

**Faculty of Mass Communication and Media
Technology**

M.A. (Journalism and Mass Communication)

Syllabus and Curriculum



PREAMBLE: -

The M.A. in Journalism and Mass Communication course is designed to provide overall and in-depth knowledge about Journalism and Mass Communication to the students. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts. While the emphasis of the course is on the Subjects of JOURNALISM and MASS COMMUNICATION but the course also intends to introduce Students to practical experience and knowledge across the other related mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

As we are committed to bring together concepts and ideas with work ‘on the ground’, there is significant input from the industry professionals. The course enables students to develop their own focused area of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

The syllabus and curriculum provide students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking. The history, development and research in the media will be analyzed in various contexts. The social values and ethics are in the core of the program.

GOALS:

The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media.

OBJECTIVES:

Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digital media as well as in to academics.

DURATION OF STUDY:

The duration of M.A. (Journalism and Mass Communication) course shall be two academic year. Each year shall be divided into two semesters. Thus, this course shall comprise four semesters spread over two years. On the completion of all the four semesters, the student will be awarded M.A. (Journalism and Mass Communication) degree. The student shall complete all the four semesters within a maximum period of 3 years from the date of admission to the first semester.

Eligibility:

A candidate for admission to M.A. (Journalism and Mass Communication), the candidate must have passed B.A. (Journalism and Mass Communication) or equivalent degree with 45% marks (5% relaxation in case of SC/ST candidates of Haryana only) in aggregate from any recognized university.

Career opportunities:

- To become a creative and technically competent media professional.
- To create professional capability to work in print media, as well in electronic media as Radio Jockey, TV anchor, Reporter, Editor, Panel Producer, TV Producer, Film Producer, Floor Manager, Film critics, Screen play writer, content writer, Media Researcher etc.
- To improve writing and communication skills for different media.
- To give strong base for higher education.

Core Department:

Faculty of Mass Communication and Media Technology, SGT University, Gurugram, Haryana, India.

Teaching strategies: -

The teaching strategy includes both theory classes as well as practical exercises, but more emphasis is on learning of skills and enhancing knowledge. Workshops, guest lectures, group discussion, seminar and industrial visits and internships are integral part of the teaching methods.

It is assumed that there will be approximately **450 teaching hours** in each semester (*one year will have two semester*) of the two years of MJMC Program. Out of these, Theory and Practical

teaching (Modules) will be equally balanced amounting to roughly fifty percent each. The teaching will be carried out on various modules for academic and professional training.

The theory training will be primarily from cognitive domain while practical training will be from cognitive, creative and effective module.

Course distribution: The MJMC Degree program will be of two years duration. It will be divided into four equal terms of six months each. Classes will be held 5 days in a week. The sixth day will be dedicated to Continuous Assessment Process in which students will be evaluated in different subjects on the basis of Theory and Practical undertaken during the week.

The distribution of contact hours and credits earned in a semester is displayed below that is based on the course scheme of semester-I.

The topics covered in first Semester will include		
TOPICS	CONTACT HOURS/WEEK	CREDITS
Introduction to Mass Communication	04	04
Introduction to Photography	05	04
Radio Production	05	04
Film Studies	05	04
Contemporary Issues and Current Affairs - I	03	03
Introduction to Different Media	03	03
Story Telling & Creative Writing	03	03
Total for the WEEK	28	25

<i>Theoretical Teaching</i>	<i>330 Hours</i>	<i>22</i>
<i>Practical, Projects & Assignments</i>	<i>90 Hours</i>	<i>06</i>
<i>Knowledge enhancement self learning including library, sports and co-curricular activities</i>	<i>30_hours</i>	<i>0</i>
TOTAL HOURS	450 hours	28

Professional Training

Students will have to complete 30-45 days internship during their course which is a part of the syllabus and carries credits. Internship can be in any media organization for the above specified period. The institution will try to find INTERNSHIP for students however students are encouraged to find their own Internship opportunities in a place and domain of their choice. However, no guarantees of internship especially in a place and domain of choice of a student can be given to anyone.

Summer and Winter Placement

Summer and winter placement/training will be arranged as an optional placement though students teacher participation. Students opting for English language and skill will be imparted for 30 days for personality developments of students.

-XXX-

For course syllabus and curriculum of MJMC please move to next page.

Semester – I

SEMESTER- I
SUBJECT - INTRODUCTION TO MASS COMMUNICATION

A- Syllabus

S. No.	TOPIC	DOMAIN	HOURS
1	<p>Fundamental of communication:</p> <p>Communication: Definition characteristics</p> <p>Concept Feature and scope of Communication</p> <p>Types of Communication, Theories of communication</p> <p>Models of communication, 7Cs of communication, Development communication and theories.</p> <p>Practical: Group discussion and students' seminar</p>	Must know	15 Hours
2	<p><u>UNIT II - INTRODUCTION OF MASS COMMUNICATION</u></p> <p>Mass comm.: meaning, Definition Early Mass comm. Theories, Normative, Technological determinism, sociological theories</p> <p>Various models of Mass comm. Function of Mass communication</p> <p>Practical: Group discussion and students' seminar</p>	Must know	15 Hours
3	<p>TOOLS OF MASS COMMUNICATION</p> <p>Journalism & Mass Communication: nature, scope and process Newspaper, magazines, Radio, TV, films, records, internet, advertising, PR & Public Affairs, Traditional & folk Media</p> <p>Practical: Group discussion and students' seminar</p>	Must Know	10 Hours
4	<p>CHANGING CONCEPTS OF COMMUNICATION</p> <p>Changing definition of 'mass' in Communication Segmentation of audience for purpose of communication Shift from broadcasting to narrow casting Growth of Media-medium turning into message Reinventing McLuhan's theory Changing forms of feedback, role of Technology.</p> <p>Practical: Group discussion and students' seminar</p>	Must know Must know	10 Hours

5	<p>MASS MEDIA AND THE DIGITAL SOCIETY</p> <p>Role of Digital media in modern society Impact of Internet, Digital Media effects, its limitations, Digital mass media and Democracy</p> <p>Practical</p> <ol style="list-style-type: none"> 1. Group discussion and students 2. A report on any five models and three theories of communication with suitable examples and diagrams 	Must know	10 Hours
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B- Curriculum

S No	TOPIC	LEARNING OBJECTIVES(A t the end of the training program the student will be eligible to)	TEACHING GUIDELINE S	METHODOLOG Y	TIM E
1	FUNDAMENTALS OF COMMUNICATIO N	Explain/Discuss the need, scope and types of communication.	To portray the various types of communication and its vitality and reach	Lecture, Interactive sessions, Assignments	15 Hours
2	INTRODUCTION OF MASS COMMUNICATIO N	Explain/Discuss the nature of communication, functions and barriers, media used for mass communication and the process.	To portray the relevance, functions, 7cs, and process of mass communication	Lecture, PPT, Interactive sessions, Assignments	15 Hours
3	TOOLS OF MASS COMMUNICATIO N	Explain/Discuss the tools, elements, and functions. Explain/Discuss the use of models and the theories.	Knowing the tools of mass communication , its theories and models	Lecture, PPT, Interactive sessions, Assignments,	10 Hours

4	CHANGING CONCEPTS OF COMMUNICATION	Explain/Discuss the changing media scene, reach and limitations of traditional media.	to magnify the various types of folk media and their relationships with the society.	Lecture, PPT, Interactive sessions, Assignments, Group activities	10 Hours
5	MASS MEDIA AND THE DIGITAL SOCIETY	Explain/Discuss the role of press councils	To have an overview of the regional, national and international press councils	Lecture, PPT, Interactive sessions, Assignments,	10 Hours

TEXT & REFERENCES:

- Keval J Kumar, Mass Communication in India, Jaico Publishing House, Mumbai, 2005
- Narula, Uma, Mass Communication Theory and Practice, Haranand Publication, New Delhi, 2004
- Denis Mcquail, Mcquail's Mass Communication Theory, Sage Publications, New Delhi, 2001
- Stanley J Baran & Dennis K. Devis, Mass Communication Theory-Foundation, Fermentand Future, Thomson Wadsworth, 2000,
- Andal N, Communication Theories and Models, Himalaya Publishing House, Delhi
- Uma Joshi, Text Book of Mass Communication and Media Anmol Publications Pvt. Ltd. New Delhi
- KR avindaran, Hand Book of Mass Communication, Anmol Publication, New Delhi
- C.S.Rayadu, Communication, Himalaya Publishing House, Mumbai

-X-

SEMESTER- I
SUBJECT - INTRODUCTION TO PHOTOGRAPHY

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>INTRODUCTION AND APPLICATIONS</p> <p>Introduction to Art of Photography</p> <p>History of Photography, stages of development</p> <p>Difference between Still photography & Motion pictures</p> <p>Requirement and use of Photographs</p> <p>Types of Photography (professional based)</p> <p>Photography as a medium of communication</p> <p>Photo journalism.</p> <p>Practical - Familiarization with photography equipments</p>	Must know	15 Hours
2	<p>CAMERA PARTS & ACCESSORIES</p> <p>Concept of SLR & D- SLR Cameras</p> <p>Concept of analogue camera & digital camera</p> <p>Anatomy of SLR & D- SLR cameras, Functions of various parts of camera, Lenses (all types)</p> <p>fundamentals of aperture and its function, shutter & shutter speed,</p> <p>Co-relation between aperture, shutter speed & ISO settings</p> <p>Motion, depth of field, relationship with shutter & aperture</p> <p>Capturing motion</p> <p>Filters: all types, functions & applications</p> <p>Concept of depth-of-field</p> <p>Practical – Exercise of DSLR camera with various lenses</p> <p style="padding-left: 40px;">Exercise of varying exposure in SLR camera</p> <p style="padding-left: 40px;">Individual focus on three different candles aligned in a row</p>	Must know	15 Hours

3	<p>VISUAL COMPOSITION AND LIGHTING</p> <p>Visual grammar in photography, photographic composition: elements of composition, rule of thirds</p> <p>Shots and camera angles Understanding lighting: artificial & natural Photographic lighting equipments & sources</p> <p>Direction and angle of light: front, side, top and back light</p> <p>One, two and three-point lighting: key, fill and back light News and Current Affairs based programmes</p> <p>Practical - Photographs depicting different Camera Angles</p> <p style="padding-left: 40px;">Portraiture Lighting</p> <p style="padding-left: 40px;">Shooting exercises in natural light and artificial light</p>	Must Know	10 Hours
4	<p>INTRODUCTION TO ADOBE PHOTOSHOP</p> <p>Introduction to Photoshop</p> <p>Work orientation on Adobe Photoshop</p> <p>Understanding plug-in</p> <p>Software overview</p> <p>Uses and functions of Adobe Photoshop</p> <p>GUI of the software</p> <p>Understanding tools palette and other basic function</p> <p>Image designing & color correction</p> <p>Practicing on photographs & images</p>	Must know	10 Hours
5.	<p>PROJECT</p> <p>Photo Feature (10-15 photographs)</p>	Compulsory	10 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	INTRODUCTION AND APPLICATIONS	To achieve an overall idea of Photography	To make aware of basic things of photography	Lecture, PPT, Interactive sessions, Assignments	15 Hours
2	CAMERA PARTS & ACCESSORIES	To achieve technical knowledge about photography	To make aware about types of format in photography	Lecture, PPT, Interactive sessions, Assignments	15 Hours
3	VISUAL COMPOSITION AND LIGHTING	To know the visual composition and lighting	Emphasis should be on creativity through technical knowledge	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
4	INTRODUCTION TO ADOBE PHOTOSHOP	Imparting knowledge of Photo Journalism and its importance in Journalism	Focus should be Photo Journalism and importance of Photo	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
5	PROJECT	To make students aware of Adobe Photoshop	Teach Photoshop and its importance in Photo editing	Practical	10 Hours

TEXT & REFERENCES:

- Basic Photography, Focal Press, 2003 Private Limited, 1999; Michael Langford
- Food Shots; Hicks, Roger & Schultz, Frances
- A Simple Guide to 35mm Photography; Corbett, Bill
- Point and Shoot; Jacobs, Lou (Jr.)
- Practical Photography, Hind Pocket Books; Sharma, O P

SEMESTER- I
SUBJECT – RADIO PRODUCTION

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>GROWTH OF RADIO AND CONTEMPORARY TRENDS</p> <p>Radio in India: inception and growth</p> <p>Three-tier broadcasting, Public broadcasting service</p> <p>Education vs. Entertainment, Commercial broadcasting</p> <p>Privatization, expansion of FM broadcasting and the changing Idioms Community broadcasting, developments of Community radio stations, Web broadcasting, Internet radio, Prospects of Radio in India</p> <p>Practical: -</p> <ol style="list-style-type: none"> 1. History of Radio PPT Presentation 2. Student seminar on different type of radio stations 	Must know	15 hours
2	<p>RADIO PROGRAMME FORMATS</p> <p>Writing for the ear: spoken words and music</p> <p>Radio news, Interview and Panel discussion</p> <p>Feature and documentary, Drama and serial</p> <p>Vox Pop and Jingles, Phone-in programmes</p> <p>Innovation in Radio programmes formats</p> <p>Music</p> <p>Practical: -</p> <ol style="list-style-type: none"> 1. Recording of vox pop on any specific issue 2. Recording of radio commercials 3. Recording of RJ Links 	Must know	15 Hours

3	<p>RADIO NEWS BROADCAST</p> <p>AIR and its divisions, different News services</p> <p>News reporting setup at various level, Newsroom functions, News pool ,News bulletins - compilation and production ,News writing, New format (NF)</p> <p>News and Current Affairs based programmes</p> <p>Practical: -</p> <ol style="list-style-type: none"> 1. Writing exercises regarding news bulletins, and voice cast 2. Voice modulation practices 	Must Know	15 Hours
4	<p>BROADCAST TECHNOLOGY AND PROGRAMME PRODUCTION</p> <p>MW and SW transmission, AM & FM, Analogue and digital, digital recording , Satellite vs. terrestrial broadcasting, DTH Studios for recording, broadcasting and dubbing ,Types of Microphones and their uses</p> <p>Audio editing softwares</p> <p>Practical: -</p> <ol style="list-style-type: none"> 1. Editing of their recorded programs 	Must know	15 Hours
5	<p>PROJECT</p> <ol style="list-style-type: none"> 1. PSA 2. Interview 3. Panel discussion 4. Radio ads and jingle 5. Phone-in programmes 6. Outside broadcast (OB) 7. Commentary: national events, sport 8. Vox pop 9. Musical entertainment programme 10. News Bulletin 	Compulsory	10 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	GROWTH OF RADIO AND CONTEMPORARY TRENDS	To achieve an overall idea of Growth of Radio	To make aware of History of Radio	Lecture, PPT, Interactive sessions, Assignments	15 hours
2	RADIO PROGRAMMES FORMATS	To achieve knowledge about various Radio programme formats	To make aware about types of Radio programmes formats	Lecture, PPT, Interactive sessions, Assignments	15 Hours
3	RADIO NEWS BROADCAST	To know about Radio News Broadcast and its structure	Emphasis should be on Radio News Broadcast and its overall process	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
4	BROADCAST TECHNOLOGY AND PROGRAMME PRODUCTION	Imparting knowledge of Radio programme Production and Broadcast technology	Focus should be Broadcast technology and Programme Production	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
5	PROJECT	Practical /Assignment	Focus on practical activities	To prepare Radio programmes, bulletins etc.	15 Hours

