



CBCS LESSON PLAN

MASS COMMUNICATION & JOURNALISM

TEACHER Dr. DEBOSREE MITRA

SEMESTER I

2022-2023

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	No.of class taken	Month
Lecture 1	Unit 1 -Media & every day life, mobile phones, television, ringtones, twitter	04	JULY – AUGUST
Lecture 2	The Internet discussion around media & every day life	02	
Lecture 3	Discussion around mediated and non mediated communication	01	
Lecture 4	Special lecturer on lecture 1 to lecture 4	01	
Lecture 5	Class Test 1 on lecture 1 – lecture 3	01	
Lecture 6	Review on class test 1	01	

Lecture 7	Revise on unit 1	01	JULY-AUGUST
Lecture 8	Unit 2- Communication & mass communication	02	
Lecture 8	Forms of communication, levels of communication	02	
Lecture 9	Mass communication & its process	01	
Lecture 10	Noise in communication & its feedback	01	
Lecture 11	Class Test 2 on lecture 8 – lecture 10	01	
Lecture 12	Review on class test 2	01	
Lecture 13	Revise on unit 2	01	JULY - AUGUST
Lecture 14	Unit 3 Mass society theory, Propaganda limited effect, individual difference theory	04	
Lecture 15	Personal influence theory, four normative theory of press,agenda setting theory, uses & gratification	04	
Lecture 16	Technological determination, diffusion of innovation	02	
Lecture 17	Cultivation analysis critique of effect paradigm, emergence of alternative paradigm	02	
Lecture 18	Class test on unit 3	01	
Lecture 19	Review on class test	01	
Lecture 20	Revise on unit 3	01	
Lecture 21	Unit 4 Models of communication, SMCR, Shannon & weaver, Lasswell models	04	
Lecture 22	Four model of communication	04	
Lecture 23	Class test on unit 4	01	AUGUST – SEPTEMBER
Lecture 24	Review on class test	01	
Lecture 25	Revise on class test	01	
Lecture 26	Practical work on C2	01	

Lecture 27	Practical work on C2	01	AUGUST - SEPTEMBER
Lecture 28	Practical work on C2	01	
Lecture 29	Practical work on C2	01	
Lecture 30	Practical work on C2	01	
Lecture 31	Practical work on C2	01	
Lecture 32	Practical work on C2	01	
Lecture 33	Review on practical work	01	
Lecture 34	Review on practical work	01	
Lecture 35	Review on practical work	01	
Lecture 36	Review on practical work	01	

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.

CLASS	TOPIC	No.of class taken	Month
Lecture 1	Unit 1- Understanding culture, mass culture	01	AUGUST- SEPTEMBER
Lecture 2	Popular culture, folk culture	02	
Lecture 3	Media & culture	03	
Lecture 4	Class test on lecture 1 to 3		
Lecture 5	Review on class test 1		
Lecture 6	Revise on unit 1	01	
Lecture 7	Unit 2- Critical theory Frankfurt school	02	
Lecture 8	Media as cultural industry,	01	
Lecture 9	Political economy	01	
Lecture 10	Ideology & hegemony	02	
Lecture 11	Class test on lecture 7-10		
Lecture 12	Review on class test		
Lecture 13	Revise on unit 2	01	
Lecture 14	Unit 3- Representation media as text, sign,codes	02	AUGUST – SEPTEMBER
Lecture 15	Discourse analysis genres	02	
Lecture 16	Representation of nation & gender issues in media	02	
Lecture 17	Uses and gratification approach	01	
Lecture 18	Reception studies active audiences	01	
Lecture 19	Women as audiences	01	
Lecture 20	Sub cultures, fandom	01	
Lecture 21	Class test on lecture 15-20		
Lecture 22	Review on class test		
Lecture 23	Revise on unit 3	01	
Lecture 24	Unit4- Folk media as mass culture	02	
Lecture 25	Definiton, characteristics, features, advantages	02	
Lecture26	Traditional folk media(special ref. to Gour Banga)	02	
Lecture 27	Social folk customs, performing arts	02	
Lecture 28	Utilizing oral tradition, live performance	01	
Lecture 29	Folk theatre, story telling, puppetry	02	
Lecture 30	Different folk culture of Bengal/ India	02	
Lecture 31	Class test on lecture 25-30	01	
Lecture 32	Review on class test	01	
Lecture 33	Revise on unit 4	01	
Lecture 34	Practical work C4	01	
Lecture 35	Practical work C4	01	
Lecture 36	Practical work C4	01	

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

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	No. of class taken	Month
Lecture 1	Unit 1- Introduction to advertising, meaning, history, importance & functions	04	SEPTEMBER- NOVEMBER (OCTOBER PUJA HOLIDAY)
Lecture 2	Advertisement as tools of communications, ad in marketing mix	03	
Lecture 3	Theories & models, AIDA, DAGMAR, Hierarchy model	04	

