

B.A (HONOURS) JOURNALISM AND MASS COMMUNICATION
 Under Choice Based Credit System
 Total Credits: 140

Semester	Core	AECC	SEC	DSE	GE
I	C1 – Introduction to Media and Communication C2 – History of the Media	Env. Studies			GE 1 – Indian Social System (For students of other discipline)
II	C3 – Reporting & Editing for Print C4 - Media Ethics and Law	MIL Communication			GE 2 – Citizen Journalism (For students of other discipline)
III	C5 – Radio Journalism C6 –Television Journalism C7 - Development Communication		SEC -1 Photo Journalism Or Select from the pool provided by the College		GE 3 – Public Service Broadcasting (For students of other discipline)
IV	C8 –Introduction to Advertising C9 –Introduction to Public Relations C10 - Media Industry and Management		SEC 2 – Film Appreciation Or Select from the pool provided by the college		GE 4 – Photography (For students of other discipline)
V	C11 –Internet Journalism C12 - Global media and Politics			DSE1 - Media, Gender and Human Rights DSE2 –Tribal Communication DSE3 - Media & Cultural Studies DSE4 – Odia Journalism (ANY TWO)	
VI	C13 - Internship C14 – Project Report			DSE5 - Print Production DSE6 – Design & Graphics DSE7 – Camera & Editing for TV (ANY TWO)	

SEMSETER I
C1 Introduction to Media and Communication

The course is designed for giving the students a framework to access, analyze, evaluate and participate with messages in various forms of communication. Media literacy builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy. This understanding will enable students to realize media's dynamics in the context of their origin and evolution which would in turn allow newer insights towards exploring innovative angles for practicing the same.

Unit – I (L-15)

Communication: Definition, Nature, Scope and Purpose, Process of Communication, Functions of Communication.

Unit – II (L-15)

Kinds of Communication: Intra-personal, Interpersonal, Group, Mass Communication and other types

Unit –III (L-15)

Mass Media: Meaning & Concept, Introduction to Indian Press, Brief account of the origin and development of newspaper and magazine in India, History of the development of electronic media in India: Radio & TV

Unit – IV (L-15)

Media, Market and Technology: Changing trends of Mass Communication under the process of globalization, Private and Public Media, Technology in the development of Media, Media and Market: Nature, Relation & Expansion.

Books for Reference:

1. Singhal, Arvind & Roger, Everett M. *India's Communication Revolution: From Bullock Carts to Cyber Marts.*
2. Kumar, Keval J. *Mass Communication in India.* Jaico Publishing House.
3. Agarwal, Virbala. *Handbook of Journalism and Mass Communication.*
4. Ghosh, Subir. *Mass Communication Today*
5. Rayudu, C.S. *Communication*
6. Vilanilam, J.V. *Mass Communication in India*

C2 History of the Media

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, Changing Readership, Print Cultures, Language Press

Unit III

Sound Media, 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

Visual Media: 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.

Readings:

1. Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010) (Chapter 2 and Chapter 5)
2. Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989)
3. Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)
4. Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57
5. 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)
6. David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, Chapter 8 and Chapter 9.
7. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhohd Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
8. Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
9. John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000).
10. Elen McDonald "The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra" *Asian Survey*, 8-7, (1968) pp 589-606
11. G.N.S Raghavan, *Early years of PTI, PTI story: Origin and Growth of Indian Press*, (Bombay, Press Trust of India, (1987), 92-119

12. Melissa Butcher *Transnational Television, Cultural Identity and Change*, (New Delhi, Sage,2003) 49-77

GE1 - Indian Social System

Objectives of the Course: On completion of the course the student should be able to:

1. Understand the social structure of Indian society
2. Role and importance different factors in social change.

Unit – I (L-15)

Society & Religions: Concept and types of Society, Introduction to Indian Society: Structure, Characteristics & background, Definition and Concept of religions, Brief idea of religions: Hinduism, Muslims, Christianity, Buddhism, Jainism & Sikhism.

Unit – II (L-15)

Family in Indian Society: Marriage and kinship in India, Functions of family, Types of family, Changes in Indian family system, Evil practice of Dowry in Indian marriage

Unit–III (L-15)

Caste system in India: Characteristics of caste system in India, Socio-cultural, economic, political dimension of caste system in India, Power dimension of caste system in India, Inter-caste relations, changes in caste system in India

Unit – IV (L-15)

Social Change: Factors of social change, Education in social change: Importance & Need, Globalization & Social change, Media & Social change, Technology for Social change.

