analysis
Lecture 28	Brief history of Blogging
Lecture 29	Creating and Promoting a Blog. FB, Twitter
Lecture 30	Class test unit 4
Lecture 31	review on class test
Lecture 32	revise on unit 4
Lecture 33	Practical work
Lecture 34	Review on practical
Lecture 35	Review on practical
Lecture 36	Review on practical

#### 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/whatis-web-2.0.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](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.
  - Jagadish Chakraborty- Net, Media and the Mass Communication, Author press
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**COURSE- Media Ethics and the Law****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.

CLASS	TOPIC
Lecture 1	Unit-1-Ethical Framework And Media practice Freedom of expression (Article 19(1)(a) and Article 19(1)2)
Lecture 2	Freedom of expression and defamation- Libel and slander Issues of privacy and Surveillance in Society
Lecture 3	Right to Information Idea of Fair Trial/Trial by Media Intellectual Property Rights Media ethics
Lecture 4	cultural dependence Student Presentations; Photocopied material for Study Packs in India
Lecture 5	Class test unit 1
Lecture 6	Review on class test
Lecture 7	Revise unit 1
Lecture 8	Unit-2- Media Technology and Ethical Parameters
Lecture 9	Live reporting and ethics Legality
Lecture 10	Ethicality of Sting Operations
Lecture 11	Phone Tapping etc Ethical issues in Social media
Lecture 12	( IT Act 2000, Sec 66 A and the verdict of The supreme court )

<b>Lecture 13</b>	Class test on unit 2
<b>Lecture 14</b>	Review on class test
<b>Lecture 15</b>	Revise on unit 2
<b>Lecture 16</b>	Unit-3- Media and Regulation Regulatory bodies, Codes and Ethical Guidelines Self Regulation Media Content
<b>Lecture 17</b>	Press Commissions and press council of India; Indian administrative system: Lok Sabha, Rajya sabha
<b>Lecture 18</b>	Election commission, Niti ayog, Power and position of President
<b>Lecture 19</b>	Prime Minister, Governor
<b>Lecture 20</b>	Chief minister, Council of ministers
<b>Lecture 21</b>	Class test unit 3
<b>Lecture 22</b>	Review on class test
	Revise unit 3
<b>Lecture 23</b>	Unit-4- Fundamental rights
<b>Lecture 24</b>	Different laws related to media
<b>Lecture 25</b>	Contempt of Court, Working Journalist Act
<b>Lecture 26</b>	Official secrets act
<b>Lecture 27</b>	Copyright Act
<b>Lecture 28</b>	Class test unit 4
<b>Lecture 29</b>	review on class test
<b>Lecture 30</b>	revise unit 4
<b>Lecture 31</b>	Practical work
<b>Lecture 32</b>	Practical work
<b>Lecture 33</b>	Practical work
<b>Lecture 34</b>	Review on practical
<b>Lecture 35</b>	Review on practical
<b>Lecture 36</b>	Review on practical

### Reading List

D D Basu- Law of the press

Jitendranath Basu- Romance of Indian Journalism, Calcutta University 1979

Thakurta, Paranjyoguha, 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

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**SEMESTER V**

**PAPER C12**

**COURSE- Broadcasting Presentation & Television Anchoring**

**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 search 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.

CLASS	TOPIC
Lecture 1	Unit1- Radio Interview, Radio Drama, Radio documentary
Lecture 2	voice dispatch Art of scripting for radio news; Format of FM programme Popularity and acceptance of FM
Lecture 3	FM Programme presentation style and production
Lecture 4	Class test unit 1
Lecture 5	Review on class test
Lecture 6	Revise unit 1
Lecture 7	Unit 2- Anchoring ; Different types of Microphone, handling the microphone
Lecture 8	Target audience and search in Public Speaking ; The Voice and the Microphone
Lecture 9	Breathing and articulation; Voice and its function iii. Pitch/tone/intonation/inflection/ fluency
Lecture 10	Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos ; Body language, Studio autocue reading & Recording the voice

