

Kalinga University Atal Nagar (C.G.)



**SCHEME OF EXAMINATION
&
SYLLABUS**

**BACHELOR OF ARTS
(JOURNALISM & MASS
COMMUNICATION**

UNDER

Faculty of Arts and Humanities

w.e.f. Session 2021-22

Teaching and Examination Scheme

SEMESTER-I					
Paper Code	Subject	Credits	End Term Marks	Internal Marks	Total Marks
	(Choose Any One) 101A/101B	2	35	15	50
BAJMC101A	Environment Science				
BAJMC101B	NCC				
BAJMC102	Introduction to Journalism	4	70	30	100
BAJMC103	Introduction to media Communication	4	70	30	100
BAJMC104	Communicative Hindi	3	70	30	100
BAJMC105P	Technical Content Writing Lab	3	30	20	50
	TOTAL	16	275	125	400

SEMESTER-II					
Paper Code	Subject	Credits	End Term Marks	Internal Marks	Total Marks
	(Choose Any One) 201A/201B	2	35	15	50
BAJMC201A	English				
BAJMC201B	NCC				
BAJMC202	Reporting & Editing for Print	4	70	30	100
BAJMC203	Media and Cultural Studies	4	70	30	100
BAJMC204	Photography	4	70	30	100
BAJMC205P	News Report Writing-Lab	3	30	20	50
	TOTAL	17	275	125	400

* Student has to undergo for Internship Assessment completion of 2nd Semester which is to be evaluated in 3rd Semester

SEMESTER-III

Paper Code	Subject	Credits	End Term Marks	Internal Marks	Total Marks
BAJMC301	Radio Production	4	70	30	100
BAJMC302	Introduction of Broadcast Media	4	70	30	100
BAJMC303	History of the Media	4	70	30	100
BAJMC304	Advertising and Public Relations	4	70	30	100
BAJMC305	Computer Application	4	70	30	100
BAJMC306P	Radio Production lab	3	30	20	50
BAJMC307P	Internship Assessment	2	30	20	50
	TOTAL	25	410	190	600

SEMESTER-IV					
Paper Code	Subject	Credits	End Term Marks	Internal Marks	Total Marks
BAJMC401	Documentary Production	4	70	30	100
BAJMC402	Introduction to New Media	4	70	30	100
BAJMC403	Development Communication	4	70	30	100
BAJMC404	Media, Ethics and the Law	4	70	30	100
BAJMC405	Film Appreciation	4	70	30	100
BAJMC406P	Documentary Lab	3	30	20	50
	TOTAL	23	380	170	550

* Student has to undergo for Internship Assessment completion of 4nd Semester which is to be evaluated in 5th Semester

SEMESTER-V					
Paper Code	Subject	Credits	End Term Marks	Internal Marks	Total Marks
BAJMC501	Global Media and Politics	4	70	30	100
BAJMC502	Advanced Broadcast Media	4	70	30	100
	Elective-I Any One of the following:	4	70	30	100
BAJMC 503A	Media Industry and Management		-	-	-
BAJMC 503B	Folk and Community Media		-	-	-
	Elective-II Any One of the following:	4	70	30	100
BAJMC 504A	Print Journalism and Production		-	-	-
BAJMC 50B	Media Gender & Human Rights		-	-	-
BAJMC505P	Internship Assessment	2	30	20	50
	TOTAL	18	310	140	450

SEMESTER-VI

Paper Code	Subject	Credits	End Term Marks	Internal Marks	Total Marks
BAJMC601	Advanced New Media	4	70	30	100
BAJMC602	Communication Research and Methods	4	70	30	100
	Elective-III Any One of the following:	4	70	30	100
BAJMC603A	Multimedia Journalism		-	-	-
BAJMC603B	Introduction to Film Studies		-	-	-
BAJMC604P	Advertisement Production Lab	3	30	20	50
BAJMC605P	Dissertation	6	100	50	150
	TOTAL	21	340	160	500

SEMESTER I

BAJMC 101A Environment Science

Unit 1 : Introduction to Environmental Studies

(6 Lecture)

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

Ecosystems

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 2 : Natural Resources : Renewable and Non-renewable Resources

(6 Lecture)

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 3 : Biodiversity and Conservation

(5 Lecture)

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 4 : Environmental Pollution

(9 Lecture)

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste.
- Pollution case studies.

Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit 5 : Human Communities and the Environment

(4 Lecture)

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management : floods, earthquake, cyclones and landslides.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.

12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India. Tripathi 1992*.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.

BAJMC 102 Introduction to Journalism:

Course Objective-

- To make students conversant with pattern, structure and elements of news writing and editing.
- Describe News and how to write it.
- To know about the citizens' rights.
- Write different stories on various subjects with responsibility.

Unit I-

Understanding News, Ingredients of news
, News: meaning, definition, nature,
thenewsprocess:fromtheeventtothereader(hownewsiscarriedfromeventto reader), Hard
news vs. soft news, basic components of a news story
Attribution,embargo,verification,balanceandfairness,brevity,dateline,creditline, byline.

Unit II-

Different forms of print- A historical Perspective Yellow journalism, Penny press, tabloid
press, Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch
formula- skills to write news

Unit III-

Understanding the structure and construction of news Organizing a news story, 5W's
and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection
Use of archives, sources of news, use of internet

Unit IV –

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

Unit V-

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

Course Outcome –

After completion of this module students will be able to understand-

- Comprehend the elements of news
- Identify with the qualities required to be a journalist.
- News writing skills.
- Responsibility towards Press.

Suggested Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.

