

Aliah University

Syllabus of MA in Journalism and Mass Communication (PGJMC)

Choice Based Credit System (CBCS)

Approved by the Board of Studies (BoS)
on 02 November 2021

M R Khan
02/11/2021

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Signature

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Dr. Kaifur Anwar

1
HEAD (OFFICIATING)
Department Of Journalism & Mass Communication
Aliah University, Kolkata

Amir Hossain
02/11/21

A. Programme Outcome:

1. The program has been designed with a view to provide the students an equal opportunity to develop both on-field knowledge and theoretical and understanding of the subject.
2. The program takes within its scope the latest trends in the field of media and communication.
3. The program follows both a linear trajectory and circularity of the field combining the conventional issues along with the recent developments.
4. Further, the program tries to address the difficulties of the second generation theories of Mass Communication by aligning them with the third generation theories of communication.
5. The program has tried to trace the journey from cultural to mass, personalized, and segmented communication processes.
6. The program offers ample opportunities for the students to become independent documentary and digital short film makers capable enough to actively participate in a prosumer culture.
7. The Program has attempted to accord nearly equal weightage to theory and as well as practical.
8. To engage the students in critical discussion on the ramification of information explosion and a convergence culture.
9. To train the students to become technically sound and independent content producers in

a digital social universe.

10. The medium of instruction of the courses in JMC Dept shall be English.

B. Programme Specific Outcome

1. To equip the students to be professionally engaged with a demassified mediated environment.
2. To familiarize the students with the theoretical implications of a highly de-territorialised communication network.
3. To engage the students in a meaningful dialogue with the impoverished section of the society through a bottom-up communication approach.
4. To help the students to explore the alternative media platforms for channelizing the talents of the deprived.
5. To train the students to understand the corporate mechanism of media market and how to infuse it with an idea of social responsibility.
6. To provide the students to learn the technicalities of Audio-Video production.
7. To train the students the art of brand promotion and image building in a mediated society.

PROGRAM FEATURES

- 1. Core Course (CCT and CCP):** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. (Total Paper= 13, Total Credits=13x4=56).

- 2. A Discipline Specific Elective (DET and DEP):** (Total paper =4, Total credits=4x4=16). A discipline specific elective course (choice based) which is more advanced or specialized should be offered in semester III and Semester IV.

- 3. Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

- 4. Generic Elective (GE) Course:** (Total paper =2, Total credits=2x4=8) An elective course chosen generally from an unrelated discipline/subject during semester III and V, with an intention to seek exposure is called a Generic Elective.

- 5. Aliah University Compulsory Course (AUC) Non Credit=** There will be a compulsory course on “Elementary Arabic and Islamic Studies” having no credit points in semester I.

- 6. Ability Enhancement Compulsory Course (AEC) Non Credit=** There will be a compulsory course on Disaster Management/Human Rights/ Value Education/ Yoga/ Soft Skill having no credit points in semester III.

First Semester

Core Courses offered in First Semester

Paper Code	Course Name	Credit	Full Marks	L	T	P
JMCPGCCT01	Communication Theory	4	50	3	1	0
JMCPGCCT02	Contemporary Issues in India and World	4	50	3	1	0
JMCPGCCT03	Print Journalism: Theory	4	50	3	1	0
JMCPGCCT04	Media, Culture and Society	4	50	3	1	0
JMCPGCCP05	Print Journalism: Practical	4	50	0	0	8
PGAEC01*	Disaster Management/Human Rights and Value Education/Yoga and Life Skills	Non Credit				

PGAEC01* Ability Enhancement Compulsory Course						
Second Semester						
Core Courses offered in Second Semester						
Paper Code	Course Name	Credit	Full Marks	L	T	P
JMCPGCCT06	Broadcast Journalism: Theory	4	50	3	1	0
JMCPGCCT07	Media History, Laws and Ethics	4	50	3	1	0
JMCPGCCT08	Introduction To New Media	4	50	3	1	0
JMCPGCCT09	Communication for Social Change	4	50	3	1	0
JMCPGCCP10	Broadcast Journalism: Practical	4	50	0	0	8
PGAUC01*	Elementary Arabic and Islamic Studies	Non Credit				

PGAUC01* Aliah University Compulsory Course
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Third Semester						
Core Courses offered in Third Semester						
Paper Code	Course Name	Credit	Full Marks	L	T	P
JMCPGCCT11	Communication Research	4	50	3	1	0
JMCPGCCP12	Audiovisual Production	4	50	2	0	6
JMCPGDET Discipline Electives (Students will have to choose any two from JMCPGDET1 and JMCPGDET2)						
Paper Code	Course Name	Credit	Full Marks	L	T	P
JMCPGDET01(a)	Science, Health and Environment Communication	4	50	3	1	

JMCPGDET01(b)	Media Management					
JMCPGDET01(c)	Advanced Understanding of New Media					
JMCPGDET02 (a)	Business Journalism	4	50	3	1	
JMCPGDET02(b)	Photo Journalism					
JMCPGDET02(c)	Advertising and Corporate Communication					

Fourth Semester

Core Courses offered in Fourth Semester

Paper Code	Course Name	Cred	Full	L	T	P
		it	Marks			
JMCPGCCT13	Film Studies	4	50	3	1	

JMCPGPRJ01	Dissertation	4	50	0	0	8
JMCPGDET Discipline Electives (Students will have to choose any two from JMCPGDET3 and JMCPGDET40)						
Paper Code	Course Name	Credit	Full Marks	L	T	P
JMCPGDET03(a)	Folk, Traditional and Community Media	4	50	3	1	0
JMCPGDET03(b)	Sports Journalism					
JMCPGDET03(c)	Advanced Understanding of Communication for social change					
JMCPGDET04 (a)	Peace Journalism and International Communication	4	50	3	1	0
JMCPGDET04 (b)	Human Rights and Media					

Generic Electives	Interdisciplinary courses offered for students from other departments					
	Course Name	Credit	Full marks	L	T	P
Third Semester	JMCPGGEC01(a) Introduction to Mass Media	4	50	3	1	0
	JMCPGGEC01(b) Media and Cultural Studies			3	1	0
Fourth Semester	JMCPGGEC02(a) Film Appreciation			3	1	0
	JMCPGGEC02(b) Writing for Media	4	50	3	1	0

L = Lecture / Week; T = Tutorial / Week; P = Practical / Week; C = Credit Points

CORE COURSES OFFERED BY JMC DEPARTMENT

JMCPGCCT01

Communication Theory

Course Objective:

The paper seeks to provide an overview of the field of communication as it is understood from both academic and professional point of view. It tries to introduce the dynamics of mediated sphere, and how communication, as an organised activity, became a tool for reaching out to the mass both in India and abroad in conjunction with the growth of industrial society.

Course Outcomes:

CSO1. Students will be able to describe and discuss the key terminology, concepts and theories of media effects on its audience.

CSO2. Students will be able to critically evaluate the use of media and its gratifications by the audience.

CSO3. Students will be able to understand and critically discuss various linear and non linear models of communication

Unit I: Introduction to Communication

- Definition, Nature and Scope of human communication
- Elements, Process, Forms and Functions.
- Barriers to Effective Communication
- Mass in Mass Communication, Mediation and Re-mediation,
- Media and Society, Emancipation and Domination Theories

Unit II: Models

- Linear Models
- Non Linear Models
- Johari Window.
- Redundancy, Entropy, Channel, Medium, Code.
- Semiotics

Unit III: Effect Theories

- Magic Bullet
- Limited Effects Theory, Catharsis, Narcosis
- Cognitive Dissonance
- Agenda Setting,
- Spiral of Silence

Unit IV: Audience Theories

- Uses and Gratification
- Dependency, Cultivation, Narcotisation
- Social Learning, Encoding –Decoding
- Play and Entertainment Theory
- McLuhanism, Pleasure of Viewing

Unit V: Philosophical Orientations

- Skyvasion, Cultural Imperialism, Stereotyping, Framing in Mass media
- Communication and Religious Perspectives
- Western and Eastern Concepts of communication
- Communication and Media systems in India: Growth, status, characteristics;
- Indian Media landscape.

SUGGESTED READING

1. Mass Communication In India - Keval J Kumar
2. Handbook of Journalism - Virbala Agarwal & V.S Gupta
3. Mass Communication, Theory – Dennis Mcquail
4. India's Communication Revolution - Rogers and Singhal
5. Communication Models - Uma Narula
6. Mass Communication Theory: Foundations, Ferment and Future – Stanly J Baran, Dennis K Davis

7. Mass Communication: Theory and Practice - Uma Narula

JMCPGCCT02

Contemporary Issues in India and World

Course Objective:

As students from varied discipline take admissions in MA JMC, the aim of this course is to impart basic understanding about the current affairs, of India, in particular, and the contemporary world in general. The aim of this course is to make sure that students keep themselves abreast with latest events, and hence classes shall be participatory where students are encouraged to make presentations on chosen topics.

Course Outcomes:

CSO1. Students will be made abreast with a brief historical background to contemporary political and socially relevant issues.