TEXT & REFERENCES:

- Ambrish Saxena, radio in new avatar: AM to FM, Kanishka publishers,
- R.K. Ravindaran, handbook of radio, television & broadcast journalism,
- Keval J. Kumar, mass communication in India, Jaico publishing
- Paul Chantler, peter, basic radio journalism, focal press 2003
- Stuart we. Hyde, television & radio announcing

SEMESTER- I
SUBJECT – FILM STUDIES

A- SYLLABUS

S No.	TOPIC	DOMAIN	HOURS
1.	<p>WORLD CINEMA</p> <p>Brief History of world Cinema</p> <p>Early narrative cinema (screening of D. W. Griffith's Birth of a Nation)</p> <p>German Expressionism</p> <p>Soviet Montage</p> <p>Italian Neo-realist Cinema</p> <p>French New Wave</p> <p>Independent film-making in Hollywood' (screening of Quentin Tarantino's Pulp Fiction)</p> <p>Hollywood studio system.</p>	Must know	15 hours
2.	<p>INDIAN CINEMA</p> <p>Brief History of Indian Cinema</p> <p>Star system</p> <p>Hindi formula film (screening of Manmohan Desai's Amar Akbar Anthony)</p> <p>Indian parallel cinema movement – Benegal, Sahni, Kaul, Nihlani</p> <p>Indian-global cinema (screening of Mira Nair's Salaam Bombay)</p> <p>Regional Indian cinema</p> <p>Gender & Sexuality (Indian Cinema)</p>	Must know	15 Hours
3.	<p>GENRES, STYLES & CONTENT</p> <p>Film Terminology</p> <p>Different Genres of films</p> <p>Narrative & Documentary styles</p> <p>Ingredients - Script, Sound, Visuals, Performers, Assembly, Selling and Exposition</p>	Must Know	10 Hours

4.	<p>FILM PRODUCTION, EXHIBITION & BEYOND</p> <p>Key Film Making Departments</p> <p>Personnel and Roles</p> <p>Marketing</p> <p>Distribution</p> <p>Exhibition</p> <p>Censorship</p> <p>Major Film Awards and events</p>	Must know	10 Hours
5.	<p>CASE STUDY</p> <p><i>(Amongst other films, the following could be screened)</i></p> <p>The King's Speech</p> <p>The Godfather-I and the Godfather-II</p> <p>Cast Away</p> <p>Memento</p> <p>Seven</p> <p>Gladiator</p> <p>The Artist</p> <p>Hugo</p> <p>12's Year in Slave</p> <p>Saving Private Ryan</p> <p>Hurt Locker</p> <p>Avatar</p> <p>Battleship Potemkin-Silent Cinema-Montage</p> <p>The Godfather-I-Hollywood Classic</p> <p>The Bicycle Thief – Neo Realism</p> <p>Rashomon-Asian Classic</p> <p>Pather Pachali- Indian Classic</p> <p>Meghe Dhaka Tara- Indian Classic</p> <p>Cast Away-Hollywood Classic</p> <p><i>(Other films could be included)</i></p>	Must know	10 Hours

	<u>PROJECT</u> Reviewing Films and Presentations by students		
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B-CURRICULUM

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
1.	WORLD CINEMA	To learn about world Cinema	To cover film, visual grammar etc.	Didactic lecture with the help of media coverage, Power Point Presentation and	15 hours
2.	INDIAN CINEMA	To learn about Indian Cinema	To cover Film basics of Film Narrative	Didactic lecture on review and discussion on problem faced while discussing film Narrative	15 Hours
3.	GENRES, STYLES & CONTENT	To learn more about films while watching different Genres	To cover different Genres of films and discuss	Didactic lecture on the topic, discussion and Power Point Presentation.	10 Hours
4.	FILM PRODUCTION, EXHIBITION & BEYOND	To learn more about films Distribution	To cover different tactics of film exhibition	Didactic lecture on the topic, discussion and Power Point Presentation.	10 Hours
5.	CASE STUDY	To learn reviewing of films	To cover review and aspects of films	presentation	10 Hours

TEXT & REFERENCES:

- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger
- Story: Style, Structure, Substance, and the Principles of Screenwriting
- Cook, David A. 1981. A History of Narrative Film. New York: Norton.
- Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
- Kabir, NasreenMunni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford UniversityPress.
- Prasad, M. Madhava. 1998. Ideology of the Hindi Film: a Historical Construction. Delhi; New York: Oxford University Press.
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

-X-

SEMESTER- I
SUBJECT – CONTEMPORARY ISSUES AND CURRENT AFFAIRS- I
A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1.	BRIEF HISTORY OF INDIA History of Modern India, Pre & Post Independence India Nehruvian Era, Emergence of Non-congress Political parties India Post-Globalization and Privatization	Must know	7 hours
2.	CONSTITUTION OF INDIA Main features of Indian Constitution rights and Duties of Indian citizens, Directive principles, Federal structure	Must know	6 Hours
3.	POLITICAL SYSTEM OF INDIA Democracy, Parliament and Political parties, Legislature, Executive and Judiciary Local Governance, Autonomous Agencies, Corruption, Defection and Political reforms	Must Know	6 Hours
4.	ELECTORAL SYSTEM OF INDIA Election commission of India-Functions and Powers, Parliament election, Assembly election, PRIs election, Local Body election, Election of President and Vice President, Election reforms, Public funding	Must know	10 Hours
5.	INTERNAL SECURITY AND DEFENSE AFFAIRS Organizational structure and functioning of Police and Para-military forces, Police reform, Special Forces Intelligence agencies-RAW, IB; Investigation agencies-CBI, NIA, Acts to tackle organized crimes and terrorist activities	Must know	10 Hours
6.	NEWS AND CURRENT AFFAIRS	Must know	6 hours

B- Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
1.	BRIEF HISTORY OF INDIA	To learn the history of India	To cover History of India	Didactic lecture on the topics, Power Point Presentation and discussion	7 hours
2.	CONSTITUTION OF INDIA	To learn the Constitution of India	To cover Constitution of India	Didactic lecture on legal aspects of the topic, Power Point Presentation and discussion.	6 Hours
3.	POLITICAL SYSTEM OF INDIA	To learn Political system of India	To cover Political system of India and its comparison with USA, Europe, China etc.	Didactic lecture through Power Point Presentation. To focus on practical reporting	6 Hours
4.	ELECTORAL SYSTEM OF INDIA	To learn how to edit a copy and how to prepare a style sheet	To cover Electoral system of India and its comparison with other world powers etc.	Didactic lecture on the topic, practical editing and Power Point Presentation.	10 Hours
5.	INTERNAL SECURITY AND DEFENSE AFFAIRS	To learn everything about Internal security and Defense Affairs	To cover structure and functions of the Internal security and Defense Affairs	Lecture, discussion with the help of news related different desk, Power Point Presentation	10 Hours
6.	NEWS AND CURRENT AFFAIRS	To learn everything News and current Affairs	To cover News and current affairs etc.	Lecture, discussion with the help of news related different desk, Power Point Presentation	6 hours

TEXT & REFERENCES:

- Tapan Biswal Human Rights Gender and Environment, Vina Books
- Prof. S.D. Muni Indian and Nepal ,Konark Publisher
- Madan Gopal India through the Ages, Publication Division
- I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
- Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- S.R. Sharma Indian Foreign Policy (Om Sons)
- Rajni Kothari Caste in Indian politics
- Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
- Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
- D. D. Basu An introduction to the Constitution of India
- J.C. Johri Indian Political System

-X-

SEMESTER- I
SUBJECT - INTRODUCTION TO DIFFERENT MEDIA

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1.	<p>NEWSPAPERS</p> <p>Brief history of newspapers: Worldwide and in India; Growth of Newspapers and its impact upon society Organizational Structure and functioning of a Newspaper The Growth of Indian Newspapers, Wire Services & Syndicates, Changing Patterns of Ownership and its effects</p> <p>Practical: Group discussions and students' seminar</p>	Must know	9 hours
2.	<p>MAGAZINES</p> <p>The Development of Magazines Globally and that in India Types of Magazines, Organizational Structure and functioning of a magazine, the challenge of Television, the Magazine as an Industry the Future of Magazines</p> <p>Practical: Group discussions and students' seminar</p>	Must know	9 Hours
3.	<p>PORTABLE MEDIA</p> <p>Books as Contemporary Mass Medium, Types of Books, Books as Scrolls, Books with Bound Pages, Printed Book Publishing Process: from Typed Manuscript to Finished Book, The Future of E-Books Electronic book publishing industry</p> <p>Practical: Group discussions and students' seminar</p>	Must Know	9 Hours
4.	<p>TELEVISION</p> <p>An Overview of Technology Development, The Coming of Color The Days of Fast Growth of National, Regional and Local TV Viewers, Organizational structure and format of News channels (private and public) DTH, Cable TV and Satellite broadcasting The Economics of Television and the Challenges to Content Producers, The Future of Television</p> <p>Practical: Group discussions and students' seminar</p>	Must know	9 Hours

5.	<p>NEW MEDIA</p> <p>Internet (ICT) and Convergence of Technologies</p> <p>Rapid Growth in Mobile technologies</p> <p>The New Media Impact on different media</p> <p>The Future of New Media</p> <p>Practical: Group discussions and students' seminar</p>	Must know	9Hours
6	<p>PROJECT</p> <p>Brief introduction of the following:</p> <p>Major newspapers- English- 3, Hindi- 3</p> <p>Magazine- Hindi- 2, English- 2</p> <p>News TV- Hindi- 2, English- 2</p> <p>News websites- any 2</p>	Must know	9Hours

B- Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
1.	NEWSPAPERS	To learn importance of Radio as mass medium	To cover Radio as a medium of mass communication, characteristics of radio historical perspective, with special reference to India; types of ownership, audience, commercial radio, educational radio, emerging trends, AM, FM, franchising, community Radio	Didactic lecture on the topics, Power Point Presentation	9 hours

2.	MAGAZINES	To learn ownership pattern of media and other related things	To cover Television as a medium of mass communication – Characteristics, Ownership; Organisational structure of Doordarshan, Satellite television channels, Cable television, Educational television, Commercial television, Recent trends in Television broadcasting	Didactic lecture, Power Point Presentation and discussion	9 Hours
3.	PORTABLE MEDIA	To know basic information about film industry	To cover Magazines – different formats of Magazines, Publishing, Printing etc.	Didactic lecture on the topics, Power Point Presentation and discussion	9 Hours
4.	TELEVISION	To be know Portable Media and its	To cover E-books, books, other portable media etc..	Didactic lecture, study of outdoor media, practical exercise	9 Hours
5.	NEW MEDIA	To learn different techniques	To cover Video Conference and Power Presentations, cyber world, social media..etc.	Didactic lecture, Power Point Presentation and practical exercise branding	9Hours
6	PROJECT	Learn different aspects of media	To cover various sorts of media and working	Practical	9Hours

TEXT & REFERENCES:

- Lezzi, Frank; Understanding Television Production; PHI Learning
- Mcleish, Robert; Radio Production; Focal Press
- Lewis, Bruce; Technique of Television Announcing; Focal Press
- Medoff, Norman J.; Kaye, Barbara K.; Electronic Media: Then, Now and Later;Focal Press
- Sharda,Kaushik; Script to Screen; Macmillan
- Musburger, Robert B.; An Introduction to Writing for Electronic Media; Focal Press

SEMESTER- I

SUBJECT – STORY TELLING AND CREATIVE WRITING

A- Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	WHAT IS CREATIVE WRITING? Fiction and Non-Fiction writing, Idea generation Story, Character, Conflict and Motifs Formal Structure of Drama Story Reading in Class Room (Hindi/English) Review of Readings Poetry/Short story Writing Project: Write Two Short stories or Poetry.	Nice to know Must know Must know	15hours
2	IDEATION AND CONCEPT DEVELOPMENT Content development (based on sound, situation and photos) Creative Analysis on Print Content Creative Analysis on Radio and Television content Creative Analysis on News Content writing (Print, Radio and TV) Project: 1. Group Discussion and Participation on content development. 2. Plan a booklet. Tasks include title, theme, Page design, Art, choice of software platform, and criteria for accepting manuscripts. (Group- wise) 3. Prepare a detail Report on creative content analysis	Nice to know Must know Must know	10 Hours
3	WRITING ON DIFFERENT ISSUES: i. Social ii. Economy iii. Legal iv. History etc. Different creative Genres and writings	Nice to know Must Know	10 Hours

	Project Generate content on the basis of observational trip and prepare a Report.		
4	ENTERTAINMENT AND CREATIVE WRITING Core Elements and Metaphor in Writing Film Review Book Review Project: Review on any film/book/programme and make presentation.	Must know	10 Hours

B. CURRICULUM

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	CREATIVE WRITING	To achieve knowledge of Creative writing	To make students familiar with the creative writing	Lecture, PPT, Interactive sessions, Assignments	15hours
2	IDEATION AND CONCEPT DEVELOPMENT	Educating students about Ideation and concept development	Encourage students to learn the basic use of computers	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
3	WRITING ON DIFFERENT ISSUES	To encourage students for writing for different media	Enhance the writing skills	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
4	ENTERTAINMENT AND CREATIVE WRITING	Preparing students for Creative writing	Teach creative writing with some examples	Lecture,PPT, Interactive sessions, Assignments,	10 Hours

TEXT & REFERENCES:

- Lezzi, Frank; Understanding Television Production; PHI Learning
- Mcleish, Robert; Radio Production; Focal Press
- Lewis, Bruce; Technique of Television Announcing; Focal Press
- Medoff, Norman J.; Kaye, Barbara K.; Electronic Media: Then, Now and Later;Focal Press
- Sharda,Kaushik; Script to Screen; Macmillan
- Musburger, Robert B.; An Introduction to Writing for Electronic Media; Focal Press