Suggested Readings:

1. ShyamBenegal Bharat EkKhoj (Series)
2. Ram ChanderGuha India After Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin
4. H.R. GhosalAn Outline History of Indian People
5. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
6. A.N. Aggarwal Indian Economy
7. Rajni Kothari Caste in Indian politics
8. Ministry of I&B Facts about India

SEMESTER – II
C3 Reporting and Editing for Print

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

UNIT IV

Trends in sectional news, Week-end pullouts, Supplements, Backgrounders, columns/columnists, 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

Written Examination

Practical

Readings

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson,
4. McGraw Hill Publication
5. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
6. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
7. The Newspaper's Handbook, Richard Keeble, Routledge Publication
8. Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
9. News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
10. Mass Communication Theory, Denis McQuail, Sage Publications
11. Reporting for the Print media'. (2nd ed) .; Fedler, Fred. Harcourt, Bruce
12. Jovanovich Inc., NY. 1979

C4 Media Ethics & Law

On completion of the course students should be able to understanding basic laws relating to media. They can get an overview of recent amendments in media laws. The course will help them become a responsible media person.

Unit -I

Constitution and freedom of speech and expression. Contempt of court. Official secrets act 1923. Right to information. Right to privacy.

Unit-II

Civil and criminal law of defamation. Indian penal Code 1860 (Section -124A, 153AB, 292, 293). Criminal procedure Code 1973 (Section-93, 95, 96, 108, 144, 196, 327). Intellectual property rights. Copy Right Act 1957. Prasar Bharti Act 1990. Cable TV network regulation Act 1995. Information technology Act 2000.

UNIT-III

Press commissions. Media council/ Press Council. Working Journalist Act. Autonomy of public broadcasting

Unit -IV

Ethics: Meaning & definition. Advertising Council of India. Parliamentary privileges: article 105, 193 and 361A of constitution. Guidelines for parliamentary coverage. AIR code for election coverage. Doordarshan commercial code

Suggested Readings:

1. Universal Publishers Criminal Law Manual (relevant Sections of IPC)
2. Universal Publishers Law Dictionary [Constitution of India (Article 19 (1) and 19 (2) 105, 194)]
3. D DBasu Law of the Press, Wadhwa & Company, Nagpur
4. Vidisha Barua Press and Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
5. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi

GE2 - Citizen Journalism

Course Objectives:

- understand the similarities and differences between mainstream, alternative and citizen produced journalism
- know their ethical and legal responsibilities as content producers
- develop hands-on skills in using social media tools, such as blogs, Twitter, Flickr and YouTube.
- have a basic understanding of the state of journalism today

Unit-I

Citizen Journalism: Background, Concept and Case Studies. News and types of News, Basics of news writing and news selection, Interviews: type and techniques, Platforms for Citizen Journalism, Introduction to Social Media. Cell phone journalism.

Unit-II

ICT in journalism, Social Collaboration: Virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing. Blogs, Copyright, and Censorship: Threats Facing Open Source Journalism.

Unit-III

Cyber activism: Concept and Case Studies. Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing. Social publishing: Flickr, Instagram, Youtube, Sound cloud

Unit-IV

Web design, integrating multimedia content, Audio clips, Podcasting and citizen Journalism, basics of digital photography and basics of videography.

Practical -

Creating and designing Blogs, developing web designs, Cell phone reporting, Publishing multimedia content in the internet and web version of lab journals.

References:

1. Citizen Journalism, Global Perspectives. Stuart Allan and Einar Thorsen (Eds). NY: Peter Lang, 2009.
2. Readings: Text: Citizen Journalism, Global Perspectives, Chapters 15 & 18.
3. Text: Citizen Journalism, Global Perspectives. Chapters 2, 3 & 4. Online: Social Media, Human Rights, and Political Change by Sarah Joseph
4. *We the media: grassroots journalism by the people for the people* by Dan Gillmor. 1st edition, July 2004.
5. *We've got blog: how weblogs are changing our culture*. Perseus publishing
6. Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.
7. Mirabito, M ., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press
8. Ward, M.(2002). Journalism Online, Focal Press.
9. Citizen Witnessing: Revisioning Journalism in Times of Crisis. Stuart Allan, NY: Peter Lang, 2013.