BAJMC 103 Introduction to Media & Communication

COURSE OBJECTIVE:

- To broaden and deepen the students understanding of the field of communication by introducing them to important theories, models and concepts in communication.
- To appraise the students with the use of various theories of communication in carrying out both pure and applied research in this discipline.
- To help them improve the quality of their communication by making effective use of media.

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, Levels

of Communication Mass Communication and its Process, Normative Theories of the Press, Media and the Public Sphere

Unit III–

Mass Communication and Effects, Paradigm

Direct Effects; Mass Society Theory, Propaganda

, Limited Effects; Individual,

Difference Theory, Personal Influence Theory

Unit IV–

Cultural Effects and the Emergence of an Alternative Paradigm

Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis,

Critique of the effects Paradigm and emergence of alternative paradigm

Unit V–

Four Models of Communication

Transmission models

Ritual or Expressive

models Publicity Model

Reception Model

Course Outcome:

- Student will be able to understand the concept of communication & media.
- Students would be exposed to the different theories & models related to communication.

Suggested Readings:

- Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21- 34; 59- 72
 - John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1- 38
 - Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1- 11; 41- 54; 121- 133(fourth Edition)Baran and Davis, *Mass Communication Theory*
 - Indian Edition, (South West CoengageLearning,(2006) pages 42- 64; 71- 84; 148- 153; 298- 236Kevin Williams, *Understanding Media Theory*, (2003), pp.168- 188
 - Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
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BAJMC 104 Communicative Hindi

Course Objective-

- To understand Hindi words and sentences their usages in writing as well as speaking
- To comprehend the title of the Hindi news in newspaper as well as in news channel.

Unit I-

शब्दशुद्धि, प्रभावीवाक्यरचना, अवतरणलेखन, विरामचिन्होंकाप्रयोग

Unit II-

मुहावरे, पर्यायवाचीशब्द ,बोलियां,देशज-विदेशजशब्द

Unit III-

प्रयोजनमूलकहिन्दी : सरकारीपत्र (Official letters)

ज्ञापन, परिपत्र, सूचना, विविधमाध्यमोंकीभाषामेंभेदऔरसाम्यता,
साहित्यएवंपत्रकारिताकीभाषाभाषापरतकनीककाप्रभाव

Unit -IV

शीर्षकलेखन, उपशीर्षक, आमुखलेखन, सारांशलेखनकार्यालयीनहिन्दीशब्दावली-अंग्रेजीसेहिन्दी,
हिन्दीसेअंग्रेजी,पदनाम, कारक

UNIT -V

मीडियाकीभाषा, मीडियामेंभाषाकाउपयोगएवमहत्व, मीडियाकीभाषाकी
प्रकृतिएवविशेषताएं, समाचारोंमेंप्रयोगहोनेवालेशब्द, विज्ञापनमेंउपयोग
होनेवालेलोकप्रियशब्द, प्रिंटएवइलेक्ट्रॉनिकमीडियाकीभाषा, नएप्रचलनएवं
प्रयोग, मीडियाभाषामेंअंतर, प्रिंटएवइलेक्ट्रॉनिकमीडियाकीभाषाईसमस्या.

Course Outcome: After Completion of this course student will be able to:

- Use Hindi words and sentences properly.

- Understand the language of media and they will learn to write accordingly.

Suggested Readings:

- डा. जीएलसुलोचना, डा.अनीतागांगुली- सरलव्याकरणएवंपत्रलेखन, गीताप्रकाशन, हैदराबाद
- डा. मायाप्रकाशपांडेय, हिंदीभाषाऔरव्याकरण

BAJMC 105P Technical Content Writing (LAB)

Course Objective-

- Write different style and pattern of writing for journals and new media
- Write different format of writing for journals and new media
- Advance writing techniques

Translating at least 10 different news items and two articles,

Translating at least 15 different headlines of business news,

Translating at least 25 different headlines of sports news, Crime, Political & Cultural news,

Translating at least one column of renowned sports columnist.

Course Outcome: After Completion of this course student will be able to:

- Writing skills&techniques
 - Different patterns of writing& news
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SEMESTER II

BAJMC 201A English

Course Objective

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

CONTENTS

Unit I: Introduction:	06
Theory of Communication, Types and modes of Communication, <i>Mediums and channels of communication, barriers to communication, English as a Global language, the Lingua Franca, Social influences on English</i>	
Unit II: Language of Communication:	06
Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication, <i>Varieties of English, Language, Accent, Dialect, Colloquialism, Historical influences on English</i>	
Unit III: Speaking Skills:	06
Monologue Dialogue Group Discussion Effective Communication/ Mis- Communication Interview Public Speech, <i>Regional influences on English, Convergence and divergence, Linguistic Imperialism,</i>	
Unit IV: Reading and Understanding-	06
Close Reading, <i>Reading analysis of a text - Audience and purpose, Content and theme, Tone and Mood, stylistic devices, structure</i> Comprehension- Analysis and Interpretation Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts	
Unit V: Writing Skills	06
Documenting Report Writing Making notes Letter writing, <i>Writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters</i>	

Course outcome:

It will enhance Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, notetaking etc. While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions.

Recommended Readings:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

Suggested Reading-

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.

BAJMC 202 Reporting & Editing for Print

COURSE OBJECTIVE:

- To make students conversant with pattern, structure and elements of reporting and editing for print.
- Describe Newsroom structure.
- Write different stories on various subjects with responsibility.
- Will be able to know the thorough process of interview.

Unit I-

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, MCD, hospitals, health, education, sports;

Unit II-

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 III-

The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headlines, 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, light leader Opinion pieces, op. Ed page

Unit IV-

Trends in sectional news Week-

end pullouts, Supplements,

Backgrounders,

columns/columnists

Unit V-

Understanding media and news

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.