-X-

Semester – II

SEMESTER- II
SUBJECT - ADVERTISING, PUBLIC RELATIONS, CORPORATE
COMMUNICATION AND EVENT MANAGEMENT

A- Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>ADVERTISING</p> <p>Advertising: Definitions, objectives and classification, Models of advertising</p> <p>Ad agency structure: various departments and their functioning</p> <p>Creativity and Campaign planning</p> <p>Social and Economic impact of Advertising, Digital Media and Advertising</p> <p>Concepts of media planning and buying</p> <p>Laws and Ethics in advertising: Role of AAA, ASCI and DD's code for Advertisers</p> <p>Practical: Group discussion and students' seminar</p>	Must to know	20 Hours
2	<p>PUBLIC RELATIONS</p> <p>Public Relation: Concepts, Definitions, Role and Objectives, PR as a source of News for media, The PR process</p> <p>PR tools and strategies, Media Relations, PR practices Used in India and Abroad, Digital Media and PR</p> <p>Ethical and Legal Issues (paid news, media net, advertorials, special supplements, stock market analysis in</p>	<p>Must know</p> <p>Must know</p>	20 Hours

	<p>business channels; paid appearances, etc.)</p> <p>Practical: Group discussion and students' seminar</p>		
3	<p>CORPORATE COMMUNICATION</p> <p>Understanding the Corporate Sector and its need to be in the news, Principles and Concepts of Corporate Communication</p> <p>Digital Media and Corporate communication, Inter-communications process in corporate world, Crisis Communication vis-à-vis media reporting, Corporate Social Responsibility: concepts and as a source for soft stories</p> <p>Practical: Group discussion and students' seminar</p>	Must Know	20 Hours
4	<p>EVENT MANAGEMENT</p> <p>Concept, Objective, Types and Elements</p> <p>Planning and Design of events</p> <p>Client approval process, Sponsorships and its importance, Project planning for an event</p> <p>Event Marketing and Support Functions</p> <p>Conduct of an Event, Involvement of media for promotion and coverage</p>	Must know	15Hours

	Digital Media and events, Risk management, Evaluation and Feedback process of an event Practical: Group discussion and students' seminar		
5	PROJECT Ad for Print- 1, TV- 1, Radio- 1 Press Release writing- 2 A report of an event covered by the student A report on visit to any corporate office	Compulsory	15Hours

B- Curriculum

S No .	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINE S	METHODOLOG Y	TIME
1	ADVERTISING:	Explain/Discus s objective, types, elements and planning and procedure in Advertising.	To magnify the various stages in Advertising.	Lecture, Interactive sessions, Assignments.	20 Hours
2	PUBLIC RELATIONS	Explain/Discus s objective, types, elements and planning and procedure in conducting an Public Relation	To magnify the various stages in Public Relation	Lecture, PPT, Interactive sessions, Assignments	20 Hours

3	CORPORATE COMMUNICATION	Explain/Discuss objective, types, elements and planning and procedure in Corporate communication .	To magnify the various stages in Corporate communication	Lecture, PPT, Interactive sessions, Assignments,	20 Hours
4	EVENT MANAGEMENT	Explain/Discuss objective, types, elements and planning of an event.	To magnify the various stages in organizing an event.	Lecture, PPT, Interactive sessions, Assignments, Group activities, Organizing an event	15Hours
5	PROJECT	Explain/Discuss objective, types, elements and planning of an event.	To magnify the various stages in organizing an event.	Lecture, PPT, Interactive sessions, Assignments, Group activities, Organizing an event	15Hours

TEXT & REFERENCES:

- Scott, C. & Etal, M. (1994). Effective Public Relations, New Jersey: Prentice Hall.
- Jaishri, J. (1994). Public Relations Concepts, Strategies And Tools, New Delhi: Sterling.
- Jethwaney, J. & Sarkar, N. (2009). Advertising, Sterling Publications.
- Baack, C. (2013). Integrated Advertising, Promotion and Marketing Communication, Pearson Publications.
- Cees, B. M., Riel, Van, Fombrun And Charles J. (2007).
- Essentials of Corporate Communication: Implementing Practices For Effective Reputation Management Reputation, Routledge Publication.

-X-

SEMESTER- II
SUBJECT - DIGITAL JOURNALISM

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>INTRODUCTION TO DIGITAL JOURNALISM</p> <p>History and growth of digital journalism</p> <p>Digital media and changing face of journalism</p> <p>Basics of digital media: Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity.</p> <p>Practical: Web designing</p>	Must know	15 hours
2	<p>NEWS ON THE WEB</p> <p>E-newspapers, E-magazines, Radio and TV newscasts on the web, Changing Paradigms of news</p> <p>Digital tools for journalist, Basics of digital news publishing</p> <p>Blogging and micro blogging, Web writing, Editing of digital content, Creation and sharing of content (Audio, Video and pictures)</p> <p>Practical: Creating and writing for own blog</p>	<p>Must know</p> <p>Nice to know</p> <p>Must Know</p>	15 Hours
3.	<p>SOCIAL MEDIA</p> <p>Characteristics of social media</p> <p>Types of Social media- Facebook, Twitter, Linked-in, WhatsApp etc. Social media and PR, Advertizing and Branding</p> <p>Characteristics of social networking sites</p> <p>Characteristics of social bookmarking sites</p> <p>Practical: Creating accounts on facebook, Twitter and liked in.</p>	<p>Must know</p> <p>Nice to know</p> <p>Must Know</p>	15 Hours

4.	MEDIA ETHICS Privacy, Cyber laws and Cyber security Metrics and audience development Practical: Group discussions and student seminar on issues related to media ethics.	Must know Nice to know	15 Hours
5.	NEW TRENDS AND FUTURE OF DIGITAL JOURNALISM Digital media and democracy Citizen Journalism Digital divide Practical: Group discussions and student seminar.	Must know	15 Hours
6	PROJECT Analysis of content and designing of 5 major Indian websites. Submission of 10 articles written for own blog	Compulsory	15 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	INTRODUCTION TO DIGITAL JOURNALISM	To achieve an knowledge History and Growth of Digital Media	To make students well acquainted History and Growth of Digital Media.	Lecture, PPT, Interactive sessions, Assignments	15 hours
2	NEWS ON THE WEB: E-	To achieve knowledge E-newspaper, E-magazine etc.	To impart knowledge with students about E-newspaper, E-magazine etc.	Lecture, PPT, Interactive sessions, Assignments	15 Hours

3	SOCIAL MEDIA	Gain knowledge about Characteristics and types of social media.	Emphasis should be on Social Media.	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
4	MEDIA ETHICS	Impart knowledge of Media ethics, Cyber laws etc..	Make students aware about Media ethics, cyber laws	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
5	NEW TRENDS AND FUTURE OF DIGITAL JOURNALISM	To make students aware News trends and future of digital journalism.	Teach students News trends and future of Digital Journalism.	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
6	PROJECT	To make students aware News trends and future of digital journalism.	Teach students News trends and future of Digital Journalism.	Practical	15 Hours

TEXT AND REFERENCES-

- Marshall,P. D.(2004). New Media Cultures, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.
- Schmidt , E. & Cohen, J. (2013). The New Digital Age, John Murray.
- Ward, M.(2002). Journalism Online, Focal Press.
- Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press, Washington.
- Hall, J.(2001). Online Journalism, A Critical Primer , Pluto Press, London

-X-

SEMESTER- II
SUBJECT - INTRODUCTION TO TELEVISION PRODUCTION

A- Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>FUNDAMENTALS OF VIDEO PRODUCTION</p> <p>Key equipments and crew members involved in TV production</p> <p>Developing programme brief: Objective, content, target audience, duration</p> <p>Generation of idea, preparing outline, and conducting research</p> <p>Practical - Writing a treatment for 10 minute News Bulletin</p>	Must know	15 Hours
2	<p>BASICS OF VIDEO CAMERA</p> <p>Concept of Video and Video Camera</p> <p>Video file format, Frame rate and Shooting standards (PAL, SECAM, and NTSC)</p> <p>Interlace and Progressive scan</p> <p>HD and SD formats</p> <p>Memory cards (SD, Flash)</p> <p>Different parts of camera and their function</p> <p>Exposure Triangle - Aperture, Sutter Speed, Gain</p> <p>Concept of Depth of field – The factors which determine the Depth of field</p> <p>Concept of Focal Length</p> <p>Practical - Story telling without narration / Video essay</p>	Must know	15 Hours

3	<p>STAGES OF VIDEO PRODUCTION</p> <p>Pre-Production: Idea/concept/script/production crew/budget/location/production/post production</p> <p>Production: Single camera and multi camera production techniques</p> <p>Post production: Editing, dubbing, voiceover, music and sound mixing</p> <p>Script for News, current affair, recreation and docudrama programme</p> <p>Practical - Writing and shooting a 10 min News/panel discussion/Interview /docudrama programme using single and multi-camera setup.</p>	Must Know	15 Hours
4	<p>EDITING AND POST PRODUCTION</p> <p>Introduction to editing</p> <p>Role of the editor – creative editor, technical editor, editor as graphic artist</p> <p>Theory of editing – continuity editing, montage</p> <p>Functions of editing – combine, shorten, correct, build</p> <p>Transition and effects, graphics and design</p> <p>Sound editing, mixing and sound effects</p> <p>Editing modes – off and online editing</p> <p>Practical - Make a promo for Television news channel</p>	Must know	15 Hours

5	TELEVISION PROGRAMMING Entertainment Infotainment Crime Sports Talk shows Practical – watch and writing a review any two type of programme entertainment/ Infotainment/crime/sports/talk shows/	Must know	15 Hours
6	PROJECT Make any two TV Productions Programme of 10 minutes each on entertainment/crime/sports /talk shows	Must know	15 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	FUNDAMENTALS OF VIDEO PRODUCTION	To achieve an overall idea of Television Production	To understand all stages of Television Production	Lecture, PPT, Interactive sessions, Assignments	15 Hours
2	BASICS OF VIDEO CAMERA	To achieve a Technical knowledge of HD, SD, NTSC, PAL and parts of camera.	To impart knowledge of Frame making and role of various parts of camera in frame making.	Lecture, PPT, Interactive sessions, Assignments,	15 Hours

3	STAGES OF VIDEO PRODUCTION	To know the sound and types of Microphones etc.	To make students well acquainted with sound and sound recording microphones.	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
4	EDITING AND POST PRODUCTION	To know editing and its major role in Post Production etc.	Impart knowledge with students about Video editing, role of Graphics, Animation etc.	Lecture,PPT, Interactive sessions, Assignments, Group activities	15 Hours
5	TELEVISION PROGRAMMING	To know editing and its major role in Post Production etc.	Impart knowledge with students about Video editing, role of Graphics, Animation etc.	Lecture,PPT, Interactive sessions, Assignments, Group activities	15 Hours
6	PROJECT	To know editing and its major role in Post Production etc.	Impart knowledge with students about Video editing, role of Graphics, Animation etc.	Practical	15 Hours

TEXT & REFERENCES:

- Millerson. G, Television Production (2005), Focal Press, USA
- Sound Recording, 2011, Focal Press, US
- Craft, John; Leigh, Frederic A.; Godfrey, Donald G.; Electronic Media; Wordsworth Thomson Learning
- Belavadi, Vasuki; *Video Production*; Oxford University Press
- Schultz, Brad; *Broadcast News Producing*; Sage Publication
- KhabreVistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan(hindi)
- Chanelokechehre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan(Hindi)

-X-

	writing: new styles, diminishing importance of inverted Practical: News writing practice and students' seminar		
4.	NEWS GATHERING AND SOURCES Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives, Cultivating the sources: Why and how? reliability, checking information from various sources, pressures and pulls Practical: Reporting practice and students' seminar	Must know	15 Hours
5.	TECHNIQUES OF REPORTING TV Reporting, PTC, Phone-in, Live reporting, Interviewing, Dealing with Risks in Reporting, Legal and Ethical aspects of Reporting Practical: PTC practice and students' seminar	Must know	15 Hours
6	PROJECT To cover stories for TV: 5, Newspaper: 5, Cyber: 5	Compulsory	15 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	NEWS: DEFINITIONS, PURPOSE AND IMPORTANCE OF NEWS	To achieve an knowledge of NEWS, News sense, value etc.	To make well acquainted about News, news sense etc.	Lecture, PPT, Interactive sessions, Assignments	15 hours

2	NEWS REPORTER: QUALITIES, AND RESPONSIBILITIES	To achieve knowledge role of News Reporter, its Qualities, Beat reporting etc.	To impart knowledge with students about News reporting, Beats, rights & responsibilities of an reporter.	Lecture, PPT, Interactive sessions, Assignments	15 Hours
3	WRITING NEWS REPORTS	Gain knowledge about writing News reports for different Media.	Emphasis should be on News report writing for different Media and inverse Pyramid	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
4	NEWS GATHERING AND SOURCES	Impart knowledge of different sources of News and role of new media in news gathering.	Focus should be Physical and virtual sources of News gathering.	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
5	TECHNIQUES OF REPORTING	To make students aware types of P-To-C and various formats	Teach students types of P-To-C etc.	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
6	PROJECT	To make students aware types of P-To-C and various formats	Teach students types of P-To-C etc.	Practical	10 Hours

TEXT & REFERENCES:

- So You Want To Be Journalist?, Bruce Grundy, Cambridge University Press, Cambridge, 2007
- News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
Practical
- Newspaper Reporting by David Spark and Geoffrey Harris
- Writing and Reporting News: A Coaching Method by Carole Rich
- News Writing by George Hough (Kanishka Publishers)
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal
Prakashan
- Chanelo ke chehre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal
Prakashan

-X-

SEMESTER- II
SUBJECT - CONTEMPORARY ISSUES AND CURRENT AFFAIRS- II

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>UNDERSTANDING SOCIAL ISSUES</p> <p>Traditional societies: strengths and weaknesses</p> <p>Social change and Policy changes</p> <p>Development, Displacement and Rehabilitation</p> <p>Women's empowerment</p> <p>Caste and Communal issues</p> <p>New Social Movements</p> <p>Practical: Student seminar and group discussions</p>	Must know	9 hours
2	<p>ECONOMIC SYSTEM OF INDIA</p> <p>Main features and trends of Indian economy</p> <p>Management of Economy: Finance Ministry, Planning Commission, Reserve Bank</p> <p>Problems of Poverty, Hunger, Mal-nutrition, Unemployment, economic disparity</p> <p>Agricultural crisis and problems of Rural Development</p> <p>Issues of Growth rate, Human Development</p> <p>Liberalization, Privatization and Globalization processes and its Impact on Economy</p> <p>Practical: Student seminar and group discussions</p>	Must know	9 Hours
3.	<p>LEGAL SYSTEM</p> <p>Structure of judiciary: Supreme Court, High Courts, Lower Courts</p> <p>Appointment process of judges, Pending cases and Delay in justice</p> <p>IPC and CRPC</p> <p>Public interest litigation (PILs), RTI</p> <p>Judicial reforms</p> <p>Practical: Student seminar and group discussions</p>	Must know	9 Hours