Lecture 4	Types of AD, new trends of AD, economic,cultural,psychological, social aspects of AD,ethical,regulatory aspects,ASCI&codes	04	SEPTEMBER- NOVEMBER
Lecture 5	Class test on lecture 1-4	01	
Lecture 6	Review on class test	01	
Lecture 7	Revise on unit 1	01	
Lecture 8	Unit 2- AD through print, electronic,&online media, types of media for AD,	02	
Lecture 9	AD objectives, segmentation,positioning,targeting	03	
Lecture 10	Media selection, planning,scheduling, marketing strategy	03	
Lecture 12	Research &branding, AD dept. agency structure, functions	04	
Lecture 13	AD budget, campaign planning, creation& production	03	
Lecture 14	AD copy	01	
Lecture 15	Class test on unit 2	01	SEPTEMBER- NOVEMBER
Lecture 16	Review on class test	01	
Lecture 17	Revise on unit 2	01	
Lecture 18	Unit 3- Public relations concept & practices, Introduction to PR, growth, development, importance	04	
Lecture 19	Role & functions of PR, Principle & tools of PR, organization of PR	03	
Lecture 20	In house department vs consultancy	02	
Lecture 21	PR in Govt. & private sector	02	
Lecture 22	Press release, conference, media relations	02	
Lecture 23	Class test on unit 3	01	
Lecture 24	Review on class test	01	
Lecture 25	Revise on unit 3	01	
Lecture 26	Unit 4- Publics and campaign	02	SEPTEMBER – NOVEMBER
Lecture 27	Research in PR managing promotions	02	
Lecture 28	Functions of PR, campaign planning, execution , evaluation	03	

Lecture 29	PR in crisis management, duties & functions of PRO	03	SEPTEMBER – NOVEMBER
Lecture 30	Public in PR,, ethical issues in PR, IPRA code, PRSI,CSR	03	
Lecture 31	Class test on unit 4	01	
Lecture 32	Review on class test	01	
Lecture 33	Revise on unit 4	01	
Lecture 34	Unit 5-CSR, issues in CSR, contemporary theories in CSR, case study	03	
Lecture 35	CSR & NGOs, corporate crisis ,image build up, corporate branding	03	SEPTEMBER- NOVEMBER
Lecture 36	Usage of social media to promote corporate communication	02	
Lecture 37	Class test on unit 5	01	
Lecture 38	Review on class test	01	
Lecture 39	Revise on unit 5	01	
Lecture 40	Practical work C7	02	

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	No of class taken	Month
Lecture 1	Unit 1-Development: Concept, concerns, Measurement of development	04	NOVEMBER – DECEMBER
Lecture 2	Development versus growth; Human development	01	
Lecture 3	Nehruvian model Gandhian model	02	
Lecture 4	Developing countries versus developed countries; UN millennium dev goals	02	
Lecture 5	Class test on unit 1	01	
Lecture 6	Review on class test	01	
Lecture 7	Revise unit 1	01	
Lecture 8	Unit 2- Development communication: Concept and approaches Paradigms of development		NOVEMBER – DECEMBER
Lecture 9	diffusion of innovation, empathy, magic multiplier	03	
Lecture 10	Sustainable Development Participatory Development	02	
Lecture 11	Development Inclusive Development Gender and development	02	
Lecture 12	Class test on unit 2	01	
Lecture 13	Review on unit 2	01	NOVEMBER- DECEMBER
Lecture 14	Revise unit 2	01	
Lecture 15	Unit 3-Role of media in development Mass Media as a tool for development Creativity	02	

Lecture 16	role and performance of each media-comparative study of pre and post liberalization era	03	NOVEMBER – DECEMBER
Lecture 17	SITE, Krishi Darshan, Kheda, Jhabua, MNREGA	04	
Lecture 18	Cyber media and dev – e-governance, e chaupal, national knowledge network	03	
Lecture 19	ICT for dev	01	
Lecture 20	Ecological sustainable development, Participatory, Community driven development,	03	
Lecture 21	Class test on unit 3	01	NOVEMBER – DECEMBER
Lecture 22	Review on unit 3	01	
Lecture 23	Revise unit 3	01	
Lecture 24	Unit 4 -Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty.	04	NOVEMBER- DECEMBER
Lecture 25	Development support communication in India in the areas of: unemployment, energy and environment, literacy, consumer awareness	03	
Lecture 26	Rural Journalism Information needs in rural areas; Rural newspapers	03	
Lecture 27	Critical appraisal of mainstream media's reportage on rural problems and issues.	02	
Lecture 28	Class test on unit 4	01	
Lecture 29	Review on unit 4	01	NOVEMBER – DECEMBER
Lecture 30	Revise unit 4	01	
Lecture 31	Practical work C9	01	
Lecture 32	Practical work C9	01	

Lecture 33	Practical work C9	01	NOVEMBER - DECEMBER
Lecture 34	Practical work C9	01	
Lecture 35	Practical work C9	01	
Lecture 36	Practical work C9	01	

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

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	No.of class taken	Month
Lecture 1	Unit 1 -The advent of popular media	01	DECMBER-JANUARY

Lecture 2	a brief overview Propaganda in the inter-war years	02	DECEMBER – JANUARY
Lecture 3	Radio and international communication	02	
Lecture 4	Class test unit 1	01	
Lecture 5	Review on class test	01	
Lecture 6	Revise on unit 1	01	
Lecture 7	Unit 2- Media during the Cold War	01	
Lecture 8	NWICO, McBride Commission and UNESCO	02	
Lecture 9	Unequal development and Third World concerns: North-South	03	
Lecture 10	SAARC;SAFMA(South Asian Free Media Association)	02	
Lecture 11	East Policy.	01	
Lecture 12	Class test unit 2	01	DECEMBER-JANUARY
Lecture 13	Review on class test	01	
Lecture 14	Revise unit 2	01	
Lecture 15	Unit 3- Global Conflict and Global Media	02	
Lecture 16	World Wars and Media Coverage post 1990	02	
Lecture 17	BBC, VOA And CNN'S Satellite transmission	03	
Lecture 18	Media and Cultural Globalization Cultural Imperialism	02	
Lecture 19	Cultural politics media hegemony and Global cultures,	03	
Lecture 20	Adornos Cultural Theory	01	
Lecture 21	Herbert Irving Schiller's Theories and Observation.	02	
Lecture 22	Class test on unit 3	01	DECEMBER- JANUARY
Lecture 23	Review on class test	01	
Lecture 24	Revise on unit 3	01	
Lecture 25	Unit 4- Media conglomerates and monopolies	02	
Lecture 26	Ted Turner/Rupert Murdoch Global and regional integrations	02	
Lecture 27	Zee TV as a Pan-Indian Channel	02	
Lecture 28	Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others	02	
Lecture 29	Cultural Diversity and language - Noam Chomsky	03	
Lecture 30	Class test unit 4	01	