SEMESTER – III

C5 Radio Journalism

On completion of the course students should be able to describe the characteristics of radio as a medium of mass communication and its limitations. They can identify different modes of broadcasting and types of radio stations. They can describe different formats of radio programmes. They will be able to list basic inputs and main elements of radio production. They can also distinguish & describe the qualities of different types of microphones used in radio production.

Unit-I

Radio as a medium of mass communication in today's context. Characteristics of radio. Limitations of radio

Unit-II

Three Modes of transmission: AM, SW and FM. Different types of radio stations

Unit-III

Radio journalism: Meaning & Definition. Qualities of an anchor/presenter. Importance of pronunciation & voice modulation.

Unit-IV

Radio format: Meaning & Importance. Radio news, Radio talks, Radio features

Written Examination

Practical

Suggested Readings:

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press

C6 Television Journalism

On completion of the course students should be able to explain the salient features of TV as a medium. They can list the different formats of TV. They will also be able to describe the process of gathering news and report for TV.

Unit-I

Understanding the medium – Nature & Importance. Objectives and principles of TV Broadcasting. Public & Private channel: Objective & reach. Distinguishing characteristics of TV as compared to other Media. Mode of transmission: Terrestrial, Satellite Television & Cable TV

Unit-II

TV formats: Meaning & Needs. Fictional programs: soap operas, sitcoms, serial & films. News based programme: Talk, Discussion, Interview etc.

Unit-III

Definition and elements of TV News. Basic principles of TV News Writing. Sources of TV News. Types of TV News bulletins and their structure. Planning and conducting of various types of interviews: Factual, Opinion and Ideas

Unit-IV

Video Editor and Producer of TV News. Structure and working of News room of a Television Production Centre. Duties and Functions of TV Reporter.

Written Examination

Practical

Suggested Readings :

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi
 2. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
 3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
 4. Andrew Boyd Techniques of Radio and Television News
Publisher: Focal Press, India.
1. Janet Trewin Presenting on TV and Radio, Focal Press, India.

C7 - Development Communication

Unit 1

Social Change and Issues in Development

- Global Parameters of Development and India
- Global and Regional Initiatives – Millennium Development Goals, human rights, social inclusion, gender, ecology and sustainable development, public health, family welfare
- Communication and Social Change
- Media and Social Marketing

Unit II

Strategic Approaches to Development Communication

- Development Support Communication-RTI, Social Audits, Grass-root activism, Whistleblowers, NGOs, other agencies
- Wood's Triangle
- Multi-Media Campaigns, radio, cyber-media, KAP Gap
- Diffusion of Innovation; Magic Multiplier; Empathy

Unit III

Paradigms of Development Communication

- Linear Models - Rostow's Demographic transition, transmission
- Non-Linear - World System Theory, Marxist Theory
- Dependency Paradigm – centre-periphery, unequal development, development under

development

- Alternative Paradigms –participatory, think local/act global think global/act local

Unit IV

Development Communication- Praxis

- Designing the Message for Print
- Community Radio and Development
- TV and Rural Outreach
- Digital Media and Development Communication

Indicative Reading List

- Gupta V.S. Communication and Development, Concept Publication, New Delhi.
- Ganesh S. lectures in Mass Communication, India Publishers, 1995.
- Murthy D V R Development Journalism, What Next? KanishkaPublication,New Delhi.
- Melkote Srinivas R. & H. Leslie Steeves. Communication for Development in The Third World, Sage Publications.
- Joshi Uma.Understanding Development Communication, Dominant Publishers, New Delhi.

SEC 1- PHOTO JOURNALISM

Unit I

Photo Journalism - History of photojournalism. 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 Photojournalism- both professionally and aesthetically. Types of cameras-Digital versus Analogue, SLR versus Point and Shoot cameras, Different types of lenses, tripod, flash. Knowing the aesthetics of photojournalism- Composition, Camera angles. Types of image formats- Raw, JPEG, TIFF. Understanding Lights, Mobile phone for photojournalism.