4.	<p>INTERNATIONAL AFFAIRS</p> <p>Colonialism, French revolution, Revolutions of Russia and China</p> <p>First and Second World War, World Post cold war</p> <p>Globalization and changing power balance</p> <p>International Organizations: Commonwealth, SAARC, ASEAN, G7, G20, BRICS, EU, NATO</p> <p>India's foreign policy, Relations with the neighboring Countries</p> <p>Practical: Student seminar and group discussions</p>	Must know	9 Hours
5.	<p>DEFENSE AFFAIRS</p> <p>Organizational structure and strength of Indian forces</p> <p>Indo-Pak Wars, Indo-china war</p> <p>Major border issues and Agreements</p> <p>Practical: Student seminar and group discussions</p>	Must know	9 Hours
6	<p>ANALYSIS OF NEWS AND CURRENT ISSUES</p> <p>News and current affairs</p>	Must know	9 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	UNDERSTANDING SOCIAL ISSUES	To achieve knowledge about social issues	Make students aware about Social issues.	Lecture, PPT, Interactive sessions, Assignments	9 hours
2	ECONOMIC SYSTEM OF INDIA	To achieve knowledge of Indian	To impart knowledge with students about	Lecture, PPT, Interactive sessions, Assignments	

		economy and major government agencies	Indian Economy and major government agencies looking after Indian economy		9 Hours
3	LEGAL SYSTEM	Gain knowledge about Indian legal system and functioning	Make students well acquainted with Indian legal system.	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
4	INTERNATIONAL AFFAIRS	Gain knowledge about International Affairs and World powers role in it.	Impart knowledge with students on International Affairs and world powers role.	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
5	DEFENSE AFFAIRS	Gain knowledge about Defense Affairs.	Teach students about Defense Affairs	Lecture, PPT, Interactive sessions, Assignments,	9 Hours

TEXT & REFERENCES:

- Tapan Biswal: Human Rights Gender and Environment, Vina Books
- Prof. S.D. Muni: Indian and Nepal, Konark Publisher
- Madan Gopal: India through the Ages, Publication Division
- R.S. Yadav (ed.): India's Foreign Policy: Contemporary Trends
- S.R. Sharma: Indian Foreign Policy (Om Sons)
- Rajni Kothari: Caste in Indian politics
- Shukla V.N.: Constitution of India, Eastern Book Company, Lucknow
- Bakshi P.M.: The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- D. D. Basu: An introduction to the Constitution of India

SEMESTER- II
SUBJECT - WRITING FOR MEDIA

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	WRITING FOR PRINT News Writing-Hard news, soft news Feature writing Editorial writing Column writing Writing for magazines Public relations and Corporate writing Practical: Writing a news story for newspaper and TV Feature writing for newspapers	Must know	9 hours
2	WRITING FOR RADIO Writing for Radio news Current Affairs programmes writing Feature writing Practical: Prepare a radio news bulletin Prepare a radio feature Prepare a radio discussion	Must know	9 Hours
3.	WRITING FOR TV Writing for News based programs Writing for Crime based programs Writing for entertainment programs and Reality shows Practical: Prepare a TV news bulletin 5 anchor links on different news stories PTC on different stories	Must know	9 Hours
4.	WRITING FOR FILMS Writing for Advertising and Corporate films Writing for Documentary films	Must know	9 Hours

	Writing for PSA's Writing for Fiction Films Practical: Script for ad Film Script for 2 PSAs		
5.	WRITING FOR DIGITAL Blog writing Writing news and features for Websites Concept and Content creation Practical: Blog writing Articles for websites	Must know	9 Hours
6	PROJECT Script Writing News Packaging Reporting News Anchoring and studio Discussion Program Production	Compulsory	10 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	WRITING FOR PRINT	To achieve knowledge writing for Print	To make students well acquainted writing for Print	Lecture, PPT, Interactive sessions, Assignments	9 hours
2	WRITING FOR RADIO	To achieve knowledge of writing for Radio	To impart knowledge with students how to write for Radio	Lecture, PPT, Interactive sessions, Assignments	9 Hours
3	WRITING FOR TV	Gain knowledge about writing for TV	Emphasis should be on writing for TV	Lecture, PPT, Interactive sessions, Assignments,	9 Hours

4	WRITING FOR FILMS	Impart knowledge about writing for films.	Make students prepare to write for Films.	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
5	WRITING FOR DIGITAL	Gain knowledge writing for Digital Media	Teach students how to write for Digital Media.	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
6	PROJECT	Gain knowledge writing for Digital Media	Teach students how to write for Digital Media.	Practical	9 Hours

TEXT & REFERENCES:

- Writing for the Mass Media, book by James Stovall, Published by Pearson
- Writing for Broadcast Journalists, book by Rick Thompson, Published by Routledge.
- Writing and Editing for Digital Media, by Brian Carroll, Published by Routledge.
- Writing and Reporting for the Media, John R. Bender, Lucinda D. Davenport, Michael W. Drager, Fred Fedler, Oxford University Press
- Media Writer's Handbook: A Guide to Common Writing and Editing Problems, by George Arnold
- The art of creative writing, Lajos Egri
- Writing and Editing News Hardcover – 2015 by Krishna Swamy K.V. (Author), Orient Blackswan Private Limited - New Delhi.

-X-

Semester – III

SEMESTER- III
SUBJECT - ADVANCE REPORTING AND ANCHORING

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>SPECIALIZED REPORTING Salient features of specialized reporting, Essential skills Specialized reporting: Political, economics, crime reporting, sports, science & technology, health and medical (BCC), culture and life, spiritual, environment, human right, education and carrier reporting, judicial. Legislature, foreign reporting, agriculture and rural development, Entertainment, current issues Practical: Reporting exercise</p>	Must know	15 hours
2	<p>INVESTIGATIVE REPORTING Purposes, sources, styles, techniques. Sting operation- tools and techniques, use of spy cams Reporting and news writing for radio, T.V and Internet Report writing for magazines and different supplements of newspapers Practical: Reporting exercise, shooting with spy camera</p>	Must know	15 Hours
3.	<p>TV ANCHORING Broadcast skills – pronunciation, flow, modulation, body language Facing a camera – eye contact, use of teleprompter Types of anchoring Live studio and field interviews Practical: Exercise of voice modulation and pronunciation, facing camera, mock exercise of interviewing</p>	Must know	15 Hours

4.	ANCHORING OF SHOWS Anchoring during the election and Budget presentation Anchoring of special events Practical: Anchoring practice	Must know	15 Hours
5.	NEW TRENDS AND AREAS IN REPORTING Ethical issues in TV reporting and anchoring New challenges and opportunities Practical: Anchoring practice	Must know	15 Hours
6	PROJECTS Five news/ issue-based reports of 5-7-minutes duration Recoding of two one to one interview Anchoring of one bulletin and one program (15 minutes)	Compulsory	15 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	SPECIALIZED REPORTING	To achieve knowledge about specialized reporting etc.	Make students aware about specialized reporting on Politics, crime, economics etc.	Lecture, PPT, Interactive sessions, Assignments	15 hours
2	INVESTIGATIVE REPORTING	To achieve knowledge of investigative reporting etc.	To impart knowledge with students about investigative reporting for radio, TV, Internet, Print etc.	Lecture, PPT, Interactive sessions, Assignments	15 Hours
3	TV ANCHORING	Gain knowledge about TV anchoring etc.	Make students well acquainted with TV anchoring, broadcast skills etc.	Lecture, PPT, Interactive sessions, Assignments,	15 Hours

4	ANCHORING OF SHOWS	Gain knowledge about Anchoring of Shows, during election, Budget etc.	Impart knowledge with students on Anchoring for Election, Budget special events etc.	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
5	NEW TRENDS AND AREAS IN REPORTING	Gain knowledge about new area in reporting etc.	Teach students about New trends in area of reporting etc.	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
6	PROJECTS	Gain knowledge about new area in reporting etc.	Teach students about New trends in area of reporting etc.	Practical	15 Hours

TEXT & REFERENCE:

- Herbert Zettl , Television Production Handbook
- Boyd, Andrew. Broadcast Journalism, Oxford
- Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House
- Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education
- Trevin, Janet, Presenting on TV and Radio, Focal Press
- Yorke, Ivor, Television News (Fourth Edition), Focal Press
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan
- Chanelo ke chehre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan

-X-

SEMESTER- III
SUBJECT - DEVELOPMENT JOURNALISM AND SOCIAL ISSUES

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>DEVELOPMENT JOURNALISM</p> <p>Concept and relevance</p> <p>Development communication: meaning, strategies in development communication</p> <p>Development Models</p> <p>Linear Models: Rostow's Demographic transition, transmission</p> <p>Non-Linear models: World System Theory, Marxist Theory.</p> <p>Dependency Paradigm: centre-periphery, unequal development, development under development.</p> <p>Alternative Paradigms: participatory, think local/act global, think global/act local</p>	Must know	12 hours
2	<p>DEVELOPMENT ISSUES</p> <p>New concept of development.</p> <p>Characteristic of developing societies, Development Indicators</p> <p>Role of mass media in development</p> <p>Pre-requisites of development and development communication</p> <p>Economic development and Justice, Growth, Poverty and employment</p> <p>Environmental communication</p> <p>Issues of Cast, Creed, Class, Gender etc.</p>	Must know	12 Hours
3.	<p>REPORTING</p> <p>Sources for Development Stories: Governmental and non-governmental</p> <p>Field work: Research, Documentation, Interviews,</p>	Must know	12 Hours

	<p>Group Discussion</p> <p>Conventional and non-conventional sources</p> <p>Tools and Techniques of Diverse Development</p> <p>Reporting and Writing</p> <p>Reporting of development stories for different media</p> <p>Organizations associated with the development</p> <p>Writing skills of development stories and features</p>		
4.	<p>SOCIAL ISSUES</p> <p>Gender, cast system, communalism. Socio-economic disparity, Growth, poverty and employment</p> <p>Social cultural and economic barriers to development communication, dealing with data and statistics</p> <p>Governance and society Production of development programs for different mediums. New challenges</p>	Must know	12 Hours
5.	<p>FUNDAMENTAL RIGHTS</p> <p>RTI, Social Audits, Grass-root activism, Whistleblowers</p> <p>Right to education</p> <p>Human rights</p>	Must know	12 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	DEVELOPMENT JOURNALISM	To achieve knowledge about Development Journalism	Make students aware about Development Journalism	Lecture, PPT, Interactive sessions, Assignments	12 hours
2	DEVELOPMENT ISSUES	To achieve knowledge of Development issues etc	To impart knowledge with students about Development indicators.	Lecture, PPT, Interactive sessions, Assignments	12 Hours

3	REPORTING	Gain knowledge about reporting for Development Journalism.	Make students well acquainted with reporting for development journalism.	Lecture, PPT, Interactive sessions, Assignments,	12 Hours
4	SOCIAL ISSUES	Gain knowledge on major developmental related issues.	Impart knowledge with students on issues related to Gender, Sex, employment etc.	Lecture, PPT, Interactive sessions, Assignments,	12 Hours
5	FUNDAMENTAL RIGHTS	Gain knowledge about fundamental rights etc.	Teach students about a person fundamental rights in Democratic India.	Lecture, PPT, Interactive sessions, Assignments,	12 Hours

TEXT & REFERENCES:

- Dreze, J.& Sen, A.(1995). India: Economic Development and Social Opportunity, Oxford University Press, Delhi
- Jayal, N.G.&Pai, S.(2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi
- Mahajan, G.(1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi
- Stiglitz, J. E(2002). Globalization and its Discontents, W.W. Norton & Company, USA
- Dreze, J.& Sen, A.(2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA
- Tankha, B. (Ed.) (1995). Communications and Democracy, Southbound, Cendit
- Sainath, P.(1996).Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi
- Traber, M.(1986).The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology, Sage, London
- Khan, A.M. (1997). Shaping Policy: Do NGOs Matter? Lessons from India, PRIA, Delhi

SEMESTER- III
SUBJECT - DOCUMENTARY FILM MAKING

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>HISTORY OF DOCUMENTARY</p> <p>Type of Documentary</p> <p>Television Documentary</p> <p>Documentary Production (Pre to Post) (Idea, Research and Scripting)</p> <p>Documentary film and Social Sciences</p> <p>Social, Political and Historical issues in Documentary films</p> <p>State of Indian Documentary Films</p> <p>Practical - Review of National & International Documentaries</p>	Must know	25 hours
2	<p>WRITING & TECHNIQUES</p> <p>Proposal/Treatment/Synopsis Writing</p> <p>Documentary Writing</p> <p>Human Interaction and Interview Techniques</p> <p>Interview Analysis</p> <p>Voice Over</p> <p>Practical - Develop a Proposal for a Documentary on a Subject of your choice</p>	Must know	25Hours
3.	<p>DISTRIBUTION AND EXHIBITION OF DOCUMENTARY</p> <p>Trailers and Promos</p> <p>Documentary Films in Current Scenario</p> <p>Ethics for Documentary Films</p> <p>Censorship</p> <p>Film Festivals</p> <p>Modes of funding/ International funding and Crowd</p>	Must know	25 Hours

	funding PSBT, FD and other organization Practical - Research & Basic shoot of a Documentary Project Pitching - Make 25 to 30 sec trailer on the Documentary film and give presentation. Mandatory Screening of Documentary (Pitching) Making a diary on the Film Screening		
4	PROJECT Project- A documentary film, Shoot for 8-10 min film.	Compulsory	15 Hours

B-Curriculum

S No .	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINE S	METHODOLOG Y	TIME
1	HISTORY OF DOCUMENTAR Y	To achieve knowledge about History of Documentary making.	Make students aware about Documentary making and its history.	Lecture, PPT, Interactive sessions, Assignments	25 hours
2	WRITING & TECHNIQUES	To achieve knowledge of Proposal/treatment on Documentary making.	To impart knowledge with students about requirement for Documentary making.	Lecture, PPT, Interactive sessions, Assignments	25Hours s
3	DISTRIBUTION AND EXHIBITION OF DOCUMENTAR Y	Gain knowledge about Distribution and Exhibition of Documentary etc.	Make students well acquainted with Distribution and ethics for Documentry making.	Lecture, PPT, Interactive sessions, Assignments,	25 Hours
4	PROJECT				

TEXT & REFERENCE:

- Directing the Documentary, Michael Rabiger (Focal Press 1992)
- Documentary in the Digital Age, Maxine Baker (Focal Press, 2006)
- Theorizing Video Practice, Mike Wayne (Lawrence and Wishart, 1997)
- The Technique of Documentary Film Production, W. Hugh Baddeley (Focal Press, 1963)
- Bill Nichols, Introduction to Documentary, 2nd edition, Indiana University Press, 2010.