CSO2. Students will be imparted basic ideas about important current events and institutions of India and the world.

Unit I

- India as a Concept – history, geography, and nation
- Freedom Struggle and partition of India
- Contemporary India and its position in the world

Unit II

- India's relations with Neighbours
- India's relations with West – focus on USA, UK
- India's relations with Arab World
- India's Look East and Look West Policies

Unit III

- Israel-Palestine Crisis and the Arab World
- Afghanistan Crisis
- Crisis in Iraq and Syria

- Terrorism
- Neo-Nazi movements

Unit IV

- International Organizations
- UN, WB, IMF, International Court of Justice, etc.
- Regional Co-operations
- SAARC, SCO, BIMSTEC, QUAD

Unit V

- Internal Political Dynamics
- Profile of leading national parties and alliances
- Political dynamics in Bengal
- Bengal's special linkages with Bangladesh

SUGGESTED READING:

India's Foreign Policy: Coping With The Changing World - Muchkund Dubey (2017)

The Oxford Handbook of Indian Foreign Policy - C. Raja Mohan (Author), Srinath Raghavan (Author), Malone (Editor), Mohan (Editor), Raghavan (2016)

JMCPGCCT03

Print Journalism: Theory

Course Objective:

The aim of this course is to impart theoretical and practical knowledge about print journalism, the mother of all reporting. This will include both Reporting and Editing as two important components. At the end of the course, students should be able to write for all

kinds of media and for specialized beats. Emphasis is given on skill training in information gathering, processing and delivering.

Course Outcomes:

CSO1. Students will be able to understand and be able to write in different news writing styles, including inverted pyramid style, feature, and reviews.

CSO2. They will learn about elements of a news story, and basics of techniques of editing.

CSO3. Students will be taught about structure of a newspaper organization and their functions.

Unit I

- Concept of News: Objectivity, ethics, and social context of News
- Basic elements and structure of a News Report, News value and their types, hard and soft news
- Qualities of a Reporter, News Sources: Identifying, Cultivating, Verifying and dealing with sources of news, Ethical aspects involved
- Organizing the News Story: Angle, Attribution, Quote, Background & Context. Importance of fact-checking
- Newsroom Organization, Reporting and Editorial set up in newspapers, magazines and agencies

Unit II

- Writing a report: Different styles, Inverted Pyramid, Sand Glass, Feature, Nutgraph, etc.
- Writing Headlines, Blurbs and insets
- Lead writing, Kinds of Lead
- Feature writing: concept and definition, non-news Features, Narrative Journalism, Magazine Reporting: Current trends, style and future
- Journalistic Interviews- types and techniques, Setting up the interview, preparation before, and after the interview, reporting based on interviews

Unit III

- Reporting based on Press conference, Press release, Seminars, Speech, Meetings, etc.
- Understanding Beats and Specialized Reporting: Science, Sports, Business, Conflict, Disaster, Crime, Politics and Political Parties, Legislature, Court proceedings, Development issues, etc.
- Writing Special articles, Weekend pullouts, Supplements, Backgrounders, Reviews (Book/Films/Documentaries)
- Writing Columns, Editorials, middles, OpEds, etc.
- Investigative, Analytical and Interpretative Reporting: Purpose, Source

Unit IV

- Editing: Need and purpose of editing, fundamentals of Copy Editing, Copy reading and proof-reading symbols
- Principles of Translation, Glossary of Journalistic terms, style sheet
- Duties and responsibilities of an Editor, News editor, Chief Sub Editor, Sub Editor
- Integrated Newsroom, Challenges of news desk and the daily routine
- Editing of copies sent by Rural Reporters, News Agency Reports, multi-city editions, OpEds, etc.

Unit V

- Elements of newspaper design, layouts,
- Importance of illustrations, graphics and colour in newspaper design
- Designing: the front page, the editorial page, special pages & supplements
- Magazine make up: Using visuals, graphics, cartoons, caricatures, info-graphs
- Editing of photographs: why and how. Aesthetics, meaning and purpose

SUGGESTED READING

1. News Reporting and Editing – K. M. Shrivastava, Sterling Publishers
2. Essentials of Practical Journalism- Vir Bala Agarwal, Concept Publishing
3. Handbook of Journalism- M V Kamath
4. Writing for the Media- Usha Raman, OUP

5. Keywords in News and journalism studies, Barbie Zeliezer, Tata Mc graw hill
6. Understanding Journalism, Lynette Sheridan Burns, Sage
7. The theory and practice of journalism, B N Ahuja
8. Art and print production- N.N.Sarkar, OUP
9. Evans, Harold, Editing and Design (5 Volumes). William Heinemann, London
10. Creative newspaper design, V Giles, F W, Hodgson, Focal Press
11. Editing Today: Rules, Tools and Styles - Marydasan John, Media House, New Delhi

JMPCCT04

Media, Culture and Society

Course Objective:

The paper aims to impart a holistic understanding of the trident of media, culture and society and how their mutual inter-dependent relationship affects social institutions and creates a dominant discourse in society.

The students will learn the theoretical framework behind cultural institutions and analyze their impact on society.

Course Outcomes:

CSO1. It follows both a linear trajectory and circularity of the field combining the conventional issues along with the recent developments.

CSO2. The students will get familiarized with concepts such as culture as communication, fashions, fads and rituals, culture industries and mass society.

Unit I

- Concept of Culture-meaning, dimensions-the basic theoretical framework
- Counter cultures, women, youth, and minorities
- Culture as communication, fashions, fads and rituals
- Culture industries and mass society

- Language and culture

Unit II

- Interplay between media and society-cultural implications of mass media
- Popular and elite culture
- Multi Culturalism and sub cultures
- Feminist critiques of media
- Media and the minorities

Unit III

- Media and social issues, problems of girl child, female infanticides, child marriages, dowry, divorce, widowhood, rape, prostitution, domestic violence
- Single women and working women
- Gender discrimination, reflection of such issues in media

Unit IV

- Media and violence against women
- Media and women empowerment
- Impact of media on women and children
- Women and children in advertising
- Gender sensitive media reportage

Unit V

- Women as news makers
- Women journalists
- Women filmmakers
- Women and children's magazines
- Programmes on women and children on radio and TV

SUGGESTED READING

1. Media and Cultural Studies, Durham, Meenakshi, Wiley Publications
2. Indian Media, Adrian Athique, Polity Press
3. Cultures of Mediatization, A Hepp, Polity Press
4. After the Media Culture and Identity in the 21st century, A Kendall, Routledge
5. Media and Memory, J Garde Hansen, Edinburgh University Press
6. Media and Ethnic Minorities, Alia V, Edinburgh University Press
7. Media, religion and Gender, Key issues and challenges, M Loveheim, Routledge
8. The New Media Environment, A L Press, Wiley-Blackwell Publications
9. Popular culture-production and consumption, Dennis Balby, C L Harrington, Blackwell
10. Cultural studies and study of Popular culture, John Story, Edinborough Univ Press

JMCPGCCP05

Print Journalism: Practical

Course Objective:

The aim of this course is to impart and imbibe practical skills and hands-on-training to students simultaneously with theory classes in practical aspects of reporting. Students are expected to do reporting practicals as assignments, edit them and at the end of course bring out a Tabloid/Lab Journal.

Workshops shall be organized with experts from the industry, and students should be able to produce a tabloid/Lab Journal by the end of the course.

Course Outcomes:

CSO1. Students will be able to write feature articles on human interest stories, development stories, business and contemporary issues.

CSO2. The students would be able to select photographs for the news stores and write caption for

them and make them newsworthy.

CSO3. Students will develop practical understanding and skills in writing Features, Op-eds, Middles, Editorials, reviews, etc.

CSO4. Students will be able to pitch story ideas and write news reports on it.

CSO5. Students will be able to produce edited copy of raw write-ups with proper headline and photographs.

News Reporting and Editing

- Speech/ meeting reporting, event reporting, covering writing based on press releases, press
- Interviews, obits, profiles based on field assignments.

Specialized Writing and Editing

- Writing and editing features and human-interest stories
- Oped articles
- Editorials and Middles
- Book Review, Film Reviews
- Blogs

Tabloid / Lab Journal

- Students should produce a Lab Journal/Tabloid/newsletter at the end of the course

JMCPGCCT06

Broadcast Journalism Theory

Course Objective:

The aim of this course is to impart a holistic understanding of Visual communication and Broadcast journalism. This is a theory paper to be complemented by a practical paper in the same semester coupled with media production in the subsequent semester. Students will be taught basic principles of visual communication including photography, audio & video production.

Course Outcomes:

CSO1. Students will be taught basics of Visual Communication and rules of composition.

CSO2. They will learn the basic requirements, and tools, and techniques of recording, editing and broadcasting, including photography, audio and videography.

CSO3. Students will also learn the basics of different programming formats.

Unit I

- Introduction to Visual Communication
- Shots, scenes, and sequences
- Rule of composition
- Understanding Visuals – Capturing human interest visuals
- Types of Images – Raw, JPEG, etc.