Objectivity and politics of news

Neutrality and bias in news

Course Outcome: After Completion of this course student will be able to:

- The trends of news.

- Responsible Journalism.
- Newspaper editing process

Suggested Readings:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
The Newspaper's Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publisher
s News Reporting and Writing. Mencher, Melvin. MCGraw Hill, NY. 2003

BAJMC 203 Media and Cultural Studies

Course objective-

- Understanding of media, popular, folk culture.
- Theories and ideologies of media.
- Understanding the genre.

Unit I-

Understanding Culture

Mass Culture, Popular Culture, Folk Culture Media and Culture Indian Perspectives on Communication Theory: Communication Approaches of Vedic era, Buddha, Nanak, Kabir, Vivekanand, Mahatma Jyotiba Phule, Gandhi, Ambedkar, Foundation of Real Tradition (Vachik Parampara) of Communication, Bharat Muni's Natyashastra and Ras-Siddhant, Sadharanikaran in Indian cultural practices.

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, class, caste and gender issues in Media

Unit IV-

Audiences
Uses and Gratification Approach
Reception Studies
Active Audiences
Women as Audiences
Sub Cultures; Music and the popular,
Fandom

Unit V-

Media and Technologies
Folk Media as a form of Mass Culture, live performance; Audience in live Performance
Media technologies; Medium is the Message; Technological Determinism; New Media and
Cultural forms.

Course Outcome: After Completion of this course student will be able to:

- Folk and culture form of media.
- Origin and history of media.
- Understanding the tools and technologies in media.

Suggested Readings:

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)

- John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
 - Dennis McQuaid, 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
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BAJMC 204 Photography

Course objective-

- Understanding the basic of photography.
- Rules and mechanism of photography.
- Understanding the digital photography and editing.

Unit I-

Introduction to Photography

- A brief History of Photography - Camera Obscura to the daguerreotype process
- Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse).
- The photographic process (The Silver Halide Photography Process)
- A brief glimpse into the Dark Room Development of a Photograph
- Modernization of Photography and its use in Mass Media

Unit II-

Understanding the mechanisms of Photography

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

Unit III-

Understanding Light and Shadow Natural light and Artificial Light

- The Nature of Light - Direct Light, Soft light, Hard light, Directional Light.
- Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes
- Lighting equipment (Softboxes, 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, Corel Draw, 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.)
- Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation)
- War Photojournalism

Course Outcome: After Completion of this course student will be able to:

- Concept of photo journalism.
- Digital concept and editing.
- Origin and history of photography.

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.

SEMESTER III

BAJMC 301 Radio Production

Course objective-

- Understanding the history and evolution of radio.
- Understanding the sound.
- Understanding the radio production techniques & Scripting.

Unit I-

Growth of Radio_ What is Radio? Evolution of Radio--Amateur and HAM to FM and Digital Radio Broadcast in India, Radio and Democracy- participatory, Community-driven, special-needs, development communication, Distress and disaster.

Unit II-

The Grammar & Aesthetics of Radio, Radio formats (simple and complex), Radio features, documentaries & magazines, Writing for Radio- idiom of the spoken word

Unit III-

Sound for Radio, SFX, Voice behind the mic –different types of mikes 30, Sound –Frequency and Wave length, Journey of Sound-Analogue and Digital, Special Effects-Menu and Synthesis

Unit IV-

Broadcast Production Techniques

Working of a Production Control Room & Studio:

Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Personnel in Production process – Role and Responsibilities

Unit V-

Production for Radio, Pre-Production – (Idea, research, RADIO script, storyboarding, proposal writing, budget, floor plans, pilot), Production – Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), Editing, Creative use of Sound Editing

Course Outcome: After Completion of this course student will be able to:

- Concept of Radio & Radio Journalism.
- Editing and production of Sound & its analogue.
- Broadcasting & its technique
- Pre & post production, Scripting & Storyboarding.

Suggested Readings:

Chatterjee , P.C. The adventures of Indian Broadcasting, Konark.

Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.

McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press
Luthra , H.R. Indian Broadcasting, Publication Division.

Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.

Flemming, C. (2002) *The Radio Handbook*, London: Routledge.

Mc Liesh, Robert. *Radio Production*, Focal Press.

Saxena , Ambrish, *Radio in New Avatar – AMTO FM*, Kanishka Publishers, New Delhi

BAJMC 302 Introduction of Broadcast Media

Course objective-

- Understanding the Basics of Broadcasting
- Basics of Visual, Writing, Editing & Broadcasting of News
- News Concept, Collection & Selection of news & creating storyboard & bulletins .

Unit I-

Unit 1 - Basics of Sound, Concepts of sound-scape, sound culture
Types of sound-Sync, Non-Sync, 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 II-

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 III- 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 IV- 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 V-

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.