Lecture 11	Talk Show Host/ Moderator
Lecture 12	Class test unit 2
Lecture 13	Review on class test
Lecture 14	Revise on unit 2
Lecture 15	Unit 3- Production; Reporting from the field
Lecture 16	Peace to camera- meaning, importance and use
Lecture 17	Vox Pop- meaning and use
Lecture 18	Techniques of Television Interview
Lecture 19	Class test on unit 3
Lecture 20	Review on class test
Lecture 21	Revise on unit 3
Lecture 22	Practical work on unit 3
Lecture 23	Practical work on unit 3
Lecture 24	Practical work on unit 3
Lecture 25	Practical work On unit 3
Lecture 26	Practical work on unit 3
Lecture 27	Practical work unit 3
Lecture 28	Practical work unit 3
Lecture 29	Practical work on unit 3

#### Indicative Reading List

Boyd, Andrew. Broadcast Journalism, Oxford.

Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,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

SEMESTER V

PAPER 1B

#### COURSE- TELEVISION JOURNALISM

**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

CLASS	TOPIC
Lecture 1	<b>Unit 1</b> - Era of Doordarshan
Lecture 2	Era onwards 1990s
Lecture 3	private Television and satellite broadcasting
Lecture 4	STAR, ZEE, BBC, SONY
Lecture 5	Class test unit 1
Lecture 6	Review on class test
Lecture 7	Revise on unit 1
Lecture 8	<b>Unit 2</b> - Television News Gathering
Lecture 9	Audience Segments and news presentation
Lecture 10	Satellite TV and Private TV Channels
Lecture 11	24 X 7 News- issues scope and challenges
Lecture 12	News procurement and news production
Lecture 13	Class test unit 2
Lecture 14	Review on class test
Lecture 15	Revise on unit 2
Lecture 16	<b>Unit 3</b> - Formats and Types for TV programmes
Lecture 17	Theories of Visual Literacy: Gestalt, Semiotics; Reporting Skills
Lecture 18	Research and Editing; Use of graphics and special effects
Lecture 19	Positioning the Camera for TV shots
Lecture 20	Class test unit 3
Lecture 21	Review on class test
Lecture 22	Revise unit 3
Lecture 23	<b>Unit 4</b> - The Construction of Real Life Presenting
Lecture 24	The Soap ; Constructing Reality in Reality Shows
Lecture 25	Consuming Television; Measurement of Viewership: TAM, TRP etc
Lecture 26	Socio Cultural Impact on audience – cultural hegemony
Lecture 27	consumerism culture, “ Me Culture”, Macdonaldization and TV
Lecture 28	Class test unit 4
Lecture 29	Review on class test
Lecture 30	Revise on class test
Lecture 31	Practical work
Lecture 32	Practical work
Lecture 33	Practical work
Lecture 34	Practical work
Lecture 35	Practical work
Lecture 36	Practical work
Lecture 37	Practical work

<b>Lecture 38</b>	Practical work
<b>Lecture 39</b>	Practical work

**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.
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**SEMESTER VI**

**PAPER DSE 3A**

**COURSE – Photography**

**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 indepth 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 Photo journalism

<b>CLASS</b>	<b>TOPIC</b>
<b>Lecture 1</b>	Unit 1 Introduction to Photography -
<b>Lecture 2</b>	A brief History of Photography- Camera Obscura to the daguerreotype process , The photographic process (The Silver Hallide Photography Process
<b>Lecture 3</b>	Modernization of Photography and its use in Mass Media
<b>Lecture 4</b>	Class test unit 1
<b>Lecture 5</b>	Review on class test
<b>Lecture 6</b>	Revise on unit 1
<b>Lecture 7</b>	Unit 2- Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)