Lecture 31	review on class test	01	DECEMBER- JANUARY
Lecture 32	revise on unit 4	01	
Lecture 33	Practical work	02	
Lecture 34	Review on practical	01	
Lecture 35	Review on practical	01	
Lecture 36	Review on practical	01	

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,200

SEMESTER V

PAPER DSE 2B

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	No.of class taken	Month
Lecture 1	Unit-1 Understanding Integrated marketing Communication	02	DECEMBER- JANUARY
Lecture 2	Meaning and concept Key features, Objectives and components of IMC	03	
Lecture 3	Theoretical Underpinnings and Models of IMC	02	
Lecture 4	Benefits and Barriers	01	
Lecture 5	Class test unit 1	01	
Lecture 6	Review on class test	01	
Lecture 7	Revise unit 1	01	
Lecture 8	Unit-2 Promotional Elements and Tools	01	DECEMBER- JANUARY
Lecture 9	Understanding Promotional mix	01	
Lecture 10	IMC tools i. Personal selling ii. Advertising	02	
Lecture 11	iii. Public Relations iv. Direct and Database Marketing	02	
Lecture 12	v. Sales promotion vi. Online communication / Interactive marketing	03	
Lecture 13	Class test on unit 2	01	
Lecture 14	Review on class test	01	
Lecture 15	Revise on unit 2	01	
Lecture 16	Unit-3 Marketing Communication. The Marketing concept	02	DECEMBER- JANUARY
Lecture 17	Segmentation, Targeting and positioning	02	
Lecture 18	Developing Marketing Strategy- SWOT analysis	03	
Lecture 19	Strategic planning process	01	
Lecture 20	Consumer Behavior	01	
Lecture 21	Class test unit 3	01	
Lecture 22	Review on class test	01	
	Revise unit 3	01	

Lecture 23	Unit-4 Media Business in Gour Banga Region	01	DECEMBER- JANUARY
Lecture 24	Types of Media ownership	02	
Lecture 25	Essential management for media entrepreneurship	01	
Lecture 26	Government assistance, setting up small media business	01	
Lecture 27	preliminaries of media economics for small media business.	01	
Lecture 28	Class test unit 4	01	DECEMBER- JANUARY
Lecture 29	review on class test	01	
Lecture 30	revise unit 4	01	
Lecture 31	Practical work	01	
Lecture 32	Practical work	01	
Lecture 33	Practical work	01	DECEMBER- JANUARY
Lecture 34	Review on practical	01	
Lecture 35	Review on practical	01	
Lecture 36	Review on practical	01	

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.

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	No.of class taken	Month
Lecture 1	Unit1 Media Management: Concept and Perspective	02	DECEMBER- JANUARY
Lecture 2	Concept, origin and growth of Media Management	02	
Lecture 3	Fundamentals of management ; Management School of Thought	04	
Lecture 4	Class test unit 1	01	
Lecture 5	Review on class test	01	
Lecture 6	Revise unit 1	01	
Lecture 7	Unit 2 Media Industry: Issues & Challenges	02	
Lecture 8	Media industry as manufacturers- Manufacturing Consent	02	
Lecture 9	news and content management	01	
Lecture 10	Market Forces, performance evaluation (TAM, TRP, BARC and HITS)	04	
Lecture 11	Market shifts; Changing Ownership patterns	02	
Lecture 12	Class test unit 2	01	
Lecture 13	Review on class test	01	
Lecture 14	Revise on unit 2	01	
Lecture	Unit 3 Structure of news media	02	

15	organizations in India		JANUARY- FEBRUARY
Lecture 16	Role responsibilities & Hierarchy	01	
Lecture 17	Workflow & Need of Management	02	
Lecture 18	Shift Patterns, Circulation & Guidelines	03	
Lecture 19	Class test unit 2	01	
Lecture 20	Review on class test	01	
Lecture 21	Revise on unit 3	01	
Lecture 22	Unit - 4 Media Economics, Strategic Management and Marketing	02	JANUARY-FEBRUARY
Lecture 23	Understanding Media Economics- Economic thought	02	
Lecture 24	Theoretical foundations, issue and concerns of media economics	03	
Lecture 25	Capital inflow, Budgeting, Financial management	03	
Lecture 26	personnel Management, Strategic Management, Market forces	03	
Lecture 27	Class test unit 4	01	
Lecture 28	Review on class test	01	
Lecture 29	Revise on unit 4	01	FEBRUARY-MARCH
Lecture 30	Unit 5-Visionary Leadership- Media Entrepreneur	02	
Lecture 31	Qualities and Functions of media managers	01	
Lecture 32	Indian and International Media Giants- Case Studies	02	
Lecture 33	Class test unit 5	01	
Lecture 34	Review class test	01	
Lecture 35	Revise unit 5	01	
Lecture 36	Practical work	02	FEBRUARY-MARCH