Course Outcome: After Completion of this course student will be able to:

- Concept of news

- Gathering news, selection process of news
- Process of broadcasting
- Writing and reporting & editing news & its technique
- Elements of News & Bulletins

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)

BAJMC 303 History of the Media

Course objective-

- Understanding the history of print media
- Pre & post era of News, & cinema
- AM FM, evolution of new media techniques
- Media management understanding

Unit I-

History of Print Media Media and Modernity: Print Revolution, Telegraph, Morse Code, Yellow Journalism, Evolution of Press in United States, Great Britain and France History of the Press in India: Colonial Period, National Freedom Movement, Gandhi and Ambedkar as Journalists and Communicators

Unit II-

Media in the Post-Independence Era, Emergency and Post Emergency Era Hickey's gazette, Udant Martand, Bharat Mitra, Aaj, Role of news papers in Freedom movement, Mahatma Gandhi, Bal Gangadhar Tilak, Madhavrao Sapre, Makhn Lal Chaturvedi and Ganesh Shankar Vidyarthi as journalists. Changing Readership, Print Cultures, Language Press

Unit III-

Emergence of radio Technology, The coming of Gramophone Early history of Radio in India History of AIR: Evolution of AIR Programming Penetration of radio in rural India- Case studies Patterns of State Control; the Demand for Autonomy FM: Radio Privatization Music: Cassettes to the Internet

Unit IV-

The early years of Photography, Lithography and Cinema From Silent Era to the talkies, Cinema in later decades The coming of Television and the State's Development Agenda
Commercialization of Programming (1980s)
Invasion from the Skies: The Coming of Transnational Television (1990s)
Formation of Prasar Bharati

Unit V-

Media management – media as an industry and profession - Ownership patterns of mass-media in India – Sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains) - Hierarchy, functions and organizational structure of different departments - DAVP, INS, ABC and etc.

Course Outcome: After Completion of this course student will be able to:

- Pre & post-independence era of news and broadcast
- Process of advancement and need of technology
- Evolution of radio & broadcast process
- Silent era of films & media
- Concept of media management

Readings:

- Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010)
 - (Chapter 2 and Chapter 5)
 - Parthasarathy Ranga swami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
 - Jeffrey, Robin, *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)
 - Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32
 - Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) - 39- 57
 - Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275- 283)
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BAJMC 304 Advertising and Public Relations

Course objective-

- Understanding the history of advertisement
- Type of advertisement and their modes & requirements
- PR its importance & process
- Social media marketing as a emerging tool & its strategies

Unit I-

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- AAI, ASCI and their codes.

Unit II-

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

Unit III-

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

Organization of Public relations: In house department vs consultancy. PR

in govt. and Private Sectors

Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit IV- -

PR- Publics and campaigns

Research for PR

Managing promotions and functions

PR Campaign- planning, execution, evaluation

Role of PR in Crisis management

Ethical issues in PR- Apex bodies in PR- IPRA code- PRSI, PSPF and their codes.

Unit V-

Social Media Marketing

Social Media Technologies and Management

Integrated Marketing Communication
Developing Social Networks
Social Media Strategies, Tactics and Ethics
Social Media Tools
Measurement Strategies and ROI

Course Outcome: After Completion of this course student will be able to:

- History and evolution of Advertisement
- Models of advertisements
- Concept of PR, its segments, functions & importance

Readings

- David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- Frank Jefkins, Advertising Made Simple, Rupa & Co.
- Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
- Jethwaney Jaishri, Advertising, Phoenix Publishing House
- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- Cutlip S. Mand Center A. H., Effective Public Relations, Prentice Hall
- Kaul J. M., Noya Prakash, Public Relation in India, Calcutta



BAJMC 305 Computer Application

Course objective-

- Understanding the computer system
- DOS and Worksheet its usage importance & process
- Adobe photoshop & page maker
- Vector graphics formatting & editing

UNIT- I:

Introduction to Computer System Basic principles of functioning of computer, Introduction to different operating systems and Utility packages, MS DOS – Internal and external commands, Windows Basics, the User interface (Task bar, start Button, Title Bar, Right clicking, Windows Accessories, Miscellaneous Features My computer icon, network neighborhood, explorer), Introduction with special reference to MS WORD, Opening documents and moving around, manipulating windows, Using the interface, proofing documents, document enhancement, creating and printing merged documents, Using Wizards and Templates, Handling graphics and, creating tables and charts.

UNIT-II:

Spreadsheet and Presentation Package Worksheet basics and data entry, working with graphs and charts, database management, Power Point basics: Creating, handling and present, Adding clipart and other objects

UNIT- III:

Adobe Photoshop Studio Introduction to Photoshop and its features: Painting and Drawing, Introduction to painting techniques and image editing, Automating Photoshop

UNIT-IV:

Vector Graphics (Designing, Color Theory, Vector Designing & Editing, Text Formatting): Interface: Working with menus, toolbars, Dockers. Document Setup: Setting Page Size & Orientation, Document Navigation Rulers & Guidelines: Status Bar. Text: Formatting, Text Layout, Skewing and rotating, creating drop shadow, Text to Path, Extruding text. Objects: Grouping & locking objects, Combining & breaking apart, Transforming & Shaping, Cutting objects apart, Trim, weld & Intersection of objects. Lines & Curves: Using freehand & Bezier tool, Line properties, Arrowheads Eraser & artist media tools Nodes & Paths. Color & Fills: Solid Color, Color Palettes, Eyedropper & Paint bucket, Fountain, Fills, Patterns, Texture Fills, Interactive Mesh Fill. Special effects: Envelopes, Blends, Perspective, Shadow Objects, Power clip Command, Transparency, Distortion, Contour, Lens Docker. Complex Shapes: Polygon & Stars Spirals Printing Menu. Software will use : Corel Draw & Introduction to Adobe Illustrator.

UNIT-V:

Page Making: Document Setup Option Page Type, Page Style, Page Numbering, an Page Measurement Standard Tool Bar Options Create New Document with Setting, Open & Store Options, Preferences Import & Export Objects options, Scanning, Document Setup, Columns Guide Setting, etc. Formatting Tool Bar Option Copy Paste Options, Cross Pasting, Multiple Pasting, Insert Objects,

and Import Images & Text from other Objects etc. Text Setting Options Fonts Setting, Control Palette, Paragraph Setting, Text Warping, Master Files, Text Rotating options Alignment Setting, Text Colors. Rulers & Guide Lines Print Out Bar Import Objects, Polygon Setting, Draw & Filling Objects, Alignment Setting of the Images etc. Software will be used Adobe In Design , PageMaker & Quark Express.