Unit II

- Photography for different media -newspaper, television, internet
- Types of Camera – still vs video, digital vs analogue, SLR vs Point & shoot camera
- Understanding Light – open ended, close ended, 3-point light system. White balancing
- Common equipment and technology – different types of camera and tapes, Formats (CD/DVD/Digital), Time code – VCR, PCR, Feed-upload, download, FTP, Black Pack, DSNG

Unit III

- Concepts of sound and basic techniques
- Microphones and Recorders – types, designs and applications

- Studio and operating facilities for Radio Production – Editing, Audio Mixing
- Process and characteristics of Radio Broadcasting: AM and FM Broadcasting
- Traditional Radio, FM, Internet Radio and Podcasts

Unit IV

- Evolving Formats of Radio Programmes
- Writing for Radio – Thinking Audio, Print punctuation vs. Broadcast punctuation
- Importance of headlines, grammar and signature tunes in Radio
- Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox-Pops, Interviews
- Radio commercials and social messages

Unit V

- Video shooting and Editing
- Principles of Video Editing – Linear and non-linear editing, jump cut, cutaway, imaginary line and post-production
- TV News – types of news stories (Dry, story with graphics, AVD, story with voice over, news capsule, phone-in, hot switching)
- Script for television
- TV programmes and documentaries
- Development of TV in India – SITE, Cable TV, DTH, IPTV, HITS
- Formats of TV signals – SDTV, HDTV

SUGGESTED READING

1. Basic Radio Journalism, Paul Chantler & Peter Stewart- Elsevier (SPD)
2. Radio and television Journalism, K M Srivastava, Sterling Publishers
3. Broadcast Journalism in the 21st century, K m Srivastava, Sterling Publishers
4. Broadcasting in India, P C Chatterji, New Delhi Sage publications
5. Broadcasting in India, G C Awasthy, Allied Publishers
6. Handbook of radio, TV and Broadcast journalism, R K Ravichandran, Anmol Pub
7. The Radio station, Keith, Focal Press
8. Video Production- Vasuki Belavadi, OUP

9. Television Production- Gerald Millerson- Focal Press
10. The Television handbook, Patricia Holland, Routledge
11. Television fundamentals, John Watkinson, Focal press
12. Television Field Production and Reporting, Frederick Shook, Pearson Education
13. Switching channels: ideologies of TV in India, Nilanjana Gupta, OUP
14. Video Editing and Post Production, A Professional guide, Gary h Anderson, Focal Press
15. Guide to Production Techniques, N Dimbleby, R Dimbleby, K Whittington
16. Keywords in news and journalism studies- Barbie Zelieger. Tata McGraw Hill.
17. News reporting and writing- K.M. Srivastava.- Sterling Publishers
18. Broadcast journalism in the 21st century- K.M. Srivastava.-Sterling Publishers
19. Handbook of Radio, TV and Broadcast Journalism- R.K. Ravindran, Anmol Publications
20. Langford's Basic Photography: The Guide For Serious Photographers, Michael Langford
21. Photography: The Complete Guide For Beginners. Learn How To Take Amazing Pictures And Freeze Life In A Moment (Digital Pictures, Instagram, DSLR, Shutter Exposure
22. The Mind's Eye: Writings On Photography And Photographers, Henri Cartier Bresson
23. Lighting For Digital Photography: From Snapshots To Great Shots, Syl Arena
24. Art Principles In Portrait Photography: Composition, Treatment Of Background And The Process Involved In Manipulating The Plate, Otto Walter Beck
25. Black And White Photography: Master Class, John Garret
26. Black And White Photography: The Timeless Art Of Monochrome In The

Post-Digital Age, Michael Freeman

JMCPGCCT07

Media History, Laws and Ethics

Course Objective:

The aim of this course is to create conceptual understanding about the Press: its role and functioning in society. The course will introduce students to the history of the development of media as well as the legal and ethical aspects of communication, its values and responsibility. Special focus will be on India's legal system and mass media laws and those that media professionals encounter on regular basis.

To provide the students the knowledge on the development and rise of journalism in world and in India. This paper also gives adequate importance to the contribution of nationalist press in the freedom struggle of India. Moreover, it also deals with various media laws and ethics.

Course Outcomes:

CSO1. Students will learn a brief history of development of media laws, codes and ethics.

CSO2. This paper will familiarize the students to various kinds of press related codes and guidelines.

CSO3. The course will also offer them insights on relevant civil and criminal laws including defamation, sedition, anti-terror laws, and other penal codes.

Unit I

- Invention of the printing press and growth

- Emergence of newspaper in India and growth of Indian language Press
- Role of the press in new awakening in India and freedom struggle
- Press regulation laws brought by British including clauses of IPC related to Defamation, Sediton, Obscenity, etc.
- International news agencies

Unit II

- Invention and spread of the Radio
- Development of All India Radio
- Expansion of the FM channels and Community Radio
- Invention and spread of the television with focus on India
- Press Commissions and Press Council of India

Unit III

- Major trends in Post-Independence Press in India
- Impact of Globalization on Media
- Freedom of Expression, and Censorship
- Contempt of Court
- Copyright and Intellectual Property Rights
- Right to Information, PIL and Official Secrets Act

Unit IV

- Press and Registration Books Act
- Cable Television Act
- Cinematography Act and Censor Board
- Whistle blower Protection Act

- Information Technology Act and other Cyber security laws

Unit V

- Media Ethics – Ethical aspects of reporting including privacy, Plagiarism and protecting sources.
- Media watchdog and Press ombudsman
- Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc.
- Crime against women and children. Laws dealing with obscenity, domestic violence, and rape.
- Codes of conduct ASCI, Association of Media Professionals and Broadcast laws

SUGGESTED READING

1. Media Laws, Paranjoy Guhathakurta, OUP
2. The Law and the Press- Press Institute of India
3. Media law and ethics- N Neelamalar, PHI
4. Law of the Press in India, Durgadas Basu
5. The Press, Chalapati Rao
6. Journalism in India, Rangaswamy and Parthasarthy, Sterling Publishers
7. History of Indian Journalism. J. Natarajan. Publication Division

JMCPGCCT08

Introduction to New Media

Course Objective:

The aim of this course is to introduce and develop understanding of New Media, its evolution, growth and expansion and theoretical underpinnings. Students will be introduced to the symbiotic relationship between New Media and traditional media and cultivate basics of Social Media skills.

Course Outcomes:

CSO1. Students will be taught the evolutions internet and its increasing importance in different aspects of life.

CSO2. They will be familiarized with important concepts and terms related to new media and internet technologies.

CSO3. They will learn about impact of internet and new technologies on media and transition to online journalism.

CSO3. They will also learn about search engine optimization, content writing, blogging, and computer assisted reporting.

Unit I

- Evolution and growth of internet - Development of information and communication technology and its impact on media, Internet penetration in India.
- Nature of the web – Revolutionary change in communication, Big Data, unparalleled benefits of the net and social media, Largest ungoverned space on earth, Dark Net.
- Different usages of new media technologies: E-learning, Web commerce, video conference and virtual presentation

Unit II

- Multimedia, Hypertext, Interactivity, Archives and Virtuality
- Digital Tools for Journalists (Document Cloud - Drop Box, Overview, Timelines, Wordle, etc.)
- Overview of open-source culture and software, Open Source Licenses (Creative Commons)
- Internet and Censorship, Privacy concerns, Security issues in using digital

technology (Malware, Phishing, Identity, Thefts)

- Search engine optimization, Advertising on the Internet

Unit III

- Content writing
- On-line writing style
- Blogging
- Citizen Journalism

Unit IV

- Computer Assisted Reporting and Cyber Journalism
- Types of social media, Future of social media in Journalism
- Fake News and Disinformation
- Convergence of Media

Unit V

- Practical - Each Student has to start accounts on social media and make a new account on anyone Blog platform.
- By the end of the course, students should have at least 3 posts on Blog comprising texts, photos and videos.

SUGGESTED READING

1. Hands on guide to Streaming Media, Joe Follansbee, Elsevier (SPD)
2. Journalism Online, Mike Ward, Elsevier (SPD)
3. New Media Technology, John V Pavlik, Allyn and Bacon publications
4. Cyber Media, J Chakroborty, Authors Press
5. Computer aided communication, G K Parthasarty, Authors Press
6. Communication Technology: The New Media Society, Rogers M Everett, The Free Press
7. Web Journalism-practice and promise of a new media, James G Storall, Pierson Education.

8. Online Journalism- Principles and practices of news for the web, James Foust, Holcomb Hathway Publishers
9. Convergent Journalism: the fundamentals of multi-media reporting, Stephen Quill, Peterlang Publishing, New York

JMCPGCCT09

Communication for Social Change

Course Objective:

To sensitize students with the need and issues of development and to understand paradigms of development. The students will gather knowledge of the of approaches to development communication particularly in Indian perspective.

Course Outcomes:

CSO 1. The students will learn about the concepts of development; meaning, concept and approaches to development.

CSO 2. They will get familiarized with characteristics of developing societies, Indices of development various paradigms of development.