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

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	No.of class taken	Month
Lecture 1	Unit 1 Introduction to Research Definition	02	MARCH-APRIL
Lecture 2	Role, Function, Basic and Applied Research	03	
Lecture 3	Scientific Approach	03	
Lecture 4	Role of theory in research, Steps of Research	03	
Lecture 5	Class test unit 1	01	
Lecture 6	Review on class test	01	
Lecture 7	Revise on unit 1	01	
Lecture 8	Unit 2 Methods of Media Research Qualitative- Quantitative Technique	02	MARCH-APRIL
Lecture 9	Content Analysis, Survey Method,	02	
Lecture	Observation Methods, Experimental	02	

10	Studies		MARCH-APRIL
Lecture 11	Case Studies, Narrative Analysis	02	
Lecture 12	Historical research.	01	
Lecture 13	Class test unit 2	01	
Lecture 14	Review on class test	01	
Lecture 15	Revise on unit 2	01	
Lecture 16	Unit 3 Sampling Need for Sampling, Sampling Methods	03	
Lecture 17	Representativeness of the Samples, Sampling Error, Tools of data collection	03	
Lecture 18	Primary and Secondary data- Questionnaire	02	
Lecture 19	Focus Groups, Telephone, Surveys, Online Polls, Published work.	02	
Lecture 20	Class test unit 3	01	
Lecture 21	Review on class test	01	
Lecture 22	Revise unit 3	01	
Lecture 23	Unit 4 Methods of analysis and report writing Data Analysis Techniques	02	
Lecture 24	Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical)	03	
Lecture 25	Working with Archives; Library Research	02	
Lecture 26	Working with Internet as a source	02	
Lecture 27	Writing Citations, Bibliography Writing the research report	02	
Lecture 28	Class test unit 4	01	
Lecture 29	Review on class test	01	
Lecture 30	Revise on class test	01	
Lecture 31	Unit 5 Ethnographies and other Methods Readership and Audience Surveys Ethnographies	02	

Lecture 32	textual analysis	01	MARCH-APRIL
Lecture 33	Discourse analysis Ethical perspectives of mass media research	02	
Lecture 34	Class test unit 5	01	
Lecture 35	Review on class test	01	
Lecture 36	Revise unit 5	01	
Lecture 37	Practical work	03	
Lecture 38	Practical work	03	
Lecture 39	Practical work	03	

Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006, pgs 1-60; 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.

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.

CLASS	TOPIC	No. of class taken	Month
Lecture 1	Unit 1 Rural development & rural society	02	APRIL-MAY
Lecture 2	rural vs urban- sociological, demographical and cultural perspectives	02	
Lecture 3	rural development and agricultural development	02	
Lecture 4	Class test unit 1	01	
Lecture 5	Review on class test	01	
Lecture 6	Revise on unit 1	01	
Lecture 7	Unit 2 Participatory approaches of rural development	01	
Lecture 8	rural communication is an integrated communication strategy	02	
Lecture 9	model of rural communication	01	
Lecture 10	different kits/ tools of rural communication promotion	02	
Lecture 11	rural communication for health, primary education	02	
Lecture 12	campaign of other related issues for rural development	02	
Lecture 13	Class Test unit 2	01	
Lecture 14	Review on class test	01	
Lecture 15	Revise on unit 2	01	
Lecture 16	Unit 3 Gandhian view of rural development,	02	MAY-JUNE
Lecture 17	decentralization of power, people's participation	02	
Lecture 18	PRIs	02	
Lecture 19	communication strategies	02	
Lecture 20	communication gap in PRIs	02	
Lecture	Development, promotion of rural	03	

21	industries and role of rural communication		MAY-JUNE
Lecture 22	rural cooperative and self help group	01	
Lecture 23	Class test unit 3	01	
Lecture 24	Review on class test	01	
Lecture 25	Revise unit 3	01	
Lecture 26	Unit 4 Rural media, low cost participatory media	02	
Lecture 27	community media in rural development	02	
Lecture 28	role of traditional media in rural development	02	
Lecture 29	Awareness campaign on Country Liquor, Opium, Drug and Human trafficking.	01	
Lecture 30	Class test unit 4	01	
Lecture 31	Review on class test	01	
Lecture 32	Revise on unit 4	01	
Lecture 33	Practical work	02	
Lecture 34	Practical work	02	
Lecture 35	Practical work	02	
Lecture 36	Revise practical work	02	

“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 successfully.

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	No. of class taken	Month
Lecture 1	Unit 1- Understanding News Ingredients of news News:	No.of class taken	JULY- AUGUST

	meaning, definition, nature		JULY- AUGUST
Lecture 2	The news process: from the event to the reader (how news is carried from event to reader)	04	
Lecture 3	Hard news vs. Soft news, basic components of a news story	02	
Lecture 4	Attribution, balance and fairness, dateline, credit line, byline	01	
Lecture 5	Class Test 1 on lecture 1 – lecture 3	01	
Lecture 6	Review on class test 1	01	
Lecture 7	Revise on unit 1	01	
Lecture 8	Unit 2 -- Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula	01	JULY-AUGUST
Lecture 8	skills to write news Understanding the structure and construction of news Organising a news story	02	
Lecture 9	5W's and 1H, Inverted pyramid Criteria for news worthiness	02	
Lecture 10	principles of news selection Use of archives, sources of news.	01	
Lecture 11	Class Test 2 on lecture 8 – lecture 10	01	
Lecture 12	Review on class test 2	01	
Lecture 13	Revise on unit 2	01	
Lecture 14	Unit 3 - Different mediums-a comparison	01	JULY-AUGUST
Lecture 15	Language and principles of writing	04	
Lecture 16	Basic differences between the print, electronic journalism	04	
Lecture 17	Basic differences online journalism Citizen journalism	02	
Lecture 18	Class test on unit 3	02	
Lecture 19	Review on class test	01	
Lecture 20	Revise on unit 3	01	