Unit III

Types of Photojournalism. Sports photojournalism, Travel photojournalism, Food, Still Life, Science, medical, spot news, war photojournalism and wildlife photojournalism.

Photo feature and Editing- Photoshop, The online photo editors- manipulating the images. Applying effects. Technical skills for photojournalism.

Unit IV

Ethical and Legal Issues- staging versus truthfulness- treating subjects with respect- Privacy, Stereotyping. Victims of incidents or tragedy, Public interest visuals. Photography in the age of new digital technology. Photojournalism as a profession and business- Photo Agencies- its role

in media, Photo freelancing as a profession. Photojournalist as a writer. Photojournalism, a look into the future.

Written Examination

Practical

Practical - Photo Exhibition or Photo feature publications in magazines, newspapers or Designing a photography portfolio.

Textbooks

1. Parrish, Fred S., (2001). *Photojournalism: An Introduction*, Wadsworth Publishing.
2. Brill, Betsy. (2001). *Photo Journalism: The Professionals' Approach*, Focal Press.

GE3 - Public Service Broadcasting

Unit I

Public Service Broadcasting: Definitions and Mappings. Revenue Models. Global Overview of Public Service Broadcasting. Public Service Model in India: Policy and Laws

Unit II

State Initiatives and Interventions: All India Radio, Doordarshan, Films Division, The Prasar Bharti Bill

Unit III

Participatory Communication: Community Radio, Campus Radio, Community Video, Citizen Journalist, Digital Media and ICT

Unit IV

Case studies: Public Service Broadcasting Trust, (PSBT) India, British Broadcasting Corporation (BBC)

Reading List:

1. Chatterjee P.C, Broadcasting in India, New Delhi, Sage 1987.
2. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002).
3. Saxena ,Ambrish, Radio in New Avatar- AM to FM, Kanishka Publishers .

SEMESTER IV

C8 Introduction to Advertising

On completion of the course students should be able to define and explain advertising, its role and functions. Identify various types of advertising. Explain the elements of advertising.

Unit I

Advertisement: Definition, Meaning & Concept. Importance and Role of Advertising. Need, nature and scope of Advertising. Role and functions of Advertising. History & growth of Advertising in India

Unit II

Advertising consumer welfare, Advertising standard of living, Advertising & cultural values

Unit III

Classification of Advertising on the basis of :Target Audience, Geographical Area, Medium, Purpose

Unit IV

Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations. Characteristics, Advantages & Disadvantages. Broadcast media – Television, Radio. Print Media – Newspaper, Magazines

Written Examination

Practical

Suggested Readings

1. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S.&Rotzoll Kim Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt.Ltd., Chennai
5. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London

C9 Introduction to Public Relations

On completion of the course students should be able to define Public Relations and its function. They can apply tools and techniques for handling public. They will be able to define and explain event management and its functions. They can also explain the revenue generating process for an event.

Unit I

Public Relations: Meaning, Definition & Concept. Objective of Public Relations. Need, nature and scope of Public Relations. History and growth of PR in India. How PR is different from advertising, publicity and propaganda.

Unit-II

Tools and techniques of Public Relations. Press Release: Importance and need. Media relations - press conference and press tours.

Unit-III

House journal, Annual report, Corporate film, Speech writing, minutes and official memo.

Unit-IV

Organisational Set-up of PR agency and department. Effect of Public Relations. Role of PR in government organization. Role of PR in public sector. Role of PR in private Sector.

Written Examination

Practical

Suggested Readings:

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank Public Relations Techniques, Butterworth & Heinemann Ltd., Oxford
4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.

C 10- Media Industry and Management

Course contents:

UNIT – I

Government-Media Interface, Policies and regulations, Process, Media Management practices followed by Indian and Global Media Organisations, Entrepreneurial freedom and challenges, Arranging equipment and personnel for a new media enterprise, problems of finance, FDI (policies & Practices)

UNIT - II

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

UNIT - III

Media management: Insights, Practices and challenges, Ethical – legal perspectives in Media management, Issues related to Paid news, lobbying, pressure group influence, Corporatisation and Politicisation of Media

UNIT - IV

Case Studies, Cross media platforms: issues & impediments. Corporate Ties & Audience Centric approaches