Course Outcome:After Completion of this course student will be able to:

- Use the computer using MS Office & DOS
- Page making, styling, formatting, griding
- Adobe illustrator & photoshop, editing the photos

Reading List:(additional books will be prescribed by the respective teachers at a later date)

- Jain, V.K. PC Software, BPB Publications
 - Geordan & Mainz, Using Adobe Photoshop, PHI
 - McMillan & Co. Mastering PageMaker, BPB Publication
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SEMESTER IV

BAJMC 401 Documentary Production

Course objective-

- History & differentiation between non fiction & fiction of documentaries
- Production process
- Elements & importance of scripting & shooting
- Post production, editing and detailing

Unit I

Introduction to Non-fiction- Introduction, understanding the Non-fiction genre, History of actualities, Types of documentaries, early documentaries.

Unit II

Production process of Documentary- Pre-production of documentary, Approaches to documentary production, Developing Ideas, Research on the subject, Research, zeroing on the subject, Development of script, Scheduling, Budgeting.

Unit III

Essential elements of Script- understanding the Visual elements, modes of recording the Sound, and understanding the sound elements, different approaches to the Story and its elements, understanding the Point of view.

Unit IV

Production of Documentary- Field production of documentary, Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews, understanding the role of interviewee, different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities.

Unit V

Post- Production- Types of editing software's, Logging to system, Shots identification, rough cut, Final cut, Use of narration, importance of music, use of effects, titling, advantages of subtitling acknowledgments.

Course Outcome: After Completion of this course student will be able to:

- Difference between fiction and non-fiction documentaries
- Production process and research required
- Elements of scripting & approach to elements
- Post production editing and effects & subtitling

Readings:

- Erik Barnow and Krishnaswamy Documentary
- Charles Musser "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of*

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

BAJMC 402 Introduction to New Media

Course objective-

- Key concept and theories of new media
- Understanding the concepts and use of Virtual & digital journalism
- Web writing and its concepts
- Visual and content designing, Blog Writings

Unit I

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 II

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 III

Digitization of Journalism, Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics

Unit IV

Overview of Web Writing, Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

Unit V

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

Course Outcome: After Completion of this course student will be able to:

- Understand the theories and concept of new media & technology
- Virtual and digital journalism & its importance and content creation
- Digitalization & network of journalism
- Blog writing & content designing
- Patent, copyright and digital archives

Suggested Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- LevManovich.2001.“WhatisNewMedia?”InTheLanguageofNewMedia. Cambridge: MIT Press. pp.19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym,NancyK.PersonalConnectionsinthedigitalAge.Polity,2010.Chapter 3. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University PressUS.
- O’Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com,

BAJMC 403 Development Communication

Course objective-

- Key concept and theories, measurements of development
- Understanding the concepts of development communication
- Pre and post liberalization eras
- Rural journalism&tribal problems & communication

Unit I

Development:Concept,concerns,paradigms,
 Concept ofdevelopment
 Measurementofdevelopment
 Development versus growth
 Human development
 Development as freedom
 Models of development
 Basic needs model
 Nehruvianmodel
 Gandhian model
 Panchayati raj
 Developingcountriesversusdevelopedcountries
 UN millennium devgoals

Unit II

Development communication: Concept and approaches
 Paradigmsofdevelopment:Dominantparadigm,dependency,alternativeparadigm
 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 wood triangle

Unit III

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, performance record of each medium-print, radio, tv, video, traditional media
Role of development agencies and NGOs in development communication
Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;
Cyber media and dev –
e-governance, e-chaupal, national knowledge network, ICT for dev
narrow casting
Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

Unit IV

Practising development communication
Strategies for designing messages for print
Community radio and dev
Television programmes for rural India (Krishi Darshan)
Using new media technologies for development.

Unit V

Rural Journalism
Information needs in rural areas;
Use of traditional media for development in rural areas;
Rural newspapers;
Critical appraisal of mainstream media's reportage on rural problems and issues;
Specific features of tribal society;
Information needs in tribal setting;
Critical appraisal of mainstream media's reportage on tribal problems and issues

Course Outcome: After Completion of this course student will be able to:

- Understand the concepts and need of development communication
- Practicing development communication
- Rural journalism & its features in mainstream media
- Mass media as a tool of development

Suggested Readings:

- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.

- BelmontCA:TechnologyCommunicationBehaviour,Wordsworth Publication, New Delhi,2001.
- Dr.AnilKumar:MassMediaandDevelopmentIssues,BhartiPrakashan, Upadhyay Varanasi,2007.
- UNDP:HumanDevelopmentReport(publishedeveryyear),Oxford University Press, NewDelhi.
- WorldBank:WorldDevelopmentReport(publishedeveryyear)Oxford University Press, NewDelhi.