Lecture 21	Unit 4 - Role of Media in a Democracy Responsibility to Society	01	JULY-AUGUST
Lecture 22	Press and Democracy Contemporary debates and issues relating to media Ethics in journalism.	04	
Lecture 23	Class test on unit 4	04	
Lecture 24	Review on class test	01	
Lecture 25	Revise on class test	01	
Lecture 26	Practical work on C2	01	
Lecture 27	Practical work on C2	01	JULY-AUGUST
Lecture 28	Practical work on C2	01	
Lecture 29	Practical work on C2	01	
Lecture 30	Practical work on C2	01	
Lecture 31	Practical work on C2	01	
Lecture 32	Practical work on C2	01	
Lecture 33	Review on practical work	01	AUGUST-SEPTEMBER
Lecture 34	Review on practical work	01	
Lecture 35	Review on practical work	01	
Lecture 36	Review on practical work	01	

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.

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	No.of class taken	Month
Lecture 1	Unit 1- Covering news Reporter- role, functions and qualities General assignment reporting/ working on a beat; news agency reporting	01	AUGUST-SEPTEMBER
Lecture 2	Covering Speeches, Meetings and Press Conferences Covering of beats- crime, courts, city reporting	02	
Lecture 3	local reporting, health, education, sports	03	
Lecture 4	Class test on lecture 1 to 3		
Lecture 5	Review on class test 1		
Lecture 6	Revise on unit 1	01	
Lecture 7	Unit 2- Interviewing/Types of news leads Interviewing: doing the research, setting up the interview	02	AUGUST-SEPTEMBER
Lecture 8	conducting the interview News Leads/intros, Structure of the News Story–Inverted Pyramid style	01	

Lecture 9	Lead: importance, types of lead; body of the story; attribution, verification Articles, features,	01	AUGUST-SEPTEMBER
Lecture 10	types of features and human interest stories, leads for features, difference between articles and features.	02	
Lecture 11	Class test on lecture 7-10	01	
Lecture 12	Review on class test	01	
Lecture 13	Revise on unit 2	01	
Lecture 14	Unit 3- The Newspaper News room, Organizational setup of a newspaper	02	AUGUST-SEPTEMBER
Lecture 15	Editorial department Introduction to editing	02	
Lecture 16	Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline	02	
Lecture 17	style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor	01	
Lecture 18	News editor and Editor, chief of bureau	01	
Lecture 19	correspondents Editorial page: structure, purpose, edits, middles, letters to the editor	01	AUGUST-SEPTEMBER
Lecture 20	special articles, Opinion pieces, op. Ed page	01	
Lecture 21	Class test on lecture 15-20	01	
Lecture 22	Review on class test	01	
Lecture 23	Revise on unit 3	01	
Lecture 24	Unit4- Supplements, Backgrounders columns/columnists	02	AUGUST-SEPTEMBER
Lecture 25	Understanding media and news Sociology of news	02	
Lecture26	factors affecting news treatment	02	
Lecture 27	paid news	02	
Lecture 28	pressures in the newsroom	01	
Lecture 29	trial by media, gatekeepers	02	
Lecture 30	Neutrality and bias in news.	02	
Lecture 31	Class test on lecture 25-30	01	
Lecture 32	Review on class test	01	
Lecture 33	Revise on unit 4	01	
Lecture 34	Practical work C4	01	
Lecture 35	Practical work C4	01	
Lecture 36	Practical work C4	01	

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	No.of class taken	Month
Lecture 1	Unit 1- - Basics of Sound Concepts of sound-scape, Natural sound	03	SEPTEMBER-NOVEMBER (OCTOBER PUJA HOLIDAY)
Lecture 2	Ambience Sound Sound Design	02	
Lecture 3	different forms Sound recording techniques Introduction to microphones	03	
Lecture 4	Characteristics of Radio as a medium	02	

Lecture 5	Class test on lecture 1-4	01	SEPTEMBER-NOVEMBER
Lecture 6	Review on class test	01	
Lecture 7	Revise on unit 1	01	
Lecture 8	Unit 2- Basics of Visual What is an image	02	
Lecture 9	electronic image, television image Digital image	03	
Lecture 10	Edited Image(politics of an image)	02	
Lecture 12	What is a visual?(still to moving)	02	
Lecture 13	Visual Culture Changing ecology of images today	02	
Lecture 14	Characteristics of Television as a medium	01	
Lecture 15	Class test on unit 2	01	
Lecture 16	Review on class test	01	
Lecture 17	Revise on unit 2	01	
Lecture 18	Unit 3- Writing and Editing Radio News Elements of a Radio News Story	02	
Lecture 19	News gathering, Writing/Reporting.	02	
Lecture 20	Elements of a Radio News Bulletins Working in a Radio News Room	03	
Lecture 21	Introduction to Recording and Editing sound	03	
Lecture 22	(Editing news based capsule only).	03	NOVEMBER-DECEMBER
Lecture 23	Class test on unit 3	01	
Lecture 24	Review on class test	01	
Lecture 25	Revise on unit 3	01	
Lecture 26	Unit 4- Writing and Editing Television News	03	
Lecture 27	Basics of a Camera- (Lens & accessories)	03	
Lecture 28	Electronic News Gathering (ENG) & Electronic field Production (EFP)	03	
Lecture 29	(Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story	04	NOVEMBER-DECEMBER