UNIT I

- Introduction to Development, Definition, changing concepts, Measuring development,
- Social and economic indicators, Development index: HDI, PQLI,
- Characteristics of developing countries, development organizations and plans,.
- Union/ state governments ministries/ departments, NITI Ayog: Five Year Plans,
- International organizations: UNICEF, UNDP, UNESCO, WTO, WHO

UNIT II

- Theories of Development, Dominant Paradigms, Point Four Program, Basic Needs Model
- Modernization Approach , Rostow's Theory of Stages of Growth , Big Push, Theory of Unbalanced Growth,
- Structuralist Paradigms, Dependency theory, Theory of Raul Prebisch,
- Alternative Approaches to Development, Theory of Andre Gunder Frank, Paulo Freire Approach
- Gandhian Model of Development, Nehruvian Model of Development

UNIT III

- Role of mass communication in development,
- Empathy, Diffusion of innovation, Development Support Communication
- Extension Approach, Application of DSC in Agriculture, Health, Literacy,
- Localized Approach, Participatory Rural Appraisal
- Role of NGOs and Panchayati Raj institution in development

UNIT IV

- Indian perspective and Development Issues: Role of Mass Media and Traditional Media in development.
- Communication Strategies used for Implementation of Development Programmes : Rural Development, Poverty Alleviation, Land reforms.
- Scope of participatory communication on following issues: Women and child development, Health and Family Welfare
- Issues in Urban Development: Slum, Housing, Public Transport, Traffic, Water and power supply, Forest and Tribal Development.
- Sustainable Development: Concept and practice.

UNIT V

- Role of ICT4Social change.

- Community led media for development.
- Alternative communication media for social change during crisis/disasters/epidemic
- SBCC, Role of SBCC and advocacy in promoting health, environmental sustainability, peace and human rights.
- Monitoring and evaluation in SBCC interventions

SUGGESTED READING

1. Mass Communication In India Keval J Kumar
2. India's Information Revolution Arvind Singhal, Everett M.Rogers.
3. Communication for Development in the Third World Srinivas Melkote
4. Development Communication : Theory and PracticeUma Narula
5. Communication For Development and Social Change Jan Sarveas

JMCPGCCP10

Broadcast Journalism: Practical

Course Objective:

The aim of this course is to impart give practical experience and hands on training to the tools of visual communication taught in the same semester. Students are given training in photography, audio recording, editing and making podcasts as well as in video recording, editing and postproduction.

Course Outcomes:

CSO1. Students will learn about different formats of other video production such as Reality Shows, Non-Fiction programmes & Serials – Writing Proposals/ Budgeting

CSO2. At the end of the course, students will not only have a basic understanding of visual production but will be able to make AV, shot videos, news clips, etc.

Unit I

- Exercises in Basic Photography
- Making AV

Unit II

- Drawing up fixed point chart for community radios
- Preparing a Music clock for FM channels
- Producing podcast with social messages
- Production of field based Radio features
- Production of Studio based Radio programmes in different formats

Unit III

- Exercises in Video shooting, recording, and editing
- Light set and studio setup exercises
- Making short video news clips and capsule

JMCPGCCT11

Communication Research

Course Objective:

To provide a general orientation to the various methods of research employed by media groups. By the end of this course the students will be able to draft research proposals and take up research projects in areas of communication and mass media research.

Course Outcomes:

CSO1. The students will get acquainted with mass media research and scientific methods of formulation of research problem, review of literature testing hypothesis .

CSO2. The students will learn to draw qualitative and quantitative research methods such as ethnography, ethno-methodology, analysing visual, still and moving images.

UNIT I

- Introduction to Research, Scientific Methods,
- Approaches and Types of Research.
- Research design, Quantitative- Qualitative- Mixed Method
- Sampling design and techniques: Probability and non- probability sampling methods and representativeness of the samples

UNIT II

- Media research as a tool of reporting. Secondary Research in Media,
- Need Assessment studies for Communication for Social Change
- Statement of Problem, Research Question,
- Review of Literature and Referencing,
- Drafting Proposal

UNIT III

- Variables in Communication Research
- Hypothesis: Types of Hypothesis, Testing Hypothesis
- Measurement and Scaling Techniques
- Collation of Data and Analysis

UNIT IV:

- Audience Research: Introduction to Communication and Mass Media Research:
Survey and drafting questionnaire
- Media text analysis: Content Analysis, Textual Analysis, Visual Analysis, Discourse Analysis, Narrative Analysis
- Ethnography: Observation- Participant/ Non Participant, Digital Ethnography, Experiment for mass media research, Case Studies.
- Advertising Research, Public Relations Research

UNIT V

- Descriptive statistics: Mean, Median, Mode, Correlation, Standard Deviation

- Chi- Square Test, ANOVA.
- Preparation of research reports / project reports / dissertations / theses.
- Ethical perspectives of mass media research.

SUGGESTED READING

1. Communication Research James A. Anderson
2. Mass Media Research- An Introduction Roger R and Wimmer Domminic
3. Research Methodology C.R.Kothari
4. Content Analysis, Klaus Krippendorff
5. Media Analysis Techniques- Arthur Asa Berger

JMCPGCCP12

Audiovisual Production

Course Objective:

This is a practice-based paper where the students will independently produce a final documentary film project, on the field.

Course Outcomes:

CSO1. The students will be able to pitch story ideas and produce a video documentary on it.

CSO2. Students will be able to write scripts, record sound, edit the recording and present a viable Audio-Visual Production.

Methodology:

The paper will incorporate all the three stages of documentary shooting:

1. **Pre-production-** Pitching ideas for a 30-minute documentary film, Research, Budgeting,

Scripting, Screenplay, treatment, recce

2. Production- Actual on location shooting with sync sound

3. Post- Production- Final editing, voice overlays, sound mixing, sub-titling and credits

JMCPGCCT13

Film Studies

Course Objective:

The paper will focus on the study of films as a potent medium of social evolution and their contribution in shaping the other institutions. The objective of the paper is to introduce the language of World cinema through case-studies, to equip them with film appreciation techniques and understand the aesthetic and socially relevant nuances of films.

Course Outcomes:

CSO1: The students will be able to get familiarized with various schools of film theories.

CSO2. The students will learn about the styles of film making in western as well as Indian films.

CSO3 The students will be able to apply Genre Criticism such as Genre characteristics.

Unit I

- Development of Cinema in the World: Technological innovations and early cinema (Kinetoscope, Lumier brothers, Melies, Porter, Silent era films)
- Griffith and evolution of film Grammar
- Influence of Eisenstien and Pudovkin
- Impact of world war
- Hollywood Studio System

Unit II

- Methods and movements: Different schools of film making (Hollywood, German expressionism, Surrealism, French new wave)
- Auteur Theory & French new wave
- Psychoanalysis – Freud, Lacan & Film Analysis (Zizek)
- Film Noir- Billy Wilder
- Akira Kurosawa and Japanese films
- Neo realism: De Sica and Italian films

UNIT III

- Indian Films Industry: Early developments and influence of world cinema
- Prabhat Studios and Bombay Talkies
- Major film directors: Dada Shaheb Phalke, Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Adoor Gopalakrishnan, Shyam Benegal, Raj Kapoor, etc
- Rise of regional cinema
- The documentaries in India

Unit IV

- Nature of films, elements and characteristics
- Films and social issues
- Film policy of Indian government; Films Division, & NFDC
- Indian cinema after liberalisation
- Committees and working groups on Cinema, Findings and Recommendations

Unit V

- The Component of Film: the raw material and equipment
- The story, screenplay and script
- The actors, crew members, and the director
- The process of film making- Pre-production, production, post-production

- Digital film making and OTT content

SUGGESTED READING:

1. Film Art: An Introduction, D Bordwell & K Thompson, Mc Graw Hill
2. Movies & Methods (2 vols.), Bill Nicholas, University of California Press
3. The Technique of Film Editing – L. Reisz & G. Millar
4. Oxford History of World Cinema, G N Smith, OUP
5. A History of Narrative Film – David Cook
6. How to read a film – James Monaco, Amazon
7. Film Theory & Criticism – Ed. Leo Braudy & Cohen
8. Non-Fiction Film: A Critical History – R. M. Barsam
9. Documentary: A History of Non-Fiction film – E. Barnouw
10. The Major Film Theories: An introduction, J D Andrew
11. Theories of Authorship – ed. John Caughie
12. Film Genre Reader – ed. B. K. Grant
13. Signs & Meaning in Cinema – Peter Wollen, Indiana University Press
14. Film Language: A Semiotics of Cinema – C. Metz
15. The Four Fundamental Concepts of Psychoanalysis – J. Lacan
16. Indian Cinema today, kobita Sarkar, sterling Publishers

17. Our Films, their films, stayajit ray, Orient Longman Ltd
18. History of Cinema, Eric Rhodes, Penguin Publishers
19. Indian Popular cinema- a narrative of Cultural change- W Dissanayake, Trentham
20. Cinema Studies, the key concepts- Suzanne Hayward, Routledge
21. So Many Cinemas; The motion picture in India, B D Garga

JMCPGPRJ01

Dissertation

Course Objective:

The students will be expected to apply the inputs in terms of concepts and media research methods to undertake a serious study on media and communication related topics and themes.