Written Examination

Practical

Suggested Readings

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

SEC 2 - Film Appreciation

Course contents:

Unit I

Language of Cinema Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-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 Difference between story, plot, screenplay

Unit II

Film Form and Style German Expressionism and Film Noir Italian Neorealism French New-Wave Genre and the development of Classical Hollywood Cinema

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 1950s- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave Globalisation and Indian Cinema, The multiplex Era Film Culture

Recommended Screenings or clips Unit I

- o Rear Window by Alfred Hitchcock (Language of Cinema)
- o Battleship Potempkinby Sergei Eisenstein (Language of Cinema)
- o Man with a Movie Camera by DzigaVertov
- o Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism)
- o Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- o PatherPanchalibySatyajit Ray
- o The hour of the Furnaces by Fernando Solanas Unit IV
- o NishantbyShyamBenegal/Aakrosh by GovindNihalani (Indian New wave)
- o Pyaasaby Guru Dutt

Suggested Readings:

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

Berekeley, 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

Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94.

David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip

Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 1734.

Paul Schraeder "Notes on Film Noir" in John Belton ed. Movies and Mass Culture New Brunswick

New Jersey: Rutgers University Press: 1996 pg.153-170

Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.

Richard Dyer "Heavenly Bodies: Film Stars and Society" in Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617

Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008

GE4 - Photography

UNIT I

Technical history of photography: Persistence of Vision, Camera Obscura, A brief glimpse into the Dark Room Development of a Photograph. □ 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 II

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

UNIT III

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

UNIT IV

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

Written Examination

Practical

Suggested Readings:

1. Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag
2. The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
3. Basic Photography- Michael Langford.
4. All about Photography by Ashok Dilwali, National Book trust , Year of Publication: 2010. New Delhi.
5. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
6. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

SEMESTER V

C11- Internet Journalism

On completion of the course students should be able to explain the uses of cyber media for journalistic purpose. They can understand the applications of the uses of online tools for communication.

Unit-I

Meaning and definition. Characteristics of Online Communication

Unit-II

Characteristics of Internet. Brief Idea about ISP and browsers. Websites & its types. Email: Need & Importance. Web tools: Blogs, Social Media & Search Engine

Unit-IV

Brief History of the E-newspaper in English & Hindi. Reasons for the growing popularity of e-newspaper. Present & Future of E-newspaper. Limitations of online newspapers

Unit-IV

Traditional vs Web Journalism. Elements of a Web newspapers. Reporting Writing, Editing for Web Journalism. Web Journalism & Law: Information & Technology Act 2000 & Copy Right Act.

Written Examination

Practical

Suggested Readings :

1. Ronal Dewolk Introduction to Online Journalism Allyn&Bacon, ISBN 0205286895
2. John Vernon Pavlik New Media Technology Allyn& Bacon ISBN 020527093X
3. Michael M. Mirabito, New Communication Technologies : Application, Barbara . Mognrenstorn, Policy & Impact Focal Press, 4th edition ISBN 0240804295
4. Suresh Kumar Internet Patrakarita, Takshila Publication, Delhi

C12 –Global media and Politics

Unit I

Media and Globalisation

- Globalisation : barrier-free economy, multinationals and development
- Technological advances, telecommunication
- Globalization of TV formats
- Global networks: information society, network service economy, movement of intangibles

Unit II

Media and the Global Market

- Trans-world production chains and BPOs /Call Centres
- Media conglomerates and monopolies: Ted Turner/Rupert Murdoch
- Global and regional integrations: Zee TV as a Pan-Indian Channel Entertainment: Local/Global/Hybrid - KBC/Big Boss/Others?

Unit III

Global Conflict and Global Media

- World Wars and Media Coverage-the rise of Radio-propaganda and persuasion
- The Gulf Wars: CNN's satellite transmission, embedded Journalism
- 9/11 and implications for the media
- 26/11 and implications for the media

Unit IV

Ideology, Culture and Globalisation

- Cultural politics: media hegemony and legitimation of media driven global cultures, homogenization, the English language
- Rise of Regional Initiatives: Al-Jazeera

- Hacking ;WikiLeaks, Media Executions
- Freedom of Expression debates

Indicative Reading List

- Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi.
- Kamalipor, Yahya R. Globalization of Corporate Hegemony , New York Press.
- Monroe, Price. Media Globalisation’ Media and Sovereignty, MIT press, Cambridge, 2002.
- Kamalipor, Yahya R and Snow Nancy ,War, Media and Propaganda, Rowman and Littlefield Publication.
- Patnaik, B.N &ImtiazHasnain(ed) Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla, 2006.
- Singh, Yogendra . Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.
- Thussu, DayaKishan Continuity and Change , Oxford University Press.