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).	03	NOVEMBER-DECEMBER
Lecture 31	Class test on unit 4	01	
Lecture 32	Review on class test	01	
Lecture 33	Revise on unit 4	01	
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)	04	NOVEMBER-DECEMBER
Lecture 35	Changing Character of Television News (24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae')	02	
Lecture 36	News as Event, Performance and Construction	03	
Lecture 37	Class test on unit 5	01	
Lecture 38	Review on class test	01	NOVEMBER-DECEMBER
Lecture 39	Revise on unit 5	01	
Lecture 40	Practical work C7	02	

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'

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	No.of class taken	Month
Lecture 1	Unit 1-- Growth and Development of the Press - Early days of the Press, Growth and Development of the Press in India	04	DECEMBER- JANUARY
Lecture 2	Contributions of the early thinkers in colonial India	03	
Lecture 3	James Augustus Hickey, James Silk Buckingham	03	
Lecture 4	Missionary of Baptists , William Carey	03	
Lecture 5	Class test on unit 1	01	
Lecture 6	Review on class test	01	
Lecture 7	Revise unit 1	01	
Lecture 8	Unit 2- Indian Press Major Journals and Newspapers of Pre Independence days	03	DECEMBER-JANUARY
Lecture 9	Bengal Gazette, Samachar Darpan, Calcutta Journal , Sambad Kaumudi	03	
Lecture 10	Samachar Chandrika , Bengal Spectator Parthenon	03	
Lecture 11	Gyananweshan , Sambad Pravakar , Yugantar	03	
Lecture 12	Class test on unit 2	01	

Lecture 13	Review on unit 2	01	DECEMBER-JANUARY
Lecture 14	Revise unit 2	01	
Lecture 15	Unit 3- Journalism and Editor	02	
Lecture 16	struggle and contribution of Indian Press	03	
Lecture 17	Derozio , Sishir Basu & Amritabazar Patrika	04	
Lecture 18	Harish Chandra Mukhopadhyay	02	
Lecture 19	Hindoo Patriot	02	
Lecture 20	Brahmabandhab Upadhyay & Sandhya	02	DECEMBER-JANUARY
Lecture 21	Class test on unit 3	01	DECEMBER-JANUARY
Lecture 22	Review on unit 3	01	
Lecture 23	Revise unit 3	01	
Lecture 24	Unit 4- Indian telegraphic Act, Press & Registration Book Act, Adams Gag (1823) , Vernacular Press Act	03	
Lecture 25	(1878) Hindu, The Statesman , Indian Express and Times Of India Press in the Post - colonial India	03	
Lecture 26	Adoption of New Editorial Policy Corporatization of Newspaper Houses	02	
Lecture 27	Declination status of editor	02	
Lecture 28	Class test on unit 4	01	DECEMBER-JANUARY
Lecture 29	Review on unit 4	01	
Lecture 30	Revise unit 4	01	
Lecture 31	Unit 5- Recent development in Indian Press, Advent of Radio and Television in India	03	
Lecture 32	Emergence of Radio in Pre-independence period, All India Radio , Doordarshan, Magazine journalism	03	DECEMBER-JANUARY
Lecture	Press in emergency period,Prasar	04	

33	Bharati Corporation, Cable TV and Satellite Television, DTH, OTT Communication, New Media format		DECEMBER-JANUARY
Lecture 34	Class test on unit 4	01	
Lecture 35	Review on unit 4	01	
Lecture 36	Revise unit 4	01	

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

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

CLASS	TOPIC	No. of class taken	Months
Lecture 1	Unit 1- Key Concepts and Theory Defining new media, terminologies and their meanings – Digital media, new media, online media et al	04	JANUARY-FEBRUARY
Lecture 2	Information society and new media, Technological Determinism	03	
Lecture 3	Computer mediated-Communication (CMC), Networked Society.	02	
Lecture 4	Class test unit 1	01	
Lecture 5	Review on class test	01	
Lecture 6	Revise on unit 1	01	
Lecture 7	Unit 2- Understanding Virtual Cultures and Digital Journalism Internet and its Beginnings	03	JANUARY-FEBRUARY
Lecture 8	Remediation and New Media technologies, Online Communities	03	
Lecture 9	User Generated Content and Web 2.0, Networked Journalism	02	
Lecture 10	Alternative Journalism	02	
Lecture 11	Social Media in Context, Activism and New Media	02	
Lecture 12	Class test unit 2	01	
Lecture 13	Review on class test	01	
Lecture 14	Revise unit 2	01	
Lecture 15	Unit 3- Digitization of Journalism Authorship	02	JANUARY-FEBRUARY
Lecture 16	what it means in a digital age	02	
Lecture 17	Piracy, Copyright, Open Source	03	
Lecture 18	Digital archives	03	
Lecture 19	New Media and Ethics	03	
Lecture 20	Overview of Web Writing Linear and Non-linear writing	04	
Lecture 21	Multimedia, Storytelling structures	03	
Lecture 22	Class test on unit 3	01	
Lecture 23	Review on class test	01	
Lecture 24	Revise on unit 3	01	
Lecture 25	Unit 4- Visual and Content	04	JANUARY-FEBRUARY

	Design		JANUARY-FEBRUARY
Lecture 26	Website planning and visual design	03	
Lecture 27	Content strategy and Audience Analysis	03	
Lecture 28	Brief history of Blogging	02	
Lecture 29	Creating and Promoting a Blog. FB, Twitter	02	
Lecture 30	Class test unit 4	01	
Lecture 31	review on class test	01	
Lecture 32	revise on unit 4	01	
Lecture 33	Practical work	03	
Lecture 34	Review on practical	01	
Lecture 35	Review on practical	01	
Lecture 36	Review on practical	01	