BAJMC 404 Media, Ethics and the Law

Course objective-

- Ethical framework & media practice
- Media technology and its ethical parameters,NBA Guidelines
- Advertisement and its representation & laws
- Media regulation & its social responsibility

Unit I

Ethical Framework And Media practice
 Freedom of expression(Article19(1)(a)andArticle19(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; Aaron Swartz.
 Attack on Freedom of artists and authors

Unit II

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 66A and the verdict of The supreme court) Discussion
 of Important cases-eg- Operation Westend
 Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Unit III

Representation and ethics
 Advertisement and Women Pornography
 Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986
 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000
 and 292 IPC etc

Unit IV

Media and Regulation
Regulatory bodies, Codes and Ethical Guidelines
Self-Regulation
Media Content- Debates on morality and Accountability:
Taste, Culture and Taboo
Censorship and media debates

Unit V

Media and Social Responsibility
Economic Pressures
Media reportage of marginalized sections- children, dalits, tribals, Gender
Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition-
incitement to violence, hate speech.
Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists

Course Outcome: After Completion of this course student will be able to:

- Ethical framework and media practices
- Media parameters and technology
- Law and regulations in media practices
- Understand the media regulations and social responsibility

Essential Reading list:

- Thakurta, Paranjay Guha, 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
- Vikram Raghvan, 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
- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

BAJMC 405 Film Appreciation

Course objective-

- Birth of cinema and films
- Films as an art & film making
- Difference between theatre, literature and films
- FTII,
- Economics of Indian cinema

Unit I

The birth of cinema , Film & Modern men, Lumier brother's package, The Grand father of Indian cinema: Dada Saheb Phalke, The silent era (1896-1930), The talkie era and decade wise trend up to 1931-1950, Prabhat Film Company, New Theaters, Bombay Talkies

Unit II

Film as an art, Film and painting, Film and theatre, Film and literature, Film and music, Film language and grammar, (A)Shot, scene & cut, (B)Camera Distance, (C) Camera Angles, (D)Camera movements, (E) Lighting, (F) Sound in films, (G) Film Editing devices

Unit III

Economics of Indian cinema, Department of Film making & Persons, Film Production, Distribution & Exhibition, Film Publicity: Press, Radio, Satellite Channels, Multiplex Corporate Culture, NRI, NITCH, Cross over, Pop Corn cinemas.

Unit IV

Film institutions in India, Film festivals (National and International), Film awards, Film censorships, Enrichment of human life a social-cultural values through films, Future of films.

Unit V

Case studies of contemporary films, Audience Research & Survey, Detail review & analysis of current films as a projects.

Course Outcome:After Completion of this course student will be able to understand about:

- Film editing device
- Film reviewing techniques, research and method
- Ftii
- Department and economics of indian films

Suggested Readings:

- Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol. I*
- Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt
- Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in

SEMESTER V

BAJMC 501 Global Media and Politics

Course objective-

- Media & international communication overview
- Media and rivalry, role of media
- Global conflicts and implications
- Media hegemony, media and globalization

Unit I

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

Unit II

Media and superpower rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR;
Radio free Europe, Radio Liberty, Voice of America
Communication debates: NWICO, McBride Commission and UNESCO
Unequal development and Third World concerns: North-South, Rich-Poor

Unit III :

Global Conflict and Global Media World Wars and Media Coverage post
1990: Rise of Al Jazeera
the Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and
implications for the media

Unit IV:

Media and Cultural Globalization Cultural Imperialism, Cultural politics: media hegemony and
Global cultures, homogenization, the English language Local/Global, Local/Hybrid

Unit V:

Media and the Global market Discourses of Globalization: barrier-free economy, multinationals,
technological developments, digital divide
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 programs KBC/Big Boss/Others

Course Outcome: After Completion of this course student will be able to Understand about:

- Media international communication
- Media & its super power rivalry

- Global conflicts and global media
- Media and cultural globalisation & regional integration

Readings:

- Daya Kishan Thussu. *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 Francis Publication, 2012.

BAJMC 502 Advanced Broadcast Media

Course objective-

- Public Service broadcasting, policy and laws
- Global overview of broadcasting
- Radio magazines shows
- Broadcast Mixing genre, advance broadcast of radio and television

Unit I-

Public Service Broadcasting
 Public Service Model in India (Policy and laws)
 Global Overview of Public Service Broadcasting
 Community Radio, Community Video
 Participatory Communication
 Campus Radio

Unit II-

Private Broadcasting
 Private Broadcasting Model in India; Policy and Laws
 Structure, Functions and Working of a Broadcast Channel
 Public and Private partnership in television and Radio programming (India and Britain case studies)

Unit III:

Broadcast Genres-
 Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre
 Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and daytime.

Unit IV -

Advanced Broadcast Production I - (Radio) Writing and
Producing for Radio
Public Service Advertisements
Jingles
Radio Magazine shows

UNITV
AdvancedBroadcastProductionII-(Television) Mixing Genres in
TelevisionProduction-
MusicVideoforsocialcomment/asdocumentary
Mixing ENG andEFP
Reconstruction in News based Programming

Course Outcome:After Completion of this course student will be able to Understand about:

- Law, structure and functions of broadcasting
- Models and types of broadcasting
- Broadcasting genres
- Advance production of broadcasting of radio & television

Readings

- A. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
- B. Robert B. Musburger and Gorham Kindem, Introduction to Media Production, (Elsevier: Focal Press Focal Press) Pg-95-133, 179-212
- C. Ambrish Saxena, Radio in New Avatar- AM to FM, (Delhi: Kanishka) , Pg- 92-138,

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BAJMC 503 (A) Media Industry and Management

Course objective-

- Policies and regulations of global media
- FDI Policies & practices
- Management process, audience and credibility
- Corporatization and political aspects of media

UNIT – 1

Government-Media Interface Policies
and regulations, Process
Media Management practices followed by Indian and Global Media Organizations

UNIT – 2

Entrepreneurial freedom and challenges
Arranging equipment and personnel for a new media enterprise,
problems of finance,
FDI (policies & Practices)

UNIT - 3

Distribution / Circulation Management Process,
promotion and Evaluation
Media audiences and credibility

UNIT-4

Mediamanagement:Insights,Practicesandchallenges Ethic –
legal perspectives in Mediamanagement
IssuesrelatedtoPaidnews,lobbying,pressuregroupinfluence,
Corporatization and Politicization ofMedia