DSE 1- Media,Gender andHuman Rights

Course contents:

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. Media and Masculinity

Unit III

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

Presentation: a) Watcha Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

Unit IV

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

Presentation: Representation of Human Rights issues and violations in International and media

Essential Readings

1. Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. Media theories and approaches: A global perspective. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137 Readings: 1. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE.

Readings:

1. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996).
3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. Media and society: A critical perspective. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, Advanced Studies in Media, Thomas Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives (2010): 20.
7. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009. 278-290. 8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essential introduction. Psychology Press, 2004...53-61. 9. Bannerjee, Menon & Priyameds. Human Rights, gender and Environment, Pearson & Co. 2010

DSE 2 - Tribal Communication

Objectives of the Course:

On completion of the course the student should be able to:

1. understand the significance of tribal communication.

2. describe sources of tribal communication
3. meaning & features of different mediums of tribal communication.

Unit-I

[Communication in Tribal Life] L-15 5. Tribal Communication: Meaning & Concept 6. Sources and Medium of tribal communication. 7. Features of tribal communication

Unit-II

[Performing art for Tribal Communication] L-15 1. Types of performing art: Dance & music 2. Features of tribal performing art 3. Tribal performing art: Significance

Unit-III

[Visual art for Tribal Communication] L-15 4. Visual art for Communication among tribes 5. Types of visual art: Tattoo, wall-painting, cloth-painting. 6. Tribal visual communication: Significance

Unit-IV

[Tribal Communication: Conservation & Promotion] L-15 1. Initiatives for preservation of tribal art: Government & voluntary organization 2. Promotion of tribal art & communication 3. Fund and resources for conservation

Suggested Readings

1. Surjit Sinha. Tribes in Indian civilization
2. L.P. Vidyarthi. Tribal Culture of Indian
3. Moonis Raza (NCERT Publication) General Geography of India
4. Nadeem Husnain Tribal India.

DSE3 - Media & Cultural Studies

Course contents:

Unit I

Understanding Culture Mass Culture, Popular Culture, Folk Culture Media and Culture, Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony

Unit II

Representation Media as Texts Signs and Codes in Media Discourse Analysis Genres Representation of nation, class, caste and gender issues in Media

Unit III

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

Unit IV

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

Readings

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

John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes) Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies) Baran and Davis, Mass Communication Theory (covers Unit II, III and IV) John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009 Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey

Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books

DSE 4 – ODIA JOURNALISM

Unit-I

Growth of Odia journalism and its protection to Odia language; role of Odia newspapers in the formation of separate Odisha province and the freedom movement; press and politics in the post-independence era; the New Journalism in Odisha.

Unit-II

Studies on Odia newspapers: *The Dainik Asha, The Samaj, The Prajatantra, The Dharitri, The Sambad*; The English press in Odisha. Eminent Odia journalists: Gouri Shankar Ray, Neelamani Vidyaratna, Sashi Bhusan Rath, Gopabandhu Das, Neelakantha Das, Bala Krushna Kar, Godavarish Mohapatra, Harekrushna Mahatab, Sreeharsh Mishra, Radhanath Rath, Surendra Mohanty and Pradyumn Bal.

Unit-III

Odia magazine journalism: Literacy, criticism, special audience, cinema and feature oriented journals.

Unit-IV

Problems of Odia press: the question of limited readership and advertisement revenue, competition from English and other neighbouring press. Prospects of Odia press: the concept of rural and tribal newspapers, Odia press and government advertisements, ownership of Odia press, Odia press in contemporary society.