Course Outcome:

CSO1. The students will be able to undertake a research project on any topic concerning mass communication or media research and present their finding in a cogent manner in a dissertation.

CSO2. This will help them take up research work in their future academic career.

CSO3. A Masters' dissertation has to be submitted.

Methodology:

Individual students will have to opt for dissertation on a particular area of their research interest at the beginning of the semester (first week) as per the deadline set by the department. This has to be declared by the students in writing. The Department will, in a formal meeting of faculty members, allocate guides to respective students. The respective guides will mentor the students in their dissertation work. The submission and evaluation norms for the paper will be as per the University norms.

DISCIPLINE ELECTIVES OFFERED BY JMC DEPARTMENT

JMCPGDET01(a)

Science, Health and Environment Communication

Course Objective:

To introduce students to reporting styles of Science, Health and Environmental issues.

Course Outcomes:

CSO1. Students will be able to – understand the status of Science Communication in India-Important science publications for popular reading.

CSO2. The students will also learn the media implications of major campaigns and environmental movements in India- Chipko, Carbon trading, Narmada Bachao Andolan and others

Unit I

- Introduction to Science Communication and its characteristics

- Media use for Science Communication
- Status of Science Communication in India-Important science publications for popular reading
- Media coverage of science-print-radio-television and new media
- Promotional campaigns of science communication

Unit II

- Writing for Science Communication
- Basic principles and techniques of writing science for media:
 1. Print, Radio, TV, new media
 2. News, features, columns, interviews, documentaries
 3. Advertisements, slogans, jingles
 4. Short films

Unit III

- Environmental Issues; Global Warming
- Kyoto Protocol
- Rio Earth Summit, Montreal Meet
- Copenhagen Declaration
- Major campaigns and environmental movements in India- Chipko, Carbon trading, Narmada Bachao Andolan and others

Unit IV

- Environment and Media: Role of media in environmental movements-issues involved
- Content analysis of mass media in India with reference to environmental problems
- Role of governmental and non-governmental organizations in environmental campaigns
- Media Research on environmental subjects
- Environmental Policy Initiatives: National and International

Unit V

- Health Communication: Health Literacy
- Major health issues in India- Aids, Cancer, family Planning, Polio, swine flu, bird flu
- News writing techniques of public health related issues

- Ethics of reporting health issues in media
- Research on media coverage of health issues in Indian media
- Health communication strategies

JMCPGDET01(b)

Media Management

Course Objective:

To understand, appreciate and critically analyze the nuances of media as an enterprise and a business concern. To get an overview of media environment in India-Print, radio, Television and new Media while also getting acquainted with the basic management theories and various types of media ownership patterns of media organization.

Course Outcomes:

CSO1: The students will be able to identify the strategies of media planning, budgeting and segmenting for launching a media product.

CSO2. The students will e able to design integrated marketing communication for the media.

CSO3. The students will get familiarized with critical dimensions of consolidation of ownership of media institutions by a select group of corporate.

Unit I

- Overview of media environment in India-Print, radio, Television and new Media Scientific Theory of Management
- Basic Management principles
- Personal management, role, and function of personal manager.

- Management Functions: Planning, coordination, motivation, control, decision- making.
- Ownership Patterns

Unit II

- Advertising Agencies and PR Firms-Ownership patterns
- Structure of Ad Agency and PR firm, functions of various departments
- Agency-media Interface, case Studies
- TRP-measurement of TRP/ BARC/RAM
- Emerging trends in transmission and reception technologies and their impact on TRP/BARC/RAM

Unit III

- Newspaper Management
- Structure of newspaper organization and functions of various departments and personnel
- Trends affecting newspapers, Impact of broadcast media and information technology on print media.
- Emerging revenue patterns for print media
- Catering to the changing newspaper subscriber. Emerging marketing strategies

Unit IV

- Broadcast management-TV and Radio
- FM: organizational structure, structural Hierarchy, functions of various departments and personnel
- Programming considerations, audience research, programming strategies, programme promotion, marketing programmes
- FM radio in India: the Market and the audiences, an analysis
- Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling.

Unit V

- Media Entrepreneurship: Concepts of entrepreneurship
- Characteristics of entrepreneurs
- Understanding problems and prospects, case studies-ABC, RNI and INS
- Issues of broadcast management
- FDI in Media

SUGGESTED READING:

1. Marketing Management, Rajan Saxena
2. Social Marketing, Philip Kotler
3. Indian media business-Vanita Kohli. Sage
4. Media Management in the Age of Media Giants - Herrick

JMCPGDET01(c)

Advanced Understanding of New Media

Course Objective:

The aim of this paper is to orient the students with the idea and terminologies associated with the evolving concept of culture of convergence in Journalism and Mass Communication. With a blend of both theoretical and practical aspects, the paper aspires to train the students who would become successful journalists in the emerging field of Multimedia Journalism with emphasis on MoJo.

Course Outcomes:

CSO1. Students will be trained to take up online reporting and managing their respective blogs.

CSO2. Students will be acquainted with the techniques of becoming successful journalists in the emerging field of Multimedia Journalism with emphasis on Data Journalism and MoJo.

CSO3. Students will be trained to identify and bust fake news and disinformation.

CSO4. Students will set up a beta version of the news-portal comprising multimedia stories done individually or in groups and that can also serve as repository of all stories done during their course.

Unit I

- Convergence of Media - Concept and Definition, Convergence Culture-Time Space Convergence, Blurring Boundaries between News and Entertainment, Convergence Continuum Model, Internet as the Space of Convergence.
- Changing paradigms of news; emerging news delivery vehicles; integrated newsroom, Converged Newsroom Practices, Gate Keeping, Role of the Editor, Changing role of Journalist
- Characteristics of Convergent Journalism - Interactivity, Choice with Respect to Content and its Source, Inter-textuality, Non-linearity, Multi-Mediability, Cross Media Content Sharing
- Writing, Reporting, and Interviewing Skills, Concept of News and News Writing Guidelines, News Values in the Age of Convergence
- Understanding the Audience in the Convergent Medium, Importance of Audience Feedback, Audience as Prosumers

Unit II

- Writing for the Web using Accessible Multimedia Technologies
- Digital Story telling formats, Structure of a web report, Content writing, editing, reporting and its management
- Web Content Management System, Wordpress/Joomla
- Planning and designing of WebPages, Blogs, web channels
- e-Newspaper, e-Magazine

Unit III

- Data Journalism, Computer Assisted Reporting (CAR)
- How to turn numbers into stories
- Visualization of data
- Open source data collection and analysis
- Telling stories with visualization

Unit IV

- Mobile Journalism (MoJo)
- Shooting and Editing through Mobile Camera
- MoJo Story telling and Media Production
- Setting up YouTube Channel
- Digital Entrepreneurship

Unit V

- Fake News and Deep Fake
- Tools for Busting Fake News
- **Practical:** Students are required to set up a beta version of the news-portal comprising multimedia stories done in individually or in groups and that can also serve as repository of all stories done during their course.

SUGGESTED READING

1. Hands on guide to Streaming Media, Joe Follansbee, Elsevier (SPD)
2. Journalism Online, Mike Ward, Elsevier (SPD)
3. New Media Technology, John V Pavlik, Allyn and Bacon publications
4. Cyber Media, J Chakroborty, Authors Press
5. Computer aided communication, G K Parthasarty, Authors Press
6. Communication Technology: The New Media Society, Rogers M Everett, The Free Press
7. Web Journalism-practice and promise of a new media, James G Storall, Pierson Education.

8. Online Journalism- Principles and practices of news for the web, James Foust, Holcomb Hathway Publishers

9. Convergent Journalism: the fundamentals of multi-media reporting, Stephen Quill, Peterlang Publishing, New York

JMCPGDET02 (a)

Business Journalism

Course Objective:

The aim of this paper is to orient the students with the idea and terminologies associated with the evolving concept of Business Journalism. A basic understanding of the economic scenario of the contemporary world and India will be provided to the students in this course to help them develop their skills in Business journalism.

Course Outcomes:

CSO1: The students will be able to get introduced to Evolution of human rights and Universal Declaration of Human Rights.

CSO 2. The students will learn about the freedom of speech, right to privacy.

CSO 3. The students will get familiar with use of Right to Information Act in journalism.