-X-

SEMESTER- III
SUBJECT - MEDIA LAWS AND ETHICS

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>FREEDOM OF PRESS AND CONSTITUTION OF INDIA</p> <p>Constitution of India: Brief Introduction</p> <p>Fundamental Rights, Duties and Directive Principles</p> <p>Freedom of speech & expression: Main features, Scope and Importance of Article 19</p> <p>Interpretations of Article 19</p> <p>Supreme Court Judgments related to Article 19</p> <p>Election Commission</p> <p>Law Relating to the Election Coverage</p> <p>Practical: -</p> <p>Presentation on Freedom of Speech and Expression</p> <p>Analysis of news stories relate to Freedom of Speech and Expression</p>	Must know	12 hours
2	<p>ACTS AND REGULATIONS -I</p> <p>Contempt of Courts Act 1971</p> <p>Civil and Criminal Laws of Defamation</p> <p>Rule of Court Reporting, sub-Judice matter</p> <p>Basic of IPC and Cr.PC</p> <p>Right to information Act 2005</p> <p>Indecent Representation of Women (Prohibition) Act 1986</p> <p>Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc</p> <p>Practical: -Case study on cases related to Defamation and Contempt of Court</p> <p style="text-align: center;">Student seminar on RTI as tool of news source</p>	<p>Must know</p> <p>Nice to know</p> <p>May know</p>	12 Hours

3.	<p>ACTS AND REGULATIONS -II</p> <p>Press & Registration of Books Act 1867</p> <p>Prasar Bharti Act</p> <p>Cinematograph Act 1952</p> <p>Official Secrets Act</p> <p>Copyright Act</p> <p>IT Act</p> <p>Cable Network Act</p> <p>Practical: -</p> <p>Group Discussion on structure and working of Prasar Bharti as an autonomous body</p> <p>Case study on cases related to Copyright Act.</p>	<p>Must know</p> <p>Nice to know</p>	<p>12 Hours</p>
4.	<p>MEDIA ETHICS</p> <p>Introduction to media ethics</p> <p>History of media ethics, role of conventions</p> <p>Personal and group ethics</p> <p>Global media ethics BBC Guidelines</p> <p>Press Council of India</p> <p>Practical: -</p> <p>Group Discussion on role of Press Council of India in present media scenario.</p>	<p>Must know</p> <p>Nice to know</p>	<p>12 Hours</p>
5.	<p>NEW EMERGING TRENDS</p> <p>New technologies and Ethics</p> <p>Investigative Journalism and Sting Operation (Legality and ethics) Cheque book journalism/paid news/embedded journalism, Media crisis & global issues</p> <p>Future of media Ethics</p> <p>Practical: -</p> <p>Group Discussion and presentation on Citizen Journalism and future perspectives of Media.</p>	<p>Must know</p>	<p>12 Hours</p>

6	PROJECT Analysis of 4 major sting operations in India.	Compulsory	10 Hours
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B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	FREEDOM OF PRESS AND CONSTITUTION OF INDIA	To achieve knowledge about Constitution of India	Make students aware about constitution of India.	Lecture, PPT, Interactive sessions, Assignments	12 hours
2	ACTS AND REGULATIONS - I	To achieve knowledge of Civil and Criminal Law	To impart knowledge with students about Civil and Criminal law.	Lecture, PPT, Interactive sessions, Assignments	12 Hours
3	ACTS AND REGULATIONS - II	Gain knowledge about Press & Registration of Boo etc.	Make students well acquainted with registration of Books.	Lecture, PPT, Interactive sessions, Assignments,	12 Hours
4	MEDIA ETHICS	Gain knowledge about Media ethics.	Impart knowledge with students on Media ethics and its importance.	Lecture, PPT, Interactive sessions, Assignments,	12 Hours
5	NEW EMERGING TRENDS	Gain knowledge about Ethics in investigative Journalism.	Teach students about Ethics in investigative Journalism	Lecture, PPT, Interactive sessions, Assignments,	12 Hours
6	PROJECT	Gain knowledge about Ethics in investigative Journalism.	Teach students about Ethics in investigative Journalism	Practical	10 Hours

TEXT AND REFERENCES:

- Neelamalar. Media Law and Ethics. PHI Learning. Delhi. 2010.
- Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
- Clifford G., et al. Media Ethics Longman. New York. 2002.
- Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation B R Publishing. Delhi. 2009.

-X-

SEMESTER- III
SUBJECT - MEDIA MANAGEMENT

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p><u>UNIT I - INTRODUCTION TO MEDIA ECONOMICS</u></p> <p>Definition & scope Economics & media economics Micro & macro economics Fundamental economic problems; supply & demand Consumer behavior, Demographics & Psychographics Practical: Group discussions and students' seminar</p>	Must know	9 hours
2	<p><u>- MEDIA ORGANIZATION & MEDIA MARKETS</u></p> <p>Media organization: Definition, its nature and importance, organizational culture, media organizations as communication systems Media markets: definition & scope, dual market products & geographic dimensions, industrial organization model Market structures Theories of the firm: applicability and limitations to media markets Market conduct and performance, evaluating media markets Practical: Group discussions and students' seminar</p>	Must know	9 Hours
3.	<p><u>STRUCTURE AND OPERATION OF MEDIA ORGANIZATIONS IN INDIA</u></p> <p>Newspaper business management: ownership patterns, line and staff management in a newspaper organization, factors affecting newspaper production,</p>	Must know	9 Hours

	<p>circulation, management, housing & arranging the newspaper production plant</p> <p>Managing broadcast media organizations: organizational hierarchy of public and private television channels, radio stations in India, factors affecting its growth</p> <p>Growth of digital media; Emerging trends in Internet mobile sectors in term of new services, revenue models and job types, Organizational structure of advertising agencies and public relation firms, Roles and responsibilities of the personnel in the organizational hierarchy</p> <p>Start up in Media industry: scope and future</p> <p>Practical: Group discussions and students' seminar</p>		
4.	<p>MANAGEMENT CONCEPTS AND THEIR APPLICATIONS TO MEDIA ORGANIZATIONS</p> <p>Principles of management Leadership, staffing and motivation Planning Budget/ financial management Market research and audience analysis</p> <p>Practical: Group discussions and students' seminar</p>	Must know	9Hours
5.	<p>ISSUES IN MEDIA ECONOMICS & MANAGEMENT</p> <p>Issues in media economics: consolidation of media industries, technology convergence, globalization Various social, political and economic forces influencing the media industry Regulatory mechanism & policy challenges Ethics of media management: public interest v/s private profit; public interest v/s Government control Legal issues in Advertising, Personnel management,</p>	Must know	9 Hours

	mergers and acquisitions Practical: Group discussions and students' seminar		
6	PROJECT Project on TV media house: 2, Radio: 2, Newspaper media house: 2, Magazine media house: 2, Cyber media house: 2	Compulsory	15 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	INTRODUCTION TO MEDIA ECONOMICS	To achieve knowledge about Media economics	Make students aware about Media economics and its importance.	Lecture, PPT, Interactive sessions, Assignments	9 hours
2	MEDIA ORGANIZATION & MEDIA MARKETS	To achieve knowledge of Media organization	To impart knowledge with students about media organization and media markets.	Lecture, PPT, Interactive sessions, Assignments	9 Hours
3	STRUCTURE AND OPERATION OF MEDIA ORGANIZATIONS IN INDIA	Gain knowledge about structure and operation of media organization.	Make students well acquainted with structure and operation media organization.	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
4	MANAGEMENT CONCEPTS AND THEIR APPLICATIONS TO MEDIA ORGANIZATIONS	Gain knowledge about management concept etc.	Impart knowledge with students on management concept and its applications.	Lecture, PPT, Interactive sessions, Assignments,	9Hours

5	ISSUES IN MEDIA ECONOMICS & MANAGEMENT	Gain knowledge about issues in media management.	Teach students about issues in media management.	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
6	PROJECT	Gain knowledge about issues in media management.	Teach students about issues in media management.	Practical	10 Hours

TEXT & REFERENCE:

- Albarran. Media Economics. Surjeet Publications. Delhi. 2007.
- Samuelson & Nordhaus. Economics. Tata McGraw Hill. New York. 2005.
- Kung, Lucy. Strategic Media Management. Sage. London. 2009.

-X-

SEMESTER- III
SUBJECT - MEDIA RESEARCH AND DATA JOURNALISM

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>INTRODUCTION</p> <p>Meaning & definition of Research; Objectives of Research</p> <p>Kinds of Research Approaches to Research</p> <p>Qualitative Quantitative Deductive and Inductive</p> <p>Media Research and the Scientific method, Research methods</p> <p>Introduction to Data Journalism</p> <p>Practical: Prepare Hypothesis on different Research Problems</p>	Must know	9 hours
2	<p>TOOLS AND TECHNIQUES OF RESEARCH</p> <p>Selection of Research Topic</p> <p>Survey of Literature/ Review of Literature</p> <p>Hypothesis and Its Types</p> <p>Research Design and its types</p> <p>Sampling Techniques and types of Sampling</p> <p>Tools of Data collection</p> <p>Ethics in Research</p> <p>Practical: Conduct a Survey</p> <p>Content analysis of two Newspapers</p> <p>PPT On Research Design</p>	<p>Must know</p> <p>Nice to know</p> <p>Must Know</p>	9 Hours
3.	<p>DATA INTERPRETATION AND PRESENTATION</p> <p>Data and Its Types: Primary and Secondary</p> <p>The Web as Data Source, Crowd sourcing Data, Traditional Data sources</p> <p>Processing Of data: Editing, Coding, Classification and Tabulation</p>	<p>Must know</p> <p>Nice to know</p>	9 Hours

	<p>Measures of Central tendency: Mean, Median and Mode</p> <p>Importance of Statistical Tools In research</p> <p>Data presentation tools</p> <p>DATA INTERPRETATION SOFTWARE:</p> <p>Introduction to SPSS</p> <p>Report writing: steps involved into the process</p> <p>Practical: 1. PPT on Different Types of Data</p> <p>2. Use of SPSS and Statistics in Data Interpretation</p>		
4.	<p>RESEARCH APPLICATIONS</p> <p>Research in Print Media – Readership (IRS, NRS), circulation, typography and make-up</p> <p>Research in Electronic Media – TRP, BARC</p> <p>Production Research; Content analysis – Qualitative & Quantitative</p> <p>Practical: 1. PPT on Readership Surveys</p> <p>2. Student seminar on opinion polls and Exit polls</p>	<p>Must know</p> <p>Nice to know</p>	9Hours
5.	<p>UNDERSTANDING DATA & DATA JOURNALISM</p> <p>Why Data Journalism is important for a reporter</p> <p>Skills required by a data journalist</p> <p>Data Literacy, Tips for Working with Data</p> <p>Using Microsoft Excel to analyze data</p> <p>Practical: 5 data-based research stories</p> <p>Project:</p> <p>Research report of 3000 words max. on any topic.</p>	<p>Must know</p>	9 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	INTRODUCTION	To achieve knowledge about research	Make students aware about research and types of research.	Lecture, PPT, Interactive sessions, Assignments	9 hours
2	TOOLS AND TECHNIQUES OF RESEARCH	To achieve knowledge of selection of research topic.	To impart knowledge with students about relevance of research topic	Lecture, PPT, Interactive sessions, Assignments	9 Hours
3	DATA INTERPRETATION AND PRESENTATION	Gain knowledge about Data and its types.	Make students well acquainted with types of data and its collection & selection.	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
4	RESEARCH APPLICATIONS	Gain knowledge about research on different media	Impart knowledge with students on research on different media	Lecture, PPT, Interactive sessions, Assignments,	9Hours
5	UNDERSTANDING DATA & DATA JOURNALISM	Gain knowledge about advantages of Internet research	Teach students about Internet research	Lecture, PPT, Interactive sessions, Assignments,	9 Hours

TEXT & REFERENCES:

- Folkerts & Lacy. The Media in Your life. Pearson Education. Delhi. 2004.
- Jensen & Jankowski. Handbook of Media and Communication Research. Routledge. London. 2002.
- Wimmer& Dominick. Mass Media Research. Wadsworth Cengage. Delhi. 2006.
- Berger, Asa. Mass Communication Research Methods. Sage.
- Hansen, Andres et al., Mass Communication Research Methods, Macmillan Press. Ltd, London, 1998.

-X-

Semester – IV

SEMESTER- IV

SUBJECT – SPECIALIZATION IN TELEVISION JOURNALISM

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>Students have to select a topic and programme/ documentary/ docudrama of their choice in the area of television journalism. They have to follow following process to make the project and under the guidance of supervisor.</p> <ul style="list-style-type: none">• Selection of Topic• Pre-Production, Production & Post Production• Final Project Submission <p><i>e.g. News bulletin, Panel discussion, etc.</i></p>	Must know	60 hours

B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	SPECIALIZATION IN TELEVISION JOURNALISM	To motivating the students to take up production work of high quality. This will enable the students to make use of production techniques.	To cover the practical process for the production of any fiction or Nonfiction based Programme on any given topic	Practical exercises and simultaneously supervision by faculty for students assignments	60 Hours

TEXT & REFERENCES:

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell, Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons

-X-

SEMESTER- IV
SUBJECT – SPECIALIZATION IN MEDIA RESEARCH

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>Students have to select a topic for research dissertation of their choice in the area of media. They have to follow following process to make the project and under the guidance of supervisor.</p> <ul style="list-style-type: none"> • Selection of topic • Writing the Report • Presentation 	Must know	90 Hours

B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	SPECIALIZATION IN MEDIA RESEARCH	To make students research oriented and enhance their skills regarding the same	To cover the practical process of conducting research on any given topic	Practical exercises and simultaneously supervision by faculty for students assignments	90Hours

TEXT & REFERENCES:

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication

SEMESTER- IV

SUBJECT – SPECIALIZATION IN PRINT JOURNALISM

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>Students have to make a project on the topic of their choice covering all the aspects of print media and will follow the guidelines mentioned below and under the guidance of supervisor.</p> <p>Project on Print Media Writing critical assessment of newspapers/ magazines and submission of report for evaluations</p> <p>DTP based project Making and designing of pages of newspaper of 8 pages on QuarkXPress and a magazine of 32 pages on QuarkXPress.</p>	Must know	90 hours

B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	SPECIALIZATION IN PRINT JOURNALISM	To aware students to the newspaper reading sessions	To cover the reading sessions along with news analysis	Newspaper Reading	90 hours

TEXT & REFERENCES:

- Balasubramaniam, T.; English Phonetics for Indian Students: A Work Book; Macmillan Publishers
- Bansal; Harrison, R. K. J. B; Spoken English: A Manual of Speech and Phonetics; Sangam Publishers
- Krishna swamy, N.; Modern English: A book of Grammar, Usage and Composition; Macmillan Publishers
- Hindi Pitrakarati: Sidhantha Se Prayogtak, Arun kumar Bhagat, Janmat Nirman Sahitya Sanshthan New Delhi (Hindi)

SEMESTER- IV
SUBJECT – INTERNSHIP AND TRAINING REPORT

Total Credits - 12

It is a 4-6 weeks faculty supervised internship program which a M.A. (Journalism and Mass Communication) student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established media house. It not only acquaints the student with the media house work culture but will also open avenues for related job opportunities.