UNIT - 5 Case Studies

Crossmediaplatforms:issues&impediments.
CorporateTies&AudienceCentricapproaches

Course Outcome:After Completion of this course student will be able to Understand about:

- Media and global media organization
- FDI policies and practices
- Media audience and credibility
- Audience approach & corporate ties

Suggested Readings

- Vinita KohliKhandeka, Indian Media Business,Sage
- PradipNinanThomas,PoliticalEconomyofCommunicationsinIndia,Sage
- Lucy Kung, Strategic management in media,SAGE
- DennisF.Herrick,MediaManagementintheageofGiants,SurjeetPublications
Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and



BAJMC 503 (B) Folk and Community Media

Course objective-

- Culture and tradition, of folk media, roleof government agencies in traditional media
- Understanding community media, case study, history & recent development
- Participatory technique, movements in Indian approaches
- Development communication people awareness and campaign & Approaches

Unit I

Culture and Tradition -Meaning of Culture, Tradition, Folklore, oral tradition, Different Folk Media in India and Chhattisgarh, Devotional and religious forms, voicing public opinion and creating awareness through folk media. Traditional system of communication, Folk theatre, folk dance, folk music, puppetry, fairs and festivals, participatory use of traditional media for Rural and Tribal appraisal, Government agencies and use of traditional media.

Unit II

Community: Definitions, concept and characteristics of a community; Community norms, customs and institutions in contemporary India, Community social capital, Communities as stakeholders in development.

Unit III

Understanding community media- Case study of select community media initiatives. Community media in India and Chhattisgarh. Community Radio in India: Introduction, History and Recent development.

Unit IV

Participatory techniques- Community participation, Participatory data collection techniques. Concept of development journalism, changing pattern of traditional society, Communication and National development: approach of Wilbur Schram's, Diffusion of Innovation approaches, Gandhian vision of development, Issues related with displacement & rehabilitation,

Unit V

Development Communication and people's movement in India, Awareness campaign for grassroots democracy – Gram panchayat, Development Journalism for health and family welfare, Agriculture education & rural development, nutrition, SITE for development Communication Kheda Project, Jhabua project and Gyandoot as alternative communications approach

Course outcome-

- A Brief about Folk tradition and culture
- Community norms and stakeholders in development
- Participatory techniques and theories
- Case study related to folk culture and media

Readings-

- Howley, K. (2010). *Understanding Community Media*. New Delhi:Sage
 - Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi:Sage
 - Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.
 - Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter
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BAJMC 504 (A) Print Journalism and Production

Course objective-

- Specialized reporting, characteristics of correspondents

- Qualities & classifications of reporter
- Trends & investigation case studies in print journalism
- Page layout and designing
- Modern printing process & Features of writing

Unit 1:

Specialized Reporting
 Business/economic/Parliamentary
 Concept of news, definition of news, types of news, elements of news and sources. Meaning & characteristics of a reporter/correspondent, classification of reporters, qualities of reporter.
 Political

Unit 2:

Trends in Print journalism
 Investigative journalism/ Sting operations and related case studies
 Impact of Technology on newspapers and Magazines
 Ethical debates in print journalism: ownership and control.

Unit 3:

Production of Newspaper
 Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design)
 Handling text matter (headlines, pictures, advertisements)
 Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 4

Technology and print
 Modern Printing Processes
 Search for topics and material that can sell, titles, leads and slant in features; planning a feature, importance of human interest in features, basic principles and do's and don'ts of reviewing books, films, stage plays and TV programs; concept of photo-feature; scope of and approach to freelancing for newspapers & magazines.

Unit 5

Feature Writing: Definition of a feature. Types of features: descriptive, historical, personality – Language – Format. Feature Writing Activities: Personality Sketch – Place - Event - Features Interview: Personality – Opinion – Subject. features vis-à-vis fiction and literature; distinction between a featured news story and a feature article

Course outcome-

- Brief knowledge about news and qualities of reporters
- Trends in print journalism & impact of technology
- Production of newspaper, page layout and designing's
- Technology and print in modern era
- Feature writing activities, subject features v/s fiction features

Reading-

- News Reporting and Editing: K.M. Srivastava
 - News Editing: Bruce Westley
 - Editing and Design: Harold Evans
 - Editing in the Electronic Era: M.L. Gibson
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BAJMC 504 (B) Media Gender & Human Rights

Course objective-

- Media & the social world media, impact and grass root media
- Theory and gender conceptual framework of media
- Media masculinity and genre
- Human rights roles & media activism, international perspective
- Media lobbying

Unit I

Media and the social world
Media impact on individual and society
Democratic Polity and mass media
Media and Cultural Change
Rural- Urban Divide in India: grass- roots
media

Unit II

Gender Conceptual Frameworks in Gender studies
Feminist Theory
History of Media and Gender debates in India (Case studies)
Media and Gender - Theoretical concerns.

Unit III

Media and Masculinity
Media: Power and Contestation
Public Sphere and its critique
“Public sphere” of the disempowered?
Media and Social Difference: class, gender, race etc.
Genres—Romance, Television, Soap Opera, Sports

Unit IV

Media and Human Rights
Human Rights- Theoretical perspectives, Critique
Universal Declaration of Human Rights
Human Rights and Media (Case Studies)

UNIT V

The role of media in protecting human rights violations, investigative journalism, persuasive journalism and media activism, media lobbying. Conflict resolution and Media- the International, national and regional perspectives.