Unit I

- Theories and Models of Economics and Business: Economic Theories-Keynes-Marshall, Marx and Engels
- Gandhian model of economy
- Theories of Gunnar Myrdal, Amartya Sen
- Ideological Contours of economic theories and model
- Planned economy

Unit II

- International/ Transnational Economic Organisations: International trade-import-

export-Indian economy-foreign exchange

- GATT-WTO-World Bank-IMF
- Bilateral and Multilateral agreements
- International organization of economic co-operation including SAARC
- New International economic order

Unit III

- Stock Market and the Indian Economy: Stock markets-Global trends
- Investigative Journalism-case studies
- Laws related to economic offences-banking, service and manufacturing
- Status of Indian economy
- Evaluation of important financial business newspapers and magazines-international, Indian

Unit IV

- Reporting and writing Business news: Business journalism-importance, scope-historical perspectives
- Business news-structure-lead-types-body-headlines
- Glossary of business and financial terms
- Writing styles and content format
- Reporting business conferences, product launches, the stock market

Unit V

- Business features
- Curtain raisers-backgrounders
- Column-middles-analyses-editorials-types and techniques
- Reporting the budget
- Business interview stories

SUGGESTED READING

1. Communication Skills for professionals, Nira Konar, PHI
2. Words, John Seely, OUP
3. English Language Laboratories- Comprehensive manual, Nira Konar, PHI

4. Objective English, OUP
5. Communicative English, Meenakshi Raman and sangeeta Sharma, OUP

JMCPGDET02 (b)

Photo Journalism

Course Objective:

The objective of the paper is to train students in basic photographic skills and techniques, impart an understanding of the workings of a professional camera to train them for the industrial needs.

Course Outcomes:

CSO1: To understand and apply fundamental concepts involving Photo Journalism and to differentiate between a photographer and photo journalist.

CSO2. The students will understand techniques of Photography for different media-newspaper, magazine, internet. Importance of visuals in journalism-timeliness, unbiased and narrating the story.

CSO3. The students will be able to use the techniques of photo Journalism-both professionally and aesthetically (Composition, camera angles).

CSO4. The students will be able to understand the functionalities of various types of cameras-Digital versus Analogue, SLR versus point and Shoot Cameras, types of lenses, tripod and flash.

Unit I

- Photo Journalism-History of photo journalism
- Difference between a photographer and photo journalist
- Understanding Visuals- Capturing Human interest visuals
- Photography for different media-newspaper, magazine, internet
- Importance of visuals in journalism-timeliness, unbiased and narrating the story

Unit II

- Techniques of photo Journalism- Professional and Aesthetic- Composition, camera angles
- Types of cameras-Digital versus Analogue, SLR versus point and Shoot Cameras
- Different types of lenses, tripod, and flash
- Types of images formats- Raw, JPEG
- Understanding Lights

Unit III

- Types of Photo Journalism- Sports Journalism,
- Travel Journalism, food and lifestyle
- War photo journalism
- Wildlife/ Environmental photojournalism
- Mobile phone for photojournalism

Unit IV

- Photo feature and editing- Photoshop, Corel Draw
- Online photo editors-manipulating the images, applying effects
- Technical skills for photo journalism- Ethical and legal issues-treating subjects with respect-Privacy, stereotyping
- Sending photographs through internet/photo freelancing
- Digital photography- emerging perspectives

Unit V

Practical- Designing a Photo feature on contemporary, relevant, social/cultural/human interest/environmental issue.

SUGGESTED READING:

1. Langford's Basic Photography: The Guide For Serious Photographers, Michael Langford
2. Photography: The Complete Guide For Beginners. Learn How To Take Amazing Pictures And Freeze Life In A Moment (Digital Pictures, Instagram,

DSLR, Shutter Exposure

3. The Mind's Eye: Writings On Photography And Photographers, Henri Cartier Bresson
4. Lighting For Digital Photography: From Snapshots To Great Shots, Syl Arena
5. Art Principles In Portrait Photography: Composition, Treatment Of Background And The Process Involved In Manipulating The Plate, Otto Walter Beck
6. Black And White Photography: Master Class, John Garret
7. Black And White Photography: The Timeless Art Of Monochrome In The Post-Digital Age, Michael Freeman

JMCPGDET02(c)

Advertising and Corporate Communication

Course Objective:

To offer the students a rigorous and exhaustive introduction to advertising as a communication tool for business, non-profits, government and political organizations. This paper is designed to build critical thinking and channelize skills toward possible careers in the industry. For the academically inclined, it offers an interesting entry point into communication and cultural studies.

Course Outcomes:

CSO1: Have an understanding of Types of advertising and Corporate communication principles and their evolution.

CSO2: The students will be able to design creative strategy, Idea generation, Copywriting

principles for different media.

CSO3. The students will produce print advertisements as well as design and create a promo video of any fictional organization or service.

Advertising

Unit I

- Introduction to Advertising-understanding advertising, functions of advertising, Socio-economic effects of Advertising
- Types of advertising, evolution of advertising in India and the world
- Theories of advertising-Stimulus Response Theory, AIDA, AIDCA, DAGMAR approach
- Advertising Agencies, Creative strategy and Media Planning
- USP, appeals in advertising, Message strategy, visualizing an Ad.

Unit II

- Ad strategies, copywriting, Idea generation, Copywriting principles, copy devices, Copy jargon, Ad copy Layout-Formal and informal balance, Copywriting for different media
- Media Planning-Factors influencing media planning-media strategy, media scheduling, media mapping
- Brand building and Advertising Management.
- Defining Brand, Brand Name, Concept and commodity brands, Power Brands.
- Brand image and brand equity.

UNIT III

- Campaign Planning, Elements in a Marketing Plan
- Marketing Objectives, Marketing Strategy, Planning an Advertising Campaign- Planning Cycle, Planning Framework
- Legal and Ethical issues in Advertising. ASCI.
- New trends, Digital and social media advertising, Mobile advertising
- **Practical** Students need to prepare a launch of an imaginary product/Service/ Event. They have to design a Print media display advertisement using the tagline, graphics and USP for

the said launch.

Corporate Communication and Public Relations

Unit IV

- PR Concepts, definitions, and principles; PR and allied disciplines, Lobbying, PR & Advertising, PR & Propaganda, PR & Publicity
- Various theories in PR
- History of PR-World & India
- PR campaign, PRO- qualifications and function, Publics in PR
- Public Relation Tools: Press releases, Press conference, House journals, Corporate films, Annual corporate report and annual meetings

Unit V

- Community relations & CSR, PR in crisis management (with reference to recent Crisis events of Corporate houses).
- Role of PR in different sectors: Government and Private.
- Codes of conduct and professional PR organizations (PRSI, IPRA, etc)
- PR & latest technology, Emerging trends in PR, social media
- **Practical:** Students need to Produce one Minute Promo Video of any Organization or Issue.

SUGGESTED READING

1. Foundations of Advertising- Theory and Practice, Chunawala & Sethia, Himalaya Pub
2. Advertising Management- Jaishree Jaithwaney and Shruti Jain
3. Advertising Management. Aaker, David A., Rajeev Batra and John G. Myers
4. Corporate communication- Principles and Practice, Jaishree Jaithwaney.
5. Public Relation: Principle Cases and Problems - Moore and Kal

JMCPGDET03(a)

Folk, Traditional and Community Media

Course Objective:

The objective of this paper is to expose students to the crucial domain of folk communication and traditional entertainment and the role that it has played as an agent of social change and development in Indian society.

Course Outcomes:

CSO1. CSO1: The students will be able to get introduced to Oral tradition, devotional and religious forms, Jatra, Boul, Yakshagana, tamasha, therukuthu.

CSO2 The students will get familiarized with Puppetry, street play as a form for voicing public opinion.

CSO3. The students will learn to conceptualize and perform any of the traditional and folk media to spread awareness on an issue of social relevance.

CSO4. The students will be trained to utilize the techniques of traditional entertainment like street theatre (Nukkad Natak) or puppetry to raise awareness on a contemporary social-cultural issue

Unit I

- Traditional Folk Media- role and functions
- Characteristics of traditional folk media
- Traditional folk media in India-with special reference to Bengal
- Tradition, Folklore
- Oral tradition, devotional and religious forms, Jatra, Boul, Yakshagana, tamasha, therukuthu

Unit II

- Culture and Tradition-meaning of culture
- Puppetry, street play as a form for voicing public opinion
- Types of Puppetry traditions in India
- History and evolution of streetplays: IPTA and JANAM

Unit III

- Community: Definitions, concepts and characteristics of a community
- Community norms, customs and institutions in contemporary India
- Community as social capital, Communities as stakeholders in development
- People's participation in development-nature, type, and levels
- Role of groups, community institutions and people's participation in programmes and initiatives of social change

Unit IV

- Community Participation-levels of citizen participation
- Perspectives in Participatory communication: Participation as empowerment
- Public sphere and democracy
- Critique of media as public sphere
- Communication as basic human right

Unit V

- Understanding Community media-case study of select community initiatives
- Community radio, video volunteers, Namma Dhwani, community newspaper:Khabar Lahariya
- Practical- Community media production in collaboration with a community in any format such as street play, puppetry, radio, video etc.

SUGGESTED READING

1. Traditional Media and development Communication, K Madhusudan, Kanishka Pub
2. Rang Habib- a book on theatre, Habib Tanvir, National School of Drama
3. Katputli Kala, Tevi Lal Samar, Bhartiya Lok Kala Mandal
4. Safdar on street theatre, Jan Natya Manch
5. Plays of Safdar Hashmi, Jan Natya Manch

JMCPGDET03(b)

Sports Journalism

Course Objective:

The paper focuses on giving an overview of the current trends in covering Sporting events. It also lays emphasis on the reporting and editing of sports news. This course relies heavily on practical and hands-on-training as well motivating them to remain well equipped with the background information of various types of sporting events that take place in national as well as international sphere.