In this evaluation component students are required to select topics of their choice and make a presentation in front of a panel of faculty members. They will be evaluated on the basis of relevance of the topic, contents, presentation skills and questions handling.

Evaluation needs these things also:

- Internship certificate issued by the Media House
- Internal Report of the Media house
- Learning Report prepared by students on the basis of intern

-X-

SYLLABUS

Semester - 1

SEMESTER-I
INTRODUCTION TO MASS COMMUNICATION

L	T	P
4	0	0

UNIT I - FUNDAMENTAL OF COMMUNICATION

Communication: Definition characteristics

Concept Feature and scope of Communication

Types of Communication, Theories of communication

Models of communication, 7Cs of communication, Development communication and theories.

Practical: Group discussion and students' seminar

UNIT II - INTRODUCTION OF MASS COMMUNICATION

Mass comm.: meaning, Definition Early Mass comm. Theories, Normative, Technological determinism, sociological theories Various models of Mass comm. Function of Mass communication

Practical: Group discussion and students' seminar

UNIT III - TOOLS OF MASS COMMUNICATION

Journalism & Mass Communication: nature, scope and process Newspaper, magazines, Radio, TV, films, records, internet, advertising, PR & Public Affairs, Traditional & folk Media

Practical: Group discussion and students' seminar

UNIT IV - CHANGING CONCEPTS OF COMMUNICATION

Changing definition of 'mass' in Communication Segmentation of audience for purpose of communication Shift from broadcasting to narrow casting Growth of Media-medium turning into message Reinventing McLuhan's theory Changing forms of feedback, role of Technology.

Practical: Group discussion and students' seminar

UNIT V - MASS MEDIA AND THE DIGITAL SOCIETY

Role of Digital media in modern society Impact of Internet, Digital Media effects, its limitations, Digital mass media and Democracy

Practical

3. Group discussion and students
4. A report on any five models and three theories of communication with suitable examples and diagrams

TEXT & REFERENCES:

- Keval J Kumar, Mass Communication in India, Jaico Publishing House, Mumbai, 2005
- Narula, Uma, Mass Communication Theory and Practice, Haranand Publication, New Delhi, 2004
- Denis Mcquail, Mcquail's Mass Communication Theory, Sage Publications, New Delhi, 2001
- Stanley J Baran & Dennis K. Devis, Mass Communication Theory-Foundation, Fermentand Future, Thomson Wadsworth, 2000,
- Andal N, Communication Theories and Models, Himalaya Publishing House, Delhi
- Uma Joshi, Text Book of Mass Communication and Media Anmol Publications Pvt. Ltd. New Delhi
- KR avindaran, Hand Book of Mass Communication, Anmol Publication, New Delhi
- C.S.Rayadu, Communication, Himalaya Publishing House, Mumbai

-X-

SEMESTER-I
INTRODUCTION TO PHOTOGRAPHY

UNIT I - INTRODUCTION AND APPLICATIONS

L	T	P
3	0	1

Introduction to Art of Photography

History of Photography, stages of development

Difference between Still photography & Motion pictures

Requirement and use of Photographs

Types of Photography (professional based)

Photography as a medium of communication

Photo journalism.

Practical - Familiarization with photography equipments

UNIT II - CAMERA PARTS & ACCESSORIES

Concept of SLR & D- SLR Cameras

Concept of analogue camera & digital camera

Anatomy of SLR& D- SLR cameras, Functions of various parts of camera, Lenses (all types) fundamentals of aperture and its function, shutter & shutter speed,

Co-relation between aperture, shutter speed & ISO settings Motion, depth of field, relationship with shutter & aperture Capturing motion

Filters: all types, functions & applications

Concept of depth-of-field

Practical – Exercise of DSLR camera with various lenses

Exercise of varying exposure in SLR camera

Individual focus on three different candles aligned in a row

UNIT III - VISUAL COMPOSITION AND LIGHTING

Visual grammar in photography, photographic composition: elements of composition, rule of thirds

Shots and camera angles Understanding lighting: artificial & natural Photographic lighting equipments& sources

Direction and angle of light: front, side, top and back light

One, two and three-point lighting: key, fill and back light News and Current Affairs based programmes

Practical - Photographs depicting different Camera Angles

Portraiture Lighting

Shooting exercises in natural light and artificial light

UNIT IV - INTRODUCTION TO ADOBE PHOTOSHOP

Introduction to Photoshop

Work orientation on Adobe Photoshop

Understanding plug-in

Software overview

Uses and functions of Adobe Photoshop

GUI of the software

Understanding tools palette and other basic function Image designing & color correction

Practicing on photographs & images

UNIT V - PROJECT

Photo Feature (10-15 photographs)

TEXT & REFERENCES:

- Basic Photography, Focal Press, 2003 Private Limited, 1999; Michael Langford
- Food Shots; Hicks, Roger & Schultz, Frances
- A Simple Guide to 35mm Photography; Corbett, Bill
- Point and Shoot; Jacobs, Lou (Jr.)
- Practical Photography, Hind Pocket Books; Sharma, O P

-X-

SEMESTER-I
RADIO PRODUCTION

L	T	P
3	0	1

UNIT I - GROWTH OF RADIO AND CONTEMPORARY TRENDS

Radio in India: inception and growth

Three-tier broadcasting, Public broadcasting service

Education vs. Entertainment, Commercial broadcasting

Privatization, expansion of FM broadcasting and the changing Idioms Community broadcasting, developments of Community radio stations, Web broadcasting, Internet radio, Prospects of Radio in India

Practical: -

- 3. History of Radio PPT Presentation**
- 4. Student seminar on different type of radio stations**

UNIT II - RADIO PROGRAMME FORMATS

Writing for the ear: spoken words and music

Radio news, Interview and Panel discussion

Feature and documentary, Drama and serial

Vox Pop and Jingles, Phone-in programmes

Innovation in Radio programmes formats

Music

Practical: -

- 4. Recording of vox pop on any specific issue**
- 5. Recording of radio commercials**
- 6. Recording of RJ Links**

UNIT III - RADIO NEWS BROADCAST

AIR and its divisions, different News services

News reporting setup at various level, Newsroom functions, News pool ,News bulletins - compilation and production ,News writing, New format (NF)

News and Current Affairs based programmes

Practical: -

- 3. Writing exercises regarding news bulletins, and voice cast**
- 4. Voice modulation practices**

UNIT IV - BROADCAST TECHNOLOGY AND PROGRAMME PRODUCTION

MW and SW transmission, AM & FM, Analogue and digital, digital recording , Satellite vs. terrestrial broadcasting, DTH Studios for recording, broadcasting and dubbing ,Types of Microphones and their uses

Audio editing softwares

Practical: -

- 2. Editing of their recorded programs**

UNIT V - PROJECT

- 11. PSA**
- 12. Interview**
- 13. Panel discussion**
- 14. Radio ads and jingle**
- 15. Phone-in programmes**
- 16. Outside broadcast (OB)**
- 17. Commentary: national events, sport**
- 18. Vox pop**
- 19. Musical entertainment programme**
- 20. News Bulletin**

TEXT & REFERENCES:

- AmbrishSaxena, radio in new avatar: AM to FM, Kanishka publishers,
- R.K. Ravindaran, handbook of radio, television & broadcast journalism,
- Keval J. Kumar, mass communication in India, Jaico publishing
- Paul Chantler, peter, basic radio journalism, focal press 2003
- Stuart we. Hyde, television & radio announcing

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SEMESTER-I
FILM STUDIES

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UNIT I - WORLD CINEMA

Brief History of world Cinema

Early narrative cinema (screening of D. W. Griffith's Birth of a Nation)

German Expressionism

Soviet Montage

Italian Neo-realist Cinema

French New Wave

Independent film-making in Hollywood' (screening of Quentin Tarantino's Pulp Fiction)

Hollywood studio system.

UNIT II –INDIAN CINEMA

Brief History of Indian Cinema

Star system

Hindi formula film (screening of Manmohan Desai's Amar Akbar Anthony)

Indian parallel cinema movement – Benegal, Sahni, Kaul, Nihlani

Indian-global cinema (screening of Mira Nair's Salaam Bombay)

Regional Indian cinema

Gender & Sexuality (Indian Cinema)

UNIT III – GENRES, STYLES & CONTENT

Film Terminology

Different Genres of films

Narrative & Documentary styles

Ingredients - Script, Sound, Visuals, Performers, Assembly, Selling and Exposition

UNIT IV- FILM PRODUCTION, EXHIBITION & BEYOND

Key Film Making Departments

Personnel and Roles

Marketing

Distribution

Exhibition

Censorship

Major Film Awards and events

UNIT V - CASE STUDY

(Amongst other films, the following could be screened)

The King's Speech

The Godfather-I and the Godfather-II

Cast Away

Memento

Seven

Gladiator

The Artist

Hugo

12's Year in Slave

Saving Private Ryan

Hurt Locker

Avatar

Battleship Potemkin-Silent Cinema-Montage

The Godfather-I-Hollywood Classic

The Bicycle Thief – Neo Realism

Rashomon-Asian Classic

PatherPachali- Indian Classic

Meghe Dhaka Tara- Indian Classic

Cast Away-Hollywood Classic

(Other films could be included)

PROJECT

Reviewing Films and Presentations by students

TEXT & REFERENCES:

- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger
- Story: Style, Structure, Substance, and the Principles of Screenwriting
- Cook, David A. 1981. A History of Narrative Film. New York: Norton.
- Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
- Kabir, NasreenMunni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford UniversityPress.
- Prasad, M. Madhava. 1998. Ideology of the Hindi Film: a Historical Construction. Delhi; New York: Oxford University Press.
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

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SEMESTER-I
CONTEMPORARY ISSUES AND CURRENT
AFFAIRS- I

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UNIT I - BRIEF HISTORY OF INDIA

History of Modern India, Pre & Post Independence India
Nehruvian Era, Emergence of Non-congress Political parties
India Post-Globalization and Privatization

UNIT II - CONSTITUTION OF INDIA

Main features of Indian Constitution rights and Duties of Indian citizens,
Directive principles, Federal structure

UNIT III - POLITICAL SYSTEM OF INDIA

Democracy, Parliament and Political parties, Legislature, Executive and Judiciary Local
Governance, Autonomous Agencies, Corruption, Defection and Political reforms

UNIT IV -ELECTORAL SYSTEM OF INDIA

Election commission of India-Functions and Powers, Parliament election, Assembly election,
PRIs election, Local Body election, Election of President and Vice President, Election reforms,
Public funding

UNIT V - INTERNAL SECURITY AND DEFENSE AFFAIRS

Organizational structure and functioning of Police and Para-military forces, Police reform,
Special Forces Intelligence agencies-RAW, IB; Investigation agencies-CBI, NIA, Acts to tackle
organized crimes and terrorist activities

UNIT VI - NEWS AND CURRENT AFFAIRS

TEXT & REFERENCES:

- Tapan Biswal Human Rights Gender and Environment, Vina Books
- Prof. S.D. Muni Indian and Nepal ,Konark Publisher
- Madan Gopal India through the Ages, Publication Division
- I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
- Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- S.R. Sharma Indian Foreign Policy (Om Sons)
- Rajni Kothari Caste in Indian politics
- Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
- Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
- D. D. Basu An introduction to the Constitution of India
- J.C. Johri Indian Political System

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SEMESTER-I
INTRODUCTION TO DIFFERENT MEDIA

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UNITI- NEWSPAPERS

Brief history of newspapers: Worldwide and in India;

Growth of Newspapers and its impact upon society

Organizational Structure and functioning of a Newspaper

The Growth of Indian Newspapers, Wire Services & Syndicates, Changing Patterns of Ownership and its effects

Practical: Group discussions and students' seminar

UNITII -MAGAZINES

The Development of Magazines Globally and that in India

Types of Magazines, Organizational Structure and functioning of a magazine, the challenge of Television, the Magazine as an Industry the Future of Magazines

Practical: Group discussions and students' seminar

UNITIII - PORTABLE MEDIA

Books as Contemporary Mass Medium,

Types of Books, Books as Scrolls, Books with Bound Pages, Printed Book Publishing Process: from Typed Manuscript to Finished Book, The Future of E-Books

Electronic book publishing industry

Practical: Group discussions and students' seminar

UNITIV- TELEVISION

An Overview of Technology Development, The Coming of Color

The Days of Fast Growth of National, Regional and Local TV Viewers, Organizational structure and format of News channels (private and public) DTH, Cable TV and Satellite broadcasting

The Economics of Television and the Challenges to Content Producers, The Future of Television

Practical: Group discussions and students' seminar

UNIT V - NEW MEDIA

Internet (ICT) and Convergence of Technologies

Rapid Growth in Mobile technologies

The New Media Impact on different media

The Future of New Media

Practical: Group discussions and students' seminar

UNIT VI - PROJECT

Brief introduction of the following:

Major newspapers- English- 3, Hindi- 3

Magazine- Hindi- 2, English- 2

News TV- Hindi- 2, English- 2

News websites- any 2

TEXT & REFERENCES:

- Lezzi, Frank; Understanding Television Production; PHI Learning
- Mcleish, Robert; Radio Production; Focal Press
- Lewis, Bruce; Technique of Television Announcing; Focal Press
- Medoff, Norman J.; Kaye, Barbara K.; Electronic Media: Then, Now and Later; Focal Press
- Sharda, Kaushik; Script to Screen; Macmillan
- Musburger, Robert B.; An Introduction to Writing for Electronic Media; Focal Press

-X-

SEMESTER-I
STORY TELLING AND CREATIVE WRITING

UNIT I -WHAT IS CREATIVE WRITING?

Fiction and Non-Fiction writing, Idea generation

Story, Character, Conflict and Motifs

Formal Structure of Drama

Story Reading in Class Room (Hindi/English)

Review of Readings

Poetry/Short story Writing

Project: Write Two Short stories or Poetry.

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UNIT II- IDEATION AND CONCEPT DEVELOPMENT

Content development (based on sound, situation and photos)

Creative Analysis on Print Content Creative Analysis on Radio and Television content Creative

Analysis on News Content writing (Print, Radio and TV)

Project:

4. Group Discussion and Participation on content development.
5. Plan a booklet. Tasks include title, theme, Page design, Art, choice of software platform, and criteria for accepting manuscripts. (Group- wise)
6. Prepare a detail Report on creative content analysis

UNIT III - WRITING ON DIFFERENT ISSUES:

v. Social

vi. Economy

vii. Legal

viii. History etc.