Course outcome

- Brief knowledge about news and qualities of reporters
- Role of media in protecting human rights
- Gender role in media
- Theories of gender and media study
- Impact of media on social media and society

Reading-

- Human Rights, Development of under privileges – Anuradha kumarsarup& sons pulisher
 - Human Rights & Media – Dr. Manohar Prabhakar & Dr. Sanjeev Bhagnawat – Universities Book House(P) Limeted
 - Human Rights in India- B.P. Singh Singhal- Deep&Deep Publications (Problems and Perspectives)
 - Manavadhikar Aur PichdaVarga- S.C Lamba, - Avishkar Publications
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BAJMC 505 Internship

SEMESTER VI

BAJMC 601 Advance New Media

Course objective-

- Media framework genres and role
- Sociology of internet and new media, intellectual value
- Cyber security and issues of privacy
- Participatory new media campaign

UNIT I

UNIT 1 Basics of New Media Frameworks – Genres and Environments

Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, et al.; guerrilla media; curating media, festival, mediaspaces

UNIT 2

Sociology of the Internet and New Media

Social Construction of Technology, Utopian-Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media-Intellectual value; digital media ethics, new media and popular culture.

UNIT 3

Critical New Media

Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cybersecurity and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.

UNIT 4

Participatory culture

Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media-digital media and identities, new media campaigns.

UNIT 5

Project and Production

Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening

Course outcome-

- Digital art and cinema
- Digital media values and ethics
- Political and public sphere in digital era
- Social media marketing and publicity

Readings:

- 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, pgs 1-55; pgs 95-120.
 - Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave
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BAJMC 602 Communication Research and Methods

Course objective-

- Introduction to research, methods and technique
- Content analysis, historical research
- Sampling, survey, writing data
- Statistics, and ethnography, citation and bibliography

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

Course Outcome: After Completion of this course student will be able to understand about:

- Media research and technology, hypothesis
- Research report, survey, sampling, analysis technique
- Ethnography and methodology

Readings:

- 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.

BAJMC 603 (A) Multimedia Journalism

Course objective-

- Multimedia working importance of audio video photos and production skills
- **Working** of web writing editing animation
- Importance of photography on screen
- Recording techniques & Formats

Unit 1

Introduction to Multimedia

Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit 2

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

Unit 3

Photograph

Photo on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. placements & Visual Design

Unit 4

Audio & Video Content Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5

Mobile journalism Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer. Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Course outcome-

- Video and audio production skills
- Photography techniques and types
- Broadcasting and webcasting difference
- Feature and news story

Suggested readings:

Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.

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

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

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

BAJMC 604 Introduction to Film Studies

Course objective-

- History & elements of Indian cinema
- Cinema forms & styles, & international films
- Third cinema, feminist film theory
- Film culture & contemporary films

Unit 1

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-in-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non-Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Genre and the development of Classical Hollywood Cinema

Unit II -

Film Form and Style

German Expressionism and Film Noir

Italian Neorealism

French New-Wave Film appreciation, FTII, Film archive of India,

Satyajit Ray Film & Television institute of India, Film

critic/Review, film festivals, Documentary Film, Production.

Unit III -
Alternative Visions
Third Cinema and Non-Fiction
Cinema Introduction to Feminist Film
Theory
Auteur- Film Authorship with a special focus on Ray or Kurusawa

Unit IV -
Hindi Cinema
Early Cinema and the Studio Era
1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
Film Culture Film Direction,
Legends in Directing & Film
Making, Doyens of Indian
Cinema, Film Production – Pre
production, Production and Post
Production, Script Writing,

Unit V -
Economics of Indian cinema, Department of Film making &
Persons, Film Production, Distribution & Exhibition, Film
Publicity: Press, Radio, Satellite Channels, Multiplex Corporate
Culture, NRI, NITCH, Cross over, Pop Corn cinemas. Economics
of Indian cinema, Department of Film making & Persons, Film
Production, Distribution & Exhibition, Film Publicity: Press,
Radio, Satellite Channels, Multiplex Corporate Culture, NRI,
NITCH, Cross over

Course Outcome: After Completion of this course student will be able to understand about:

- Language & style of cinema,
- History and new wave of cinema
- International films & culture its presentation
- Globalization & Indian cinema

Readings:

Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol. I*

Berkeley, Los Angeles and London: University of California Press: 1967, 9-16

Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film*

Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt
Brace Jovanovich, Publishers: 1977, 45-63

Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in

BAJMC 604 Advertisement Production Lab

Course objective-

Advertisement concept and designing
Scripting
Pr campaign

- Design an ad copy for a product
- Scriptwriting for electronic media (Radio jingle, TV Commercial)
- 3 Planning & Designing advertising campaigns
- Critical evaluation of advertisements
- Writing a press release.
- Planning and designing PR campaign
- Assignment on crisis management

Course Outcome: After Completion of this course student will be able to understand about:

- Learn scripting
- Advertisement concept mode
- Audience analysis and evaluation
- Planning and designing

BAJMC 604 Dissertation

Every student will have to work on a dissertation in any area of communication detailed in the curriculum. For completing the dissertation, they will follow the research steps under the guidance of the faculty members.

GUIDELINES –

- Title: It should be decided with the help of the HOD and must be submitted in the beginning of 4th semester or in the end of 3rd semester.
- Synopsis: After finalizing the title, synopsis should be submitted (research design clearly indicating aims, objective, research methodology, review of literature and bibliography etc) in the first month of fourth semester.
- Progress: From time to time student will submit progress report of research to department in writing and signed by the guide/co guide. A minimum of 3 reports must be submitted before final submission of dissertation.

- Final dissertation in 3 copies in hard bound should compulsorily be submitted. The date of submission will be decided by HOD. This dissertation carries 100 marks. 25 marks will be awarded on progress reports submitted by the student, while 75 marks will be awarded on final evaluation of dissertation
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