Lecture 8	Lenses (types and their perspective/angle of view)
Lecture 9	Aperture (f-stop & T-stop)
Lecture 10	Shutters (Focal plane & Lens shutter)
Lecture 11	Light meters (Incident, reflected & through Lens)
Lecture 12	Average, Centre weighted, Spot & Metrics and focus and indepth field
Lecture 13	Class Test unit 2
Lecture 14	Review on class test
Lecture 15	Revise on unit 2
Lecture 16	Unit 3- Understanding Light and Shadow Natural light and Artificial Light
Lecture 17	The Nature of Light- Direct Light, Soft light
Lecture 18	Hard light, Directional Light, Brightness, Contrast
Lecture 19	Mid tones, Highlights, Shadow and Silhouettes,
Lecture 20	Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc)
Lecture 21	Three Point Lighting Technique and Metering for Light
Lecture 22	Filters and Use of a Flash Unit
Lecture 23	Class test unit 3
Lecture 24	Review on class test
Lecture 25	Revise unit 3
Lecture 26	Unit 4- Digital Photography and Editing, Sensor Sizes , Formats and Storage , Introduction to Editing and Digital Manipulation
Lecture 27	Brightness, Contrast, Mid tones, Highlights, Colour tones , Basics of Photoshop
Lecture 28	Photo editing software : (Microsoft Office Picture Manager, CorelDraw
Lecture 29	Adobe Photoshop Elements, Photoshop CC (Creative Cloud)
Lecture 30	Class test unit 4
Lecture 31	Review on class test
Lecture 32	Revise on unit 4
Lecture 33	Unit 5- Photojournalism , Brief History – Global & Indian
Lecture 34	Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.)
Lecture 35	War Photo journalism
Lecture 36	Class test unit 5
Lecture 37	Review on class test
Lecture 38	Revise on unit 5
Lecture 39	Practical work

#### 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.

## COURSE – Introduction to film studies

**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.

CLASS	TOPIC
Lecture 1	<b>Unit 1</b> - Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage ;Focus on Sound and Colour
Lecture 2	Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound
Lecture 3	the use of Colour as a stylistic Element
Lecture 4	Class test unit 1
Lecture 5	Review on class test
Lecture 6	Revise on unit 1
Lecture 7	<b>Unit 2</b> - Indian Films
Lecture 8	Film Directors-Mrinal Sen
Lecture 9	Satyajit Ray
Lecture 10	Ritwik Ghatak,
Lecture 11	Goutam Ghosh
Lecture 12	Rituparna Ghosh
Lecture 13	Adoor Gopal Krishnan
Lecture 14	Mani Ratnam.
Lecture 15	Class test unit 2
Lecture 16	Review on class test
Lecture 17	Revise on unit 2
Lecture 18	<b>Unit 3</b> - Hindi Cinema Early Cinema and the Studio Era 1950s
Lecture 19	Cinema and the Nation
Lecture 20	Globalisation Of Cinema
Lecture 21	Film Market,Film Promotion
Lecture 22	Film Festival
Lecture 23	Class test unit 3
Lecture 24	Review on class test
Lecture 25	Revise on unit 3
Lecture 26	<b>Unit 4</b> - 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.

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**STUDY OBJECTIVES:** This is a professional course which is in great demand in everyday life. As, it is not only confined to reporting or editing in television, newspaper, or radio, marketing communication it has various other branches like research, film making, advertisement, public relations, politics, development national or international, multimedia which also relies on various media laws. So the objective of the study is to make the students accustomed with various field of communication so that they can make proper use of it in their career life by knowing themselves and the environment they live. It is all about a better understanding of the various field by becoming a successful communicator with their own expertise. It is a course where the students can make their own choices like what they want to be...a researcher, a reporter, an editor, a news anchor, a radio jockey, a politician, a relationship manager, an advertising manager, an entrepreneur, an actor, a film director a teacher and so on....and most important be a good human being.

**STUDY OUTCOME:** All our previous students are now well established in various fields as said above, and the present students they are on their way to be one of these. The previous students have their own field of expertise as an actor, teacher, manager, entrepreneurs, reporter where with their own hard work and determination they have achieved their goals and dreams.

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