Course Outcomes:

CSO1. The students will be able to get acquainted with the rules and regulations of different sports.

CSO2. The students will be able to cover a sports event for different media: print, radio, television and web, take preparations before an event, organizing logistics, Research for coverage of a large sports event

CSO3. The students will be able to write different types of stories related to sporting events.

Unit I

- Introduction to Sports Journalism: Evolution of organised Sports, the social, cultural and economic importance of Sports

- Major Sporting Events: Olympics, Asiad, Commonwealth Games, SARC Games, World Cup Soccer, World Cup Cricket, Wimbledon, etc
- Sports in India: an historical overview and present status with special reference to Bengal
- Major tournaments in the country in popular games: Cricket, Football, Hockey, Badminton, Athletics
- The Governing bodies of different Sports, Players Associations, Sports Management Companies

Unit II

- Knowing Sports and Sports Journalism: The rules and regulations of different sports: cricket, football, tennis, hockey, badminton, boxing, wrestling, etc
- Outstanding sports personalities
- Rural and tribal sports, its history and present status
- Growing commercialisation and corporatization of Sports: its effects
- Sports and Politics

Unit III

- Practising Sports Journalism: Sports Department of a Newspaper, Sports Editor, Reporter, Sub editor, Photographer; their role and responsibility, The editorial structure of Sports Channels.
- Writing a Sports Report in different styles, form and format across media: for Print, TV, Radio and New Media
- Covering a Sports event for different media: print, radio, television and web, Preparations before an event, organising logistics, Research for coverage of a large sports event
- Writing different types of stories; Camp stories and sidelights; Writing features on sports: Different styles; Interviewing Sportspersons, different formats
- Writing sports columns; Syndicated columns, blogs.

Unit IV

- Presentation: Designing Sports Pages for newspaper, magazine and sports-focused website
- Using Sports Photographs and Info graphs, Use of different type fonts and colours
- Designing sports features/documentaries for Television
- Designing sports features/documentaries for Radio
- Promotion of the Sports page/programme/website

Unit V

Sports Journalism Practical:

Students will be required to publish a four-page tabloid-sized news bulletin every fortnight compiling/writing stories on international, national, regional and local sports events. The bulletin will also carry features written and interviews done by the students.

SUGGESTED READING

1. Andrews Phil; Sports Journalism: A Practical Introduction
2. Barnes, Simon; The Meaning of Sport
3. Craig, Steve; Sports Writing: A Beginner's Guide, 2002
4. Govindarajulu, N.; Sports Journalism, Friends Publications (India), 2009
5. Mehra, G; Asian Games, New Delhi 1989
6. Rice, Jonathan; Start of Play: The Curious Origin of our Favourite Sports, London, 1998

JMCPGDET03(c)

Advanced Understanding of Communication for social change

Course Objective:

To sensitize students with the advance theories and contemporary phenomenon in the field of Communication for Social Change. The students will get a critical insight at looking at the organizations and policy makers interested in Social change communication interventions.

Course Outcomes:

CSO1. The students will have a deeper understanding of the role of Eurocentric development in the modernization paradigm and its repercussions.

CSO2. The students will develop critical thinking around different newer approaches to communication for social change like the CCA, Norms based Approach, Citizens Approach.

CSO3. The students will be able to understand the of neoliberal perspective of development with reference to funding agencies.

UNIT I

- Mapping the field of C4SC: actors and issues.
- Institutional and alternative agendas of development: NGOisation, policy making
- Alternative visions and approaches of knowledge production
- Social norms-based change, looking at gender in social change

UNIT II

- Participatory paradigm and its discontents.
- Imperialism and underdevelopment.
- The Culture Centered Approach-Mohan Dutta
- The Citizen Approach: Tufte

Unit III

- Critique of neoliberal perspective of development with reference to funding agencies.
- Critique of ODF campaign and Nazardaari community in West Bengal
- Analysis of incentive in social change: Kanyashree, Aikashree, Rupashree
- Analysis of Shikha Alochona in West Bengal

UNIT IV

- Case studies of community theatre from West Bengal such as Jana Sanskriti, Contact Base,
- Radio JU, Manbhum Ananda Ashram Nityananda Trust, Palli Bangla Community Radio, Radio Milan
- Case studies on Sangam shot, community video initiatives.
- Case studies on Deccan Development Society, Ideosync media, Digital Empowerment Foundation

UNIT V

Students will be required to prepare a 15-minute presentation on any of the following organizations:

1. <https://populationfoundation.in>
2. <https://www.mahindra.com/riseforgood>
3. <https://www.sos-childrensvillages.org>
4. <https://goonj.org>
5. <https://www.pratham.org>
6. <http://www.ddsindia.com/www/default.asp>
7. <https://keystone-foundation.org/>
8. <https://www.smsfoundation.org/>

SUGGESTED READING:

1. June Lennie and Jo Tacchi, "Introduction" (Chapter 1) in *Evaluating Communication for Development: A Framework for Social Change*, Routledge, 2013.
2. *Many Voices, Many Worlds*, Faiz Ullah, Anjali Monteiro and K.P. Jayasankara
3. Vinod Pavarala and Kanchan K. Malik, "Revitalising Civil Society: Forging Counterpublics with Community Radio," in Pavarala and Malik, *Other Voices: the struggle for community radio in India*, 2007.
4. Sangeeta Kamat, *Development Hegemony: NGOs and the State in India*, Oxford University Press, 2002. Ch.1: "Development Discourse and the Terrain of Non-Party Political Formations"; and Ch.6: "The NGOization of Grassroots Politics".
5. Anil Bhatt, "Voluntary Action in India: Role, Trends and Challenges," *Economic and Political Weekly*, April 22, 1995.
6. Joan Mencher, "NGOs: Are they a force for change?" *Economic and Political Weekly*, July 24, 1999.
7. Melkote and Steeves, *Communication for Development*. Mohan J. Dutta, "Theorizing

Social Change Communication” (chapter 1) in *Communicating Social Change: Structure, Culture, and Agency*, Routledge, 2011.

8. Manyozo, *Media, Communication and Development*. Chapter 1: Media, Communication & Development: Schools of Thought and Approaches

JMCPGDET04 (a)

Peace Journalism and International Communication

Course Objective:

To introduce students to issues related to conflict reporting, human rights issues, and the concept of peace journalism as a distinct field from Conflict Reporting; and further make them understand the impact of globalization and international communication.

Course Outcomes:

CSO1: Students will be familiarized with the nature, types, causes and stages of conflicts; and mechanisms of conflict resolutions.

CSO2. They will learn the importance of media in conflict like situations and the critical role it can play.

CSO3. Students will be able to distinguish between War Reporting and Peace Journalism.

CSO4. Students will learn about international communication, globalization and new world information order.

CSO5. They will also learn about different conflict dynamics in India and the larger world, and media diplomacy.

Unit I

- Basic theories and concepts of Conflict and Conflict Studies
- Conflict Resolution and Peace Building
- Introduction to Peace Journalism: Origin and Evolution
- War Reporting vs Peace Journalism: Similarities and Differences

Unit-II

- Media and Conflict and role of Media in peace and reconciliation
- Conflict sensitive reporting guidelines for journalists
- Legal, Ethical and Humanitarian Aspects Conflict Reporting, covering women and children from conflict zones.
- 24X7 Reporting, Embedded Journalism and professional hazards of reporting conflicts
- Propaganda, spin, psy-ops, and censorship

Unit-III

- International Communication and the New International Information and Communication Order
- Globalization and Media
- Soft Power and Media Diplomacy

Unit IV

- Reporting Terrorism and Counter Terror Operations
- The new media environment and conflict: social media, internet communities, propagation of hate and peace messages, webcasting
- Racism, Xenophobia, Anti-Semitism, and Islamophobia
- International Agencies and Peace Keeping Forces
- Organizations for protection of journalists working in conflict zones- CPJ, IFJ, Amnesty International, Reporters Sans Frontiers, NHRC, etc.

Unit V

- Conflict Dynamics in India: The conflict zones in India: J&K, North-East India, Indo- Pak, Sino-India. Maoist Problem: an introduction
- Other conflict scenario in India: Caste, communal and ethnic conflicts, Conflict over natural resources: water, minerals, etc.
- Profile and status of major terrorist organizations, armed outfits
- Understanding the nature and scope of the Armed Forces (Special Powers) Act (1958), National Security Act (1980), Disturbed Areas Act (1976), Unlawful

Activities (Prevention) Act, etc.