BOOKS FOR REFERENCE

1. Mahapatra, Pradeep. *Odia-Sambadikata-ra Krama–Vikas-re Utkal Dipika-ra Bhumika*, Berhampur: Berhampur University, 1999
2. Pati, Madhusudan. *Gourishankar Ray*, New Delhi: Sahitya Academy, 1994.
3. Sahu, Padma Charan. *Odia-prna Sashibhusan Rath*, Berhampur : Asha Pustakalaya, 1995
4. Mohanty, Nibeidta. *Odia Nationalism : Quest for a United Odisha*, New Delhi: Manohar Publication, 1982
5. Mahapatra, Pramod Kumar. *Satabdi Sadhak*, Cuttack: Odisha Book Store, 1993.
6. Jeffrey, Robin. *India's Newspaper Revolution*, New Delhi : Oxford, 200.
7. Rajan, Nalini: *21st Century Journalism in India*, New Delhi , Sage Publications, 2007.
8. Ravindranath, P.K. *Indian Regional Journalism*. New Delhi: Authors Press, 2005.

SEMESTER VI

C13 –Internship

Students will undertake a four-week internship in media and communication organisations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

C14 – Project Report

Every student will have to prepare a Project Report in any area of Journalism and Mass communication detailed in the curriculum under the guidance of faculty member. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice in the field of Journalism and Mass Communication. The guide(s) should certify that the Project Report is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department. The students at their own cost should carryout preparation of the project Report. The Report will be evaluated both by the internal and external examiners.

DEC5 - Print Production

Unit I

Agenda setting role of newspapers- Ownership, Revenue, Editorial policy.Citizen Journalism, Investigative journalism.Sting operations and Celebrity/ Page 3 journalism.Ethical debates in print journalism - Paid news, Advertorials

Unit II

Specialised Reporting: Business, Parliamentary, Agriculture /Rural, International Affairs, Entertainment

Unit III

Planning for print : size, anatomy, grid, design. Format, typography, copy, pictures, advertisements.Plotting text: headlines, editing pictures, captions.Page-making : Front page, Editorial page, Supplements

Unit IV

Technology and Page making techniques: layout, use of graphics and photographs. Printing Processes: Traditional vs modern.Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc.

Written Examination

Practical

Reading List:

1. Kamath, M.V. Professional Journalism, Vikas Publications
2. Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
3. Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
4. Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.
5. Sarkar, N.N. Principles of Art and Production, Oxford University Press
6. Stuart Allan, Journalism: Critical Issues, Open University Press

DSE6 – Design & Graphics

Unit I

Communication and Graphics

- Principle and Theory of Design and Graphics
- Layout: concepts and types
- Working with color: theory of colors
- Pixel and Resolution : Vector and Bitmap Graphics

Unit II

Digital Images

- Working with Images
- File Formats of Images

- Editing Images, Morphing and Manipulation
- Creating Special Effects

Unit III

Working with Software for Visual Imaging

- Adobe Photoshop
- Corel Draw
- Adobe In design
- Using Image for Motion and Video Graphics

Unit IV

Production

- Book Cover
- Posters
- Tabloid
- Preparing Text Graphics/ 2D Graphics

Indicative Reading List

- White Alex W , The Elements of Graphic Design (Second Edition).
- Hearn D. & Baker P. M. Computer Graphics, Prentice – Hall, New Jersey, 2001.
- Villamil , John & Molina, Louis. Multimedia: An Introduction, Prentice – Hall, New Delhi, 2001.

Written Examination

Practical

DSE7 – Camera & Editing for TV

Unit I

Camera

- Camera Structure
- Different Lenses and their Characteristics
- Camera Perspective & Movement
- Operating Techniques

Unit II

TV Lighting Equipment and Techniques

- Fundamental Lighting Concepts
- Types of Lights
- Studio Lighting Procedures
- Lighting Objectives

Unit III

Pictorial Elements

- Concept of Pictorial Design
- Sets and Graphics

- Scene Elements
- Use of Graphic Design

Unit IV

Editing

- Introduction to Video Editing
- Broadcast stages of Video Editing
- Timeline Video Editing

Indicative Reading List

- Anderson , Gary H. Video Editing and Post Production, Focal Press, London, 1993.
- Gupta, R. G. Audio and Video Systems, Tata Mc Graw – Hill, New Delhi , 2003.
- Jackman, John.ighting for Digital Video and Television 2010.
- Millerson , Gerald . Video Camera Techniques (Media Manuals), Focal Press , London.
- Musberger, Robert B. Single-camera Video Production.

Written Examination

Practical