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

SEMESTER IV

PAPER C10

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	No of class taken	Months
Lecture 1	Unit-1-Ethical Framework And Media practice Freedom of expression (Article 19(1)(a) and Article 19(1)2)	03	JANUARY-FEBRUARY
Lecture 2	Freedom of expression and defamation- Libel and slander Issues of privacy and Surveillance in Society	03	
Lecture 3	Right to Information Idea of Fair Trial/Trial by Media Intellectual Property Rights Media ethics	03	
Lecture 4	cultural dependence Student Presentations; Photocopied material for Study Packs in India	04	
Lecture 5	Class test unit 1	01	
Lecture 6	Review on class test	01	JANUARY-FEBRUARY
Lecture 7	Revise unit 1	01	
Lecture 8	Unit-2- Media Technology and Ethical Parameters	04	
Lecture 9	Live reporting and ethics Legality	03	
Lecture 10	Ethicality of Sting Operations	02	
Lecture 11	Phone Tapping etc Ethical issues in Social media	02	
Lecture 12	(IT Act 2000, Sec 66 A and the verdict of The supreme court)	03	

Lecture 13	Class test on unit 2	01	JANUARY-FEBRUARY
Lecture 14	Review on class test	01	
Lecture 15	Revise on unit 2	01	
Lecture 16	Unit-3- Media and Regulation Regulatory bodies, Codes and Ethical Guidelines Self Regulation Media Content	04	
Lecture 17	Press Commissions and press council of India; Indian administrative system: Lok Sabha, Rajya sabha	04	
Lecture 18	Election commission, Niti ayog, Power and position of President	03	
Lecture 19	Prime Minister, Governor	03	
Lecture 20	Chief minister, Council of ministers	02	JANUARY-FEBRUARY
Lecture 21	Class test unit 3	01	
Lecture 22	Review on class test	01	
	Revise unit 3	01	
Lecture 23	Unit-4- Fundamental rights	04	
Lecture 24	Different laws related to media	03	
Lecture 25	Contempt of Court, Working Journalist Act	02	
Lecture 26	Official secrets act	01	FEBRUARY-MARCH
Lecture 27	Copyright Act	01	
Lecture 28	Class test unit 4	01	
Lecture 29	review on class test	01	
Lecture 30	revise unit 4	01	
Lecture 31	Practical work	01	
Lecture 32	Practical work	01	
Lecture	Practical work	01	FEBRUARY-MARCH

33			
Lecture 34	Review on practical		01
Lecture 35	Review on practical		01
Lecture 36	Review on practical		01

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
 Iyer Vekat, 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

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 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.

CLASS	TOPIC	No of class taken	Months
Lecture 1	Unit1 - Radio Interview, Radio Drama, Radio documentary	03	FEBRUARY-MARCH

Lecture 2	voice dispatch Art of scripting for radio news; Format of FM programme Popularity and acceptance of FM	04	FEBRUARY-MARCH
Lecture 3	FM Programme presentation style and production	03	
Lecture 4	Class test unit 1	01	
Lecture 5	Review on class test	01	
Lecture 6	Revise unit 1	01	
Lecture 7	Unit 2- Anchoring ; Different types of Microphone, handling the microphone	04	
Lecture 8	Target audience and search in Public Speaking ; The Voice and the Microphone	03	
Lecture 9	Breathing and articulation; Voice and its function iii. Pitch/tone/intonation/inflection/ fluency	02	FEBRUARY-MARCH
Lecture 10	Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos ; Body language, Studio autocue reading & Recording the voice	02	
Lecture 11	Talk Show Host/ Moderator	02	
Lecture 12	Class test unit 2	01	
Lecture 13	Review on class test	01	
Lecture 14	Revise on unit 2	01	
Lecture 15	Unit 3- Production; Reporting from the field	03	
Lecture 16	Peace to camera- meaning, importance and use	02	FEBRUARY-MARCH
Lecture 17	Vox Pop- meaning and use	02	
Lecture 18	Techniques of Television Interview	03	
Lecture 19	Class test on unit 3	01	
Lecture 20	Review on class test	01	
Lecture 21	Revise on unit 3	01	
Lecture 22	Practical work on unit 3	01	
Lecture 23	Practical work on unit 3	01	MARCH-APRIL
Lecture	Practical work on unit 3	01	

24			MARCH-APRIL
Lecture 25	Practical work on unit 3	01	
Lecture 26	Practical work on unit 3	01	
Lecture 27	Practical work unit 3	01	
Lecture 28	Practical work unit 3	01	
Lecture 29	Practical work on unit 3	01	

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	No. of class taken	Months
Lecture 1	Unit 1 - Era of Doordarshan	02	MARCH-APRIL
Lecture 2	Era onwards 1990s	02	
Lecture 3	private Television and satellite broadcasting	03	