SUGGESTED READING

1. Arrow, Kenneth, et al;, Barriers to Conflict Resolution. 1995.
2. Oliver Boyd-Barrett, Media Imperialism, 2014
3. Bhowmik, Subir, Troubled Periphery: The Crisis of India's North-East, New Delhi, Sage Publications, 2010.
4. Bratic, V. Media effects during violent conflict: Evaluating media contributions to peace building. Communication and Conflict. 2001.
5. Bratic, V. Examining peace-oriented media in areas of violent conflict. IPRA paper. 2006.
6. Chatterjee, M. et al. Peace Journalism. IIMC Dhenkanal, 2021.
7. Deutsch, Morton & Coleman, Peter T, The Handbook of Conflict Resolution: Theory and Practice.
9. Foerstel, Herbert N., Killing the Messenger: Journalists at Risk in Modern Warfare, Praeger Publishers. 2006.
10. Herman, E.S. and McChesney, R., The Global Media: The New Missionaries of Corporate Capitalism, 2001.
11. Hess, Stephen, The Media and the War on Terrorism, Brookings Institution Press Washington D. C. 2003.
12. Hussain, Wasbir, Order in Chaos; Essays on Conflict in India's Northeast and the Road to Peace in South Asia, Delhi, Spectrum Publication. 2006.
13. Galtung, J. Conflict, War and Peace: A Bird's Eye View
14. Lynch, Jake, Journalist Ethics and Reporting Terrorism. 2002
15. Thayer, F. Principles and tactics of propaganda: Inevitability and effectiveness of managing public attitudes. New Mexico State University. 2001.
16. Thussu, D. K., International Communication: A Reader, 2010
17. Thussu, D. K., International Communication: Continuity and Change, 2016
18. Thussu, D. K. and D. Freedman (eds), War and the Media: Reporting Conflict

- 24/7. London. Sage Publications. 2003.
19. Ury, William, Getting Past No: Negotiating With Difficult People.
 20. Verghese, B. G. India's Northeast Resurgent: Ethnicity, Insurgency, Governance, Development, Delhi, Konark Publishers.
 21. Welch, D. Powers of persuasion. History today. 1999.

JMCPGDET04 (b)

Human Rights and Media

Course Objective:

The aim of this paper is to orient the students with the idea and terminologies associated with Human Rights and its impact and advocacy in Mass Media. The students will get a basic understanding of styles of reporting of issues concerning Human Rights.

Course Outcomes:

CSO1: The students will be able to get introduced to Theories and Models of Economics and Business: Economic Theories-Keynes-Marshall, Marx and Engels Gandhian model of economy Theories of Gunnar Myrdal, Amartya Sen Ideological Contours of economic theories and model.

CSO 2. The students will learn about Bilateral and Multilateral agreements International organization of economic co-operation including SAARC.

CSO 3. The students will get familiar with evaluation of important financial business newspapers and magazines both Indian as well as international.

Unit I

- Concept, Scope and need of Human Rights
- Human Rights in International Perspectives, Universal Declaration of Human Rights

- Freedom of speech, right to information and right to privacy
- Human Rights and Media
- The role of media in protecting human rights violations

Unit II

- Human Rights and Democracy, Human Rights & Education
- Human Rights and environmental air and water pollution
- Human Rights and Communal Riots
- Human Rights in the terrorized areas
- Human Rights and Crimes against women
- Human Rights of Accused persons
- Human Rights and child labour, bonded labour
- Human Rights and death, torture in police lockups

Unit III

- Political, economic and cultural dimensions of communication
- Communication as a human right
- Information and communication as tools for equality and exploitation
- ICT for empowerment and Digital divide

Unit IV

- State Commission for Human Rights
- National Commission on Human Rights
- United Nations and UNCHR
- Amnesty International, Freedom House, etc.

Unit V

- Writing on issues of Human rights- types of reports, sources of news
- Trends in Indian press, problems of writing about human rights issues
- Investigative journalism, persuasive journalism, and media activism
- Media lobbying, Politics of human rights

SUGGESTED READING

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004,

Law Allahabad Publishers.

GENERIC ELECTIVES (TO BE OFFERED IN THIRD SEMESTER)

JMCPGGEC01(a)

Paper Name: Introduction to Mass Media

CREDITS :4

Course Objective:

The aim of this General Elective course is give students from across disciplines basic ideas about mass communication and media.

Course Outcomes:

CSO1. Students will be acquainted with basic concepts of mass communication, photography, and videography.

CSO2. They will learn the basics of recording, shooting and editing.

CSO3. Students should be able to write basic reports and articles.

Unit I

- Human Communication: Meaning, Definition, Nature, Process, Elements
- Verbal and Non-Verbal Communication
- Linear and Non linear Models of Communication
- Cultural Imperialism, Hegemony and Ideology at play in Mass Media.
- Semiotics, Text and Discourse.

Unit II

- Reporting and Editing
- Finding stories, sources
- Importance of research, interviews and investigation
- Writing headlines and leads
- Different styles and formats of writing
- Writing Blogs

Unit III

- Photography
- Basics of Camera
- Types of Shots
- Framing and Rule of Third
- Basics of Photo Editing

Unit IV

- Audio Visual
- Basics of Sound
- Basics of Audio recording and editing
- Basics of Light and camera
- Basics of Video recording and editing

Unit V

- Feature
- Blog
- AV or short video

SUGGESTED READING

1. Mass Communication in India- Kewal J. Kumar, Jaico Books
2. Mass Communication Today- Subir Ghosh
3. Handbook of Journalism and Mass Communication- Agrawal, Veerbala, Gupta, V.S. Concept Publishing Co., New Delhi.
4. The Journalist's Handbook- Kamath, M.V, Vikas Publishing House, New Delhi

JMCPGGEC01(b)
MEDIA AND CULTURAL STUDIES
CREDITS :4

Course Objective:

The objective of the paper is to understand the dynamics and relationship between media in creating cultural traditions and its influence on society.

Course Outcomes:

CSO1. Students will be able to describe and discuss the key terminology, concepts, and theories of media effects on its audience.

CSO2. Students will be able to critically evaluate the uses of media and its impact on the audience.

CSO3. Students will be able to understand and critically assess various ideologies propagated through media.

Unit I

- Defining Culture- meaning and concept
- Types of culture
- Media, culture and society
- Power of Media

Unit II

- Media anthropology
- Role of Media in democracy
- Media literacy and modern culture

Unit III

- Cultural Institutions in the digital age
- Glocalisation
- Cyberculture

Unit IV

- Media literacy
- Information society
- Knowledge Society
- Post truth and Fake news

Unit V

- Role of media in women's empowerment
- Role of media in Shaping youth culture
- Media and Minorities

GENERIC ELECTIVES (TO BE OFFERED IN FOURTH SEMESTER)

JMCPGGEC02 (a) FILM

APPRECIATION

CREDIT: 4

Course Objective:

The paper will offer an understanding of the basic language of film and relate it to the various film movements born across the world as a tool of understanding the social system. Students will also be trained to read a film and review it accordingly.

Course Outcomes:

CSO1: The students will get acquainted with basics of various schools of film theories.

CSO2. The students will learn the basics of different styles of film making in western as well as Indian films.

CSO3 The students will be able to apply basic Genre Criticism and write film reviews.

UNIT I

- Introduction to film Grammar
- Shots, scenes, sequences
- Camera movements
- Camera Angles
- Rules of composition

UNIT II

- History of world cinema: Overview
- Film Movements

- Film Theories

UNIT III

- Famous directors- Charlie Chaplin
- Akira Kurosawa,
- Eisenstien,
- Orson welles,
- Alfred Hitchcock

UNIT IV

- History of Indian Cinema
- Famous directors- Satyajit Ray, Ritwik Ghatak, Shyam Benegal
- Popular Cinema

UNIT V

- Path-breaking films in India
- Documentary films in India
- Inter-textuality in cinema and Television
- Writing film reviews

JMCPGGEC02 (b)

WRITING FOR MEDIA

CREDIT:4

Course Objective:

The aim of this General Elective course is give students from across disciplines basic ideas about writing for media as a distinct from other formats of writing. So often, experts from different fields complain that their articles are rejected by media while they choose to regularly publish others. One important reason for this is that those articles are not written in style suitable for popular consumption in as many words.

Course Outcomes:

CSO1. At the end of the course, students will have better understanding of how 'Writing for Media' is distinct from traditional formats.

CSO2. It will also provide a working knowledge of the art and craft of writing scripts and articles.

Unit I

- Nature and Scope of Creative Writing
- How is writing for media different from academic/essay writing?

Unit II

- News Report writing and Editing
- Writing Headlines and Leads
- Different styles and formats
- Feature Writing
- Reviews – Films and Books

Unit III

- Online Writing
- Blogs
- Content Writing
- Impact of social media on media writing

Unit IV

- Script Writing

- Script as distinct from report writing
- Writing for TV
- Writing for Radio

Unit V

- Assignments
- Blog
- Feature
- Script for an audio/video skid/play/campaign

SUGGESTED READING

1. Mass Communication in India- Kewal J. Kumar, Jaico Books
2. Mass Communication Today- Subir Ghosh
3. Handbook of Journalism and Mass Communication- Agrawal, Veerbala, Gupta, V.S.Concept Publishing Co., New Delhi.
4. The Journalist's Handbook- Kamath, M.V, Vikas Publishing House, New Delhi