Different creative Genres and writings

Project

Generate content on the basis of observational trip and prepare a Report.

UNIT IV - ENTERTAINMENT AND CREATIVE WRITING

Core Elements and Metaphor in Writing

Film Review

Book Review

Project:

Review on any film/book/programme and make presentation.

TEXT & REFERENCES:

- The art of creative writing, LajosEgri
- Bird by Bird: Some Instructions on Writing and Life (Paperback) by Anne LaMotte
- Back to Creative Writing School (Paperback) by Bridget Whelan
- Writing Fiction: A Guide to Narrative Craft (Paperback) by Janet Burro way

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SYLLABUS

Semester - 2

SEMESTER-II
ADVERTISING, PUBLIC RELATIONS, CORPORATE COMMUNICATION
AND
EVENT MANAGEMENT

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UNIT I - ADVERTISING

Advertising: Definitions, objectives and classification, Models of advertising
Ad agency structure: various departments and their functioning Creativity and Campaign planning
Social and Economic impact of Advertising, Digital Media and Advertising
Concepts of media planning and buying
Laws and Ethics in advertising: Role of AAA, ASCI and DD's code for Advertisers
Practical: Group discussion and students' seminar

UNIT II - PUBLIC RELATIONS

Public Relation: Concepts, Definitions, Role and Objectives, PR as a source of News for media,
The PR process
PR tools and strategies, Media Relations, PR practices Used in India and Abroad, Digital Media and PR
Ethical and Legal Issues (paid news, media net, advertorials, special supplements, stock market analysis in business channels; paid appearances, etc.)
Practical: Group discussion and students' seminar

UNIT III- CORPORATE COMMUNICATION

Understanding the Corporate Sector and its need to be in the news, Principles and Concepts of Corporate Communication
Digital Media and Corporate communication, Inter-communications process in corporate world, Criss Communication vis-à-vis media reporting, Corporate Social Responsibility: concepts and as a source for soft stories
Practical: Group discussion and students' seminar

UNIT IV - EVENT MANAGEMENT

Concept, Objective, Types and Elements

Planning and Design of events

Client approval process, Sponsorships and its importance, Project planning for an event

Event Marketing and Support Functions

Conduct of an Event, Involvement of media for promotion and coverage

Digital Media and events, Risk management, Evaluation and Feedback process of an event

Practical: Group discussion and students' seminar

UNIT V - PROJECT

Ad for Print- 1, TV- 1, Radio- 1

Press Release writing- 2

A report of an event covered by the student

A report on visit to any corporate office

TEXT & REFERENCES:

- Scott, C. & Etal, M. (1994). Effective Public Relations, New Jersey: Prentice Hall.
- Jaishri, J. (1994). Public Relations Concepts, Strategies And Tools, New Delhi: Sterling.
- Jethwaney, J. & Sarkar, N. (2009). Advertising, Sterling Publications.
- Baack, C. (2013). Integrated Advertising, Promotion and Marketing Communication, Pearson Publications.
- Cees, B. M., Riel, Van, Fombrun And Charles J. (2007).
- Essentials of Corporate Communication: Implementing Practices For Effective Reputation Management Reputation, Routledge Publication.

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SEMESTER-II
DIGITAL JOURNALISM

UNIT I - INTRODUCTION TO DIGITAL JOURNALISM

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History and growth of digital journalism

Digital media and changing face of journalism

Basics of digital media: Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity.

Practical: Web designing

UNIT II - NEWS ON THE WEB

E-newspapers, E-magazines, Radio and TV newscasts on the web, Changing Paradigms of news

Digital tools for journalist, Basics of digital news publishing

Blogging and micro blogging, Web writing, Editing of digital content, Creation and sharing of content (Audio, Video and pictures)

Practical: Creating and writing for own blog

UNIT III - SOCIAL MEDIA

Characteristics of social media

Types of Social media-Facebook, Twitter, Linked-in, WhatsApp etc. Social media and PR,

Advertizing and Branding

Characteristics of social networking sites

Characteristics of social bookmarking sites

Practical: Creating accounts on facebook, Twitter and linked in.

UNIT IV - MEDIA ETHICS

Privacy, Cyber laws and Cyber security

Metrics and audience development

Practical: Group discussions and student seminar on issues related to media ethics.

UNIT V - NEW TRENDS AND FUTURE OF DIGITAL JOURNALISM

Digital media and democracy

Citizen Journalism

Digital divide

Practical: Group discussions and student seminar.

UNIT VI - PROJECT

Analysis of content and designing of 5 major Indian websites.

Submission of 10 articles written for own blog

TEXT AND REFERENCES-

- Marshall,P. D.(2004). New Media Cultures, Oxford University Press.
- Dewdney, A. &Ride, P. (2006). The New Media Handbook, Routledge, London.
- Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.
- Schmidt , E. & Cohen, J. (2013). The New Digital Age, John Murray.
- Ward, M.(2002). Journalism Online, Focal Press.
- Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press, Washington.
- Hall, J.(2001). Online Journalism, A Critical Primer , Pluto Press, London

-X-

SEMESTER-II

INTRODUCTION TO TELEVISION PRODUCTION

UNIT I - FUNDAMENTALS OF VIDEO PRODUCTION

Key equipments and crew members involved in TV production

Developing programme brief: Objective, content, target audience, duration

Generation of idea, preparing outline, and conducting research

Practical - Writing a treatment for 10 minute News Bulletin

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UNIT II - BASICS OF VIDEO CAMERA

Concept of Video and Video Camera

Video file format, Frame rate and Shooting standards (PAL, SECAM, and NTSC)

Interlace and Progressive scan

HD and SD formats

Memory cards (SD, Flash)

Different parts of camera and their function

Exposure Triangle - Aperture, Sutter Speed, Gain

Concept of Depth of field – The factors which determine the Depth of field

Concept of Focal Length

Practical - Story telling without narration / Video essay

UNIT III - STAGES OF VIDEO PRODUCTION

Pre-Production: Idea/concept/script/production crew/budget/location/production/post production

Production: Single camera and multi camera production techniques

Post production: Editing, dubbing, voiceover, music and sound mixing

Script for News, current affair, recreation and docudrama programme

Practical - Writing and shooting a 10 min News/panel discussion/Interview /docudrama programme using single and multi-camera setup.

UNIT IV - EDITING AND POST PRODUCTION

Introduction to editing

Role of the editor – creative editor, technical editor, editor as graphic artist

Theory of editing – continuity editing, montage

Functions of editing – combine, shorten, correct, build

Transition and effects, graphics and design

Sound editing, mixing and sound effects

Editing modes – off and online editing

Practical - Make a promo for Television news channel

UNIT V - TELEVISION PROGRAMMING

Entertainment

Infotainment

Crime

Sports

Talk shows

Practical – watch and writing a review any two type of programme entertainment/

Infotainment/crime/sports/talk shows/

UNIT VI - PROJECT

Make any two TV Productions Programme of 10 minutes each on entertainment/crime/sports /talk shows

TEXT & REFERENCES:

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell, Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons
- Schultz, Brad; Broadcast News Producing; Sage Publication
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(hindi)
- Chanelokechrehre- Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(Hindi)

-X-

SEMESTER-II
REPORTING FOR DIFFERENT MEDIA

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UNIT I - NEWS: DEFINITIONS, PURPOSE AND IMPORTANCE OF NEWS

News accuracy, clarity, objectivity, balance, directness, etc. News sense and News value, importance of 'what next?' Changing concepts of News: Readers, relationship, relevance and utility.

Practical: PPT presentation and students' seminar

UNIT II - NEWS REPORTER: QUALITIES, AND RESPONSIBILITIES

Beat Reporting: importance of sources, spotting, developing and retaining their confidentiality, regular presence at beats, exclusives, without antagonizing group member and not go by obvious and what people tell you, look for news behind news. The role of major beats: Government, Police, Political parties, Municipal Corporation, Health and Education, Environment and law, Rural Development etc. Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent, Functions and responsibilities

Practical: PPT presentation and students' seminar

UNIT III - WRITING NEWS REPORTS

The inverted pyramid: What is most important? Choice of one W or H for focus; lead of a news story, types of leads.

Writing techniques: Processing information, order of importance, brevity, precision, quoting the source, chronology, paragraphing Style- individual and organizational, stylebook, changing trends in news writing: new styles, diminishing importance of inverted

Practical: News writing practice and students' seminar

UNIT IV - NEWS GATHERING AND SOURCES

Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives, Cultivating the sources: Why and how? reliability, checking information from various sources, pressures and pulls

Practical: Reporting practice and students' seminar

UNIT V - TECHNIQUES OF REPORTING

TV Reporting, PTC, Phone-in, Live reporting, Interviewing, Dealing with Risks in Reporting, Legal and Ethical aspects of Reporting

Practical: PTC practice and students' seminar

UNIT VI -PROJECT

To cover stories for TV: 5, Newspaper: 5, Cyber: 5

TEXT & REFERENCES:

- Lezzi, Frank; Understanding Television Production; PHI Learning
- Mcleish, Robert; Radio Production; Focal Press
- Lewis, Bruce; Technique of Television Announcing; Focal Press
- Medoff, Norman J.; Kaye, Barbara K.; Electronic Media: Then, Now and Later; Focal Press
- Sharda, Kaushik; Script to Screen; Macmillan
- Musburger, Robert B.; An Introduction to Writing for Electronic Media; Focal Press

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SEMESTER-II
CONTEMPORARY ISSUES AND CURRENT
AFFAIRS- II

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UNIT I - UNDERSTANDING SOCIAL ISSUES

Traditional societies: strengths and weaknesses

Social change and Policy changes

Development, Displacement and Rehabilitation

Women's empowerment

Caste and Communal issues

New Social Movements

Practical: Student seminar and group discussions

UNIT II - ECONOMIC SYSTEM OF INDIA

Main features and trends of Indian economy

Management of Economy: Finance Ministry, Planning Commission, Reserve Bank

Problems of Poverty, Hunger, Mal-nutrition, Unemployment, economic disparity

Agricultural crisis and problems of Rural Development

Issues of Growth rate, Human Development

Liberalization, Privatization and Globalization processes and its Impact on Economy

Practical: Student seminar and group discussions

UNIT III - LEGAL SYSTEM

Structure of judiciary: Supreme Court, High Courts, Lower Courts

Appointment process of judges, Pending cases and Delay in justice

IPC and CRPC

Public interest litigation (PILs), RTI

Judicial reforms

Practical: Student seminar and group discussions

UNIT IV -INTERNATIONAL AFFAIRS

Colonialism, French revolution, Revolutions of Russia and China

First and Second World War, World Post cold war

Globalization and changing power balance

International Organizations: Commonwealth, SAARC, ASEAN, G7, G20, BRICS, EU, NATO

India's foreign policy, Relations with the neighboring Countries

Practical: Student seminar and group discussions

UNIT V - DEFENSE AFFAIRS

Organizational structure and strength of Indian forces

Indo-Pak Wars, Indo-china war

Major border issues and Agreements

Practical: Student seminar and group discussions

UNIT VI - ANALYSIS OF NEWS AND CURRENT ISSUES

News and current affairs

TEXT & REFERENCES:

- Tapan Biswal Human Rights Gender and Environment, Vina Books
- Prof. S.D. Muni Indian and Nepal ,Konark Publisher
- Madan Gopal India through the Ages, Publication Division
- I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
- RajanHarshe& K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- S.R. Sharma Indian Foreign Policy (Om Sons)
- Rajni Kothari Caste in Indian politics
- Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
- Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
- D. D. BasuAn introduction to the Constitution of India

- J.C. Johri Indian Political System

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SEMESTER-II
WRITING FOR MEDIA

UNIT I - WRITING FOR PRINT

News Writing-Hard news, soft news

Feature writing

Editorial writing

Column writing

Writing for magazines

Public relations and Corporate writing

Practical: Writing a news story for newspaper and TV

Feature writing for newspapers

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UNIT II- WRITING FOR RADIO

Writing for Radio news

Current Affairs programmes writing

Feature writing

Practical: Prepare a radio news bulletin

Prepare a radio feature

Prepare a radio discussion

UNIT III - WRITING FOR TV

Writing for News based programs

Writing for Crime based programs

Writing for entertainment programs and Reality shows

Practical: Prepare a TV news bulletin

5 anchor links on different news stories

PTC on different stories

UNIT IV - WRITING FOR FILMS

Writing for Advertising and Corporate films

Writing for Documentary films

Writing for PSA's

Writing for Fiction Films

Practical: Script for ad Film

Script for 2 PSAs

UNIT V - WRITING FOR DIGITAL

Blog writing

Writing news and features for Websites

Concept and Content creation

Practical: Blog writing

Articles for websites

UNIT VI - PROJECT

Script Writing

News Packaging

Reporting

News Anchoring and studio Discussion

Program Production

TEXT & REFERENCES:

- The art of creative writing, LajosEgri
- Bird by Bird: Some Instructions on Writing and Life (Paperback) by Anne LaMotte
- Back to Creative Writing School (Paperback) by Bridget Whelan
- Writing Fiction: A Guide to Narrative Craft (Paperback) by Janet Burro way

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SYLLABUS

Semester - 3

SEMESTER-III
ADVANCE REPORTING AND ANCHORING

UNIT I - SPECIALIZED REPORTING

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Salient features of specialized reporting, Essential skills

Specialized reporting: Political, economics, crime reporting, sports, science & technology, health and medical (BCC), culture and life, spiritual, environment, human right, education and carrier reporting, judicial. Legislature, foreign reporting, agriculture and rural development, Entertainment, current issues

Practical: Reporting exercise

UNIT II - INVESTIGATIVE REPORTING

Purposes, sources, styles, techniques.

Sting operation- tools and techniques, use of spy cams

Reporting and news writing for radio, T.V and Internet

Report writing for magazines and different supplements of newspapers

Practical: Reporting exercise, shooting with spy camera

UNIT III- TV ANCHORING

Broadcast skills – pronunciation, flow, modulation, body language

Facing a camera – eye contact, use of teleprompter

Types of anchoring

Live studio and field interviews

Practical: Exercise of voice modulation and pronunciation, facing camera, mock exercise of interviewing

UNIT IV - ANCHORING OF SHOWS

Anchoring during the election and Budget presentation

Anchoring of special events

Practical: Anchoring practice

UNIT V - NEW TRENDS AND AREAS IN REPORTING

Ethical issues in TV reporting and anchoring

New challenges and opportunities

Practical: Anchoring practice

UNIT VI -PROJECTS

Five news/ issue-based reports of 5-7-minutes duration

Recoding of two one to one interview

Anchoring of one bulletin and one program (15 minutes)

TEXT & REFERENCES:

- Scott, C. & Etal, M. (1994). Effective Public Relations, New Jersey: Prentice Hall.
- Jaishri, J. (1994). Public Relations Concepts, Strategies And Tools, New Delhi: Sterling.
- Jethwaney, J. & Sarkar, N. (2009). Advertising, Sterling Publications.
- Baack, C. (2013). Integrated Advertising, Promotion and Marketing Communication, Pearson Publications.
- Cees, B. M., Riel, Van, Fombrun And Charles J. (2007).
- Essentials of Corporate Communication: Implementing Practices For Effective Reputation Management Reputation, Routledge Publication.