Lecture 4	STAR, ZEE, BBC, SONY	03	MARCH-APRIL
Lecture 5	Class test unit 1	01	
Lecture 6	Review on class test	01	
Lecture 7	Revise on unit 1	01	
Lecture 8	Unit 2- Television News Gathering	02	
Lecture 9	Audience Segments and news presentation	03	
Lecture 10	Satellite TV and Private TV Channels	02	
Lecture 11	24 X 7 News- issues scope and challenges	02	
Lecture 12	News procurement and news production	03	
Lecture 13	Class test unit 2	01	
Lecture 14	Review on class test	01	MARCH-APRIL
Lecture 15	Revise on unit 2	01	
Lecture 16	Unit 3- Formats and Types for TV programmes	03	
Lecture 17	Theories of Visual Literacy: Gestalt, Semiotics; Reporting Skills	04	
Lecture 18	Research and Editing; Use of graphics and special effects	03	
Lecture 19	Positioning the Camera for TV shots	02	
Lecture 20	Class test unit 3	01	
Lecture 21	Review on class test	01	
Lecture 22	Revise unit 3	01	
Lecture 23	Unit 4- The Construction of Real Life Presenting	03	
Lecture 24	The Soap ; Constructing Reality in Reality Shows	03	
Lecture 25	Consuming Television; Measurement of Viewership: TAM, TRP etc	04	
Lecture 26	Socio Cultural Impact on audience – cultural hegemony	02	
Lecture	consumerism culture, “ Me Culture”,	02	

27	Macdonaldization and TV		- MARCH APRIL	
Lecture 28	Class test unit 4	01		
Lecture 29	Review on class test	01		
Lecture 30	Revise on class test	01		
Lecture 31	Practical work	01		
Lecture 32	Practical work	01		
Lecture 33	Practical work	01		
Lecture 34	Practical work	01		
Lecture 35	Practical work	01		
Lecture 36	Practical work	01		MARCH-APRIL
Lecture 37	Practical work	01		
Lecture 38	Practical work	01		
Lecture 39	Practical work	01		

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.

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

CLASS	TOPIC	No of class taken	Months
Lecture 1	Unit 1 Introduction to Photography -	03	MARCH-APRIL
Lecture 2	A brief History of Photography- Camera Obscura to the daguerreotype process , The photographic process (The Silver Hallide Photography Process	04	
Lecture 3	Modernization of Photography and its use in Mass Media	03	
Lecture 4	Class test unit 1	01	
Lecture 5	Review on class test	01	
Lecture 6	Revise on unit 1	01	
Lecture 7	Unit 2- Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)	03	
Lecture 8	Lenses (types and their perspective/angle of view)	03	
Lecture 9	Aperture (f-stop & T-stop)	03	
Lecture 10	Shutters (Focal plane & Lens shutter)	03	
Lecture 11	Light meters (Incident, reflected & through Lens)	02	
Lecture 12	Average, Centre weighted, Spot & Metrics and focus and indepth field	02	
Lecture 13	Class Test unit 2	01	
Lecture 14	Review on class test	01	

Lecture 15	Revise on unit 2	01	APRIL-MAY
Lecture 16	Unit 3- Understanding Light and Shadow Natural light and Artificial Light	04	
Lecture 17	The Nature of Light- Direct Light, Soft light	03	
Lecture 18	Hard light, Directional Light, Brightness, Contrast	03	
Lecture 19	Mid tones, Highlights, Shadow and Silhouettes,	02	
Lecture 20	Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc)	02	
Lecture 21	Three Point Lighting Technique and Metering for Light	02	
Lecture 22	Filters and Use of a Flash Unit	02	
Lecture 23	Class test unit 3	01	
Lecture 24	Review on class test	01	
Lecture 25	Revise unit 3	01	APRIL-MAY
Lecture 26	Unit 4- Digital Photography and Editing, Sensor Sizes , Formats and Storage , Introduction to Editing and Digital Manipulation	04	
Lecture 27	Brightness, Contrast, Mid tones, Highlights, Colour tones , Basics of Photoshop	03	
Lecture 28	Photo editing software : (Microsoft Office Picture Manager, CorelDraw	02	
Lecture 29	Adobe Photoshop Elements, Photoshop CC (Creative Cloud)	02	
Lecture 30	Class test unit 4	01	
Lecture 31	Review on class test	01	
Lecture 32	Revise on unit 4	01	
Lecture 33	Unit 5- Photojournalism , Brief History – Global & Indian	03	MAY-JUNE
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.)	04	

Lecture 35	War Photo journalism	03	MAY- JUNE
Lecture 36	Class test unit 5	01	
Lecture 37	Review on class test	01	
Lecture 38	Revise on unit 5	01	
Lecture 39	Practical work	01	

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.

SEMESTER VI

PAPER SEC 2

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	No of class taken	Month
Lecture 1	Unit 1 - Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage ;Focus on Sound and Colour	04	MAY-JUNE
Lecture 2	Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound	03	
Lecture 3	the use of Colour as a stylistic Element	03	
Lecture 4	Class test unit 1	01	
Lecture 5	Review on class test	01	
Lecture 6	Revise on unit 1	01	
Lecture 7	Unit 2 - Indian Films	03	
Lecture 8	Film Directors-Mrinal Sen	02	
Lecture 9	Satyajit Ray	02	

Lecture 10	Ritwik Ghatak,	02	MAY-JUNE
Lecture 11	Goutam Ghosh	01	
Lecture 12	Rituparna Ghosh	01	MAY-JUNE
Lecture 13	Adoor Gopal Krishnan	01	
Lecture 14	Mani Ratnam.	01	
Lecture 15	Class test unit 2	01	
Lecture 16	Review on class test	01	
Lecture 17	Revise on unit 2	01	
Lecture 18	Unit 3- Hindi Cinema Early Cinema and the Studio Era 1950s	03	
Lecture 19	Cinema and the Nation	03	MAY-JUNE
Lecture 20	Globalisation Of Cinema	03	
Lecture 21	Film Market,Film Promotion	02	
Lecture 22	Film Festival	02	
Lecture 23	Class test unit 3	01	MAY-JUNE
Lecture 24	Review on class test	01	
Lecture 25	Revise on unit 3	01	
Lecture 26	Unit 4- Practical assignment	02	

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.

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.

HOD