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SEMESTER-III
DEVELOPMENT JOURNALISM AND SOCIAL ISSUES

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UNIT I - DEVELOPMENT JOURNALISM

Concept and relevance

Development communication: meaning, strategies in development communication

Development Models

Linear Models: Rostow's Demographic transition, transmission

Non-Linear models: 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 II - DEVELOPMENT ISSUES

New concept of development.

Characteristic of developing societies, Development Indicators

Role of mass media in development

Pre-requisites of development and development communication

Economic development and Justice, Growth, Poverty and employment

Environmental communication

Issues of Cast, Creed, Class, Gender etc.

UNIT III - REPORTING

Sources for Development Stories: Governmental and non-governmental

Field work: Research, Documentation, Interviews, Group Discussion

Conventional and non-conventional sources

Tools and Techniques of Diverse Development Reporting and Writing

Reporting of development stories for different media

Organizations associated with the development

Writing skills of development stories and features

UNIT IV - SOCIAL ISSUES

Gender, cast system, communalism. Socio-economic disparity, Growth, poverty and employment

Social cultural and economic barriers to development communication, dealing with data and statistics

Governance and society Production of development programs for different mediums. New challenges

UNIT V - FUNDAMENTAL RIGHTS

RTI, Social Audits, Grass-root activism, Whistleblowers

Right to education

Human rights

TEXT & REFERENCES:

- Dreze, J.& Sen, A.(1995). India: Economic Development and Social Opportunity, Oxford University Press, Delhi
- Jayal, N.G.&Pai, S.(2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi
- Mahajan, G.(1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi
- Stiglitz, J. E(2002). Globalization and its Discontents, W.W. Norton & Company, USA
- Dreze, J.& Sen, A.(2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA
- Tankha, B. (Ed.) (1995). Communications and Democracy, Southbound, Cendit
- Sainath, P.(1996).Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi
- Traber, M.(1986).The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology, Sage, London
- Khan, A.M. (1997). Shaping Policy: Do NGOs Matter? Lessons from India, PRIA, Delhi

SEMESTER-III
DOCUMENTARY FILM MAKING

UNIT I - HISTORY OF DOCUMENTARY

Type of Documentary

Television Documentary

Documentary Production (Pre to Post) (Idea, Research and Scripting)

Documentary film and Social Sciences

Social, Political and Historical issues in Documentary films

State of Indian Documentary Films

Practical - Review of National & International Documentaries

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UNIT II - WRITING & TECHNIQUES

Proposal/Treatment/Synopsis Writing

Documentary Writing

Human Interaction and Interview Techniques

Interview Analysis

Voice Over

Practical - Develop a Proposal for a Documentary on a Subject of your choice

UNIT III - DISTRIBUTION AND EXHIBITION OF DOCUMENTARY

Trailers and Promos

Documentary Films in Current Scenario

Ethics for Documentary Films

Censorship

Film Festivals

Modes of funding/ International funding and Crowd funding

PSBT, FD and other organization

Practical - Research & Basic shoot of a Documentary

Project Pitching - Make 25 to 30 sec trailer on the Documentary film and give presentation.

Mandatory Screening of Documentary (Pitching)

Making a diary on the Film Screening

UNIT IV - PROJECT

Project- A documentary film, Shoot for 8-10 min film.

TEXT & REFERENCES:

Directing the Documentary, Michael Rabiger (Focal Press 1992)

Documentary in the Digital Age, Maxine Baker (Focal Press, 2006)

Theorizing Video Practice, Mike Wayne (Lawrence and Wishart, 1997)

The Technique of Documentary Film Production, W. Hugh Baddeley (Focal Press, 1963)

Bill Nichols, Introduction to Documentary, 2nd edition, Indiana University Press, 2010.

-X-

SEMESTER-III
MEDIA LAWS AND ETHICS

L	T	P
3	0	1

UNIT I - FREEDOM OF PRESS AND CONSTITUTION OF INDIA

Constitution of India: Brief Introduction

Fundamental Rights, Duties and Directive Principles

Freedom of speech & expression: Main features, Scope and Importance of Article 19

Interpretations of Article 19

Supreme Court Judgments related to Article 19

Election Commission

Law Relating to the Election Coverage

Practical: -

Presentation on Freedom of Speech and Expression

Analysis of news stories relate to Freedom of Speech and Expression

UNIT II - ACTS AND REGULATIONS -I

Contempt of Courts Act 1971

Civil and Criminal Laws of Defamation

Rule of Court Reporting, sub-Judice matter

Basic of IPC and Cr.PC

Right to information Act 2005

Indecent Representation of Women (Prohibition) Act 1986

Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc

Practical: -Case study on cases related to Defamation and Contempt of Court

Student seminar on RTI as tool of news source

UNIT III - ACTS AND REGULATIONS -II

Press & Registration of Books Act 1867

Prasar Bharti Act

Cinematograph Act **1952**

Official Secrets Act

Copyright Act

IT Act

Cable Network Act

Practical: -

Group Discussion on structure and working of Prasar Bharti as an autonomous body

Case study on cases related to Copyright Act.

UNIT IV - MEDIA ETHICS

Introduction to media ethics

History of media ethics, role of conventions

Personal and group ethics

Global media ethics BBC Guidelines

Press Council of India

Practical: -

Group Discussion on role of Press Council of India in present media scenario.

UNIT V - NEW EMERGING TRENDS

New technologies and Ethics

Investigative Journalism and Sting Operation (Legality and ethics) Cheque book journalism/paid news/embedded journalism, Media crisis & global issues

Future of media Ethics

Practical: -

Group Discussion and presentation on Citizen Journalism and future perspectives of Media.

UNIT VI -PROJECT

Analysis of 4 major sting operations in India.

TEXT & REFERENCES:

- Neelamalar. Media Law and Ethics. PHI Learning. Delhi. 2010.
- Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
- Clifford G., et al. Media Ethics Longman. New York. 2002.
- Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation B R Publishing. Delhi. 2009.

SEMESTER-III

MEDIA MANAGEMENT

L	T	P
3	0	0

UNIT I - INTRODUCTION TO MEDIA ECONOMICS

Definition & scope

Economics & media economics

Micro & macro economics

Fundamental economic problems; supply & demand

Consumer behavior, Demographics & Psychographics

Practical: Group discussions and students' seminar

UNIT II - MEDIA ORGANIZATION & MEDIA MARKETS

Media organization: Definition, its nature and importance, organizational culture, media organizations as communication systems

Media markets: definition & scope, dual market products & geographic dimensions, industrial organization model

Market structures

Theories of the firm: applicability and limitations to media markets

Market conduct and performance, evaluating media markets

Practical: Group discussions and students' seminar

UNIT III - STRUCTURE AND OPERATION OF MEDIA ORGANIZATIONS IN INDIA

Newspaper business management: ownership patterns, line and staff management in a newspaper organization, factors affecting newspaper production, circulation, management, housing & arranging the newspaper production plant

Managing broadcast media organizations: organizational hierarchy of public and private television channels, radio stations in India, factors affecting its growth

Growth of digital media; Emerging trends in Internet mobile sectors in term of new services, revenue models and job types, Organizational structure of advertising agencies and public relation firms, Roles and responsibilities of the personnel in the organizational hierarchy

Start up in Media industry: scope and future

Practical: Group discussions and students' seminar

UNIT IV-MANAGEMENT CONCEPTS AND THEIR APPLICATIONS TO MEDIA ORGANIZATIONS

Principles of management

Leadership, staffing and motivation

Planning Budget/ financial management

Market research and audience analysis

Practical: Group discussions and students' seminar

UNIT V - ISSUES IN MEDIA ECONOMICS & MANAGEMENT

Issues in media economics: consolidation of media industries, technology convergence, globalization

Various social, political and economic forces influencing the media industry

Regulatory mechanism & policy challenges

Ethics of media management: public interest v/s private profit; public interest v/s Government control

Legal issues in Advertising, Personnel management, mergers and acquisitions

Practical: Group discussions and students' seminar

UNIT VI - PROJECT

Project on TV media house: 2, Radio: 2, Newspaper media house: 2, Magazine media house: 2,

Cyber media house: 2

TEXT & REFERENCES:

- Albarran. Media Economics. Surjeet Publications. Delhi. 2007.
- Samuelson & Nordhaus. Economics. Tata McGraw Hill. New York. 2005.
- Kung, Lucy. Strategic Media Management. Sage. London. 2009.

-X-

SEMESTER-III
MEDIA RESEARCH AND DATA JOURNALISM

UNIT I - INTRODUCTION

L	T	P
2	0	1

Meaning & definition of Research; Objectives of Research

Kinds of Research Approaches to Research Qualitative Quantitative Deductive and Inductive

Media Research and the Scientific method, Research methods

Introduction to Data Journalism

Practical: Prepare Hypothesis on different Research Problems

UNIT II - TOOLS AND TECHNIQUES OF RESEARCH

Selection of Research Topic

Survey of Literature/ Review of Literature

Hypothesis and Its Types

Research Design and its types

Sampling Techniques and types of Sampling

Tools of Data collection

Ethics in Research

Practical:Conduct a Survey

Content analysis of two Newspapers

PPT On Research Design

UNIT III - DATA INTERPRETATION AND PRESENTATION

Data and Its Types: Primary and Secondary

The Web as Data Source, Crowd sourcing Data, Traditional Data sources

Processing Of data: Editing, Coding, Classification and Tabulation

Measures of Central tendency: Mean, Median and Mode

Importance of Statistical Tools In research

Data presentation tools

DATA INTERPRETATION SOFTWARE: Introduction to SPSS

Report writing: steps involved into the process

Practical: 1. PPT on Different Types of Data

2. Use of SPSS and Statistics in Data Interpretation

UNIT IV - RESEARCH APPLICATIONS

Research in Print Media – Readership (IRS, NRS), circulation, typography and make-up

Research in Electronic Media – TRP, BARC

Production Research; Content analysis – Qualitative & Quantitative

Practical: 1. PPT on Readership Surveys

2. Student seminar on opinion polls and Exit polls

UNIT V - UNDERSTANDING DATA & DATA JOURNALISM

Why Data Journalism is important for a reporter

Skills required by a data journalist

Data Literacy, Tips for Working with Data

Using Microsoft Excel to analyze data

Practical: 5 data-based research stories

Project:

Research report of 3000 words max. on any topic.

TEXT & REFERENCES:

- Folkerts & Lacy. The Media in Your life. Pearson Education. Delhi. 2004.
- Jensen & Jankowski. Handbook of Media and Communication Research. Routledge. London. 2002.
- Wimmer & Dominick. Mass Media Research. Wadsworth Cengage. Delhi. 2006.
- Berger, Asa. Mass Communication Research Methods. Sage.
- Hansen, Andres et al., Mass Communication Research Methods, Macmillan Press. Ltd, London, 1998.

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SYLLABUS

Semester - 4

SEMESTER-IV
SPECIALIZATION IN TELEVISION JOURNALISM

Total Credits - 12

L	T	P
0	2	0

Students have to select a topic and programme/ documentary/ docudrama of their choice in the area of television journalism. They have to follow following process to make the project and under the guidance of supervisor.

- Selection of Topic
- Pre-Production, Production & Post Production
- Final Project Submission

e.g. News bulletin, Panel discussion, etc.

TEXT & REFERENCES:

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell, Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons

SEMESTER-IV
SPECIALIZATION IN MEDIA RESEARCH
Total Credits - 12

L	T	P
0	2	0

Students have to select a topic for research dissertation of their choice in the area of media. They have to follow following process to make the project and under the guidance of supervisor.

- Selection of topic
- Writing the Report
- Presentation

TEXT & REFERENCES:

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication

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SEMESTER-IV
SPECIALIZATION IN PRINT JOURNALISM

Total Credits - 12

L	T	P
0	2	0

Students have to make a project on the topic of their choice covering all the aspects of print media and will follow the guidelines mentioned below and under the guidance of supervisor.

Project on Print Media

Writing critical assessment of newspapers/ magazines and submission of report for evaluations

DTP based project

Making and designing of pages of newspaper of 8 pages on QuarkXPress and a magazine of 32 pages on QuarkXPress.

TEXT & REFERENCES:

- Balasubramaniam, T.; English Phonetics for Indian Students: A Work Book; Macmillan Publishers
- Bansal; Harrison, R. K. J. B; Spoken English: A Manual of Speech and Phonetics; Sangam Publishers
- Krishnaswamy, N.; Modern English: A book of Grammar, Usage and Composition; Macmillan Publishers
- Hindi Ptrakarati: Sidhantha Se Prayogtak, ArunkumarBhagat, JanmatNirmanSahityaSanshthan New Delhi (Hindi)

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SEMESTER-IV
SPECIALIZATION IN ADVERTISING/PUBLIC RELATIONS/EVENT
MANAGEMENT
Total Credits - 12

L	T	P
0	2	0

- **Advertising**

Students have to organize an Ad Campaign of their choice.

- **Public Relation**

Students have to plan and organize a PR Campaign of their choice.

- **Event Management**

Students have to plan and organize an event with proper guidelines.

TEXT & REFERENCES:

- Scott, C. & Etal, M. (1994). Effective Public Relations, New Jersey: Prentice Hall.
- Jaishri, J. (1994). Public Relations Concepts, Strategies And Tools, New Delhi: Sterling.
- Jethwaney, J. & Sarkar, N. (2009). Advertising, Sterling Publications.
- Baack, C. (2013). Integrated Advertising, Promotion and Marketing Communication, Pearson Publications.

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SEMESTER-IV
INTERNSHIP
Total Credits - 12

L	T	P
0	0	0

It is a 4-6 weeks faculty supervised internship program which a MA (Journalism and Mass Communication) student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established media house. It not only acquaints the student with the media house work culture, but will also open avenues for related job opportunities.

Students need to submit the Internship experience letter / training report (duly signed by an authorized signatory of the organization) to the department on the completion of the internship. Without a proof of **SUCCESSFUL COMPLETION** of **INTERNSHIP** a degree will not be awarded to a student.

Surprise checks and visits by a faculty member or an officer of the university to the place of internship of a student will be a norm and practice. Any student not undergoing internship or misleading the university will not be awarded the degree.

***This is a 12 Credits Course with 06 Contact Hours/each week provided to the students to seek guidance and for teacher/supervisor to evaluate the progress of their respective projects.**

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