Central University of Punjab, Bathinda

M.A. (Journalism and Mass Communication)

Session: 2019 - 2021

Department of Mass Communication and Media Studies

Programme Description

This programme provides a firm foundation to aspiring media professionals. The curriculum is a combination of theory & practice and aims to equip students with a judicious blend of knowledge, skills and attitude to become media professionals with social commitment. The programme takes care of the requirements of the ever-changing media industry as well as the social needs. The programme covers all aspects of mass communication. The courses of the programme are designed to impart intensive knowledge and training in print, electronic and new media.

SEMESTER-I

Course Code	Course Name	Course Type	L	T	P	Cr
JMC.506	Introduction to Communication	Compulsory Foundation	4	---	---	4
JMC.507	History of Media	Core	3	1	---	4
JMC.508	Writing for Media	Core	4	---	---	4
JMC.509	Basics of Photography	Core	2	---	---	2
JMC.510	Writing for Media Practical	Practical	----	---	2	1
JMC.511	Basics of Photography Practical	Practical	----	---	2	1
	IDC(from other disciplines)		2	--	--	2
	Value-based Course		1	--	--	1
Discipline Electives (to choose any one)						
JMC.512	Media Management		3	--	--	3
JMC.513	Traditional Media		3			3
	Total Credits					22

SEMESTER-II

Course Code	Course Name	Course Type	L	T	P	Cr
JMC.521	Introduction to Communication Research	Compulsory Foundation	4	----	----	4
JMC.522	Reporting & Editing	Core	4	----	----	4
JMC.523	Television Production	Core	4	---	----	4
JMC.524	Advertising and Public Relations	Core	4	...	....	4
JMC.525	Reporting and Editing Practical	Practical	---	----	4	2
JMC.526	Television Production Practical	Practical	---	----	4	2
	IDC(from other disciplines)		2	--	--	2
Discipline Electives (to choose any one)						
JMC.527	Page Make Up and Layout Designing /MOOC		3	--	--	3
JMC.528	Political Reporting		3			3
	Total Credits					25

In practical and skill-based courses, field/industry visits and academia-industry interactions are recommended.

SEMESTER-III

Course Code	Course Name	Course Type	L	T	P	Cr
JMC.551	Development Communication	Core	4	--	----	4
JMC.552	Advanced Theories of Communication and Research	Core	4	----	----	4
JMC.553	Radio Production	Core	2	----	---	2
JMC.554	New Media-I	Core	2	----	----	2
JMC.555	Radio Production Practical	Practical	---	--	4	2
JMC.556	New Media-I Practical	Practical	---	--	2	1
JMC.599	Research Project	Research Project	---	2	---	2
JMC.543	Seminar-I	Seminar	---	1	---	1
Discipline Electives (to choose any one)						
JMC.557	International Communication/MOOC		3	--	--	3
JMC.558	Audio Video Editing		3	--	--	3
	Total Credits					21

SEMESTER-IV

Course Code	Paper	Course Type	L	T	P	Cr
JMC.571	New Media-II	Core	2	--	--	2
JMC.572	Media Laws & Ethics	Core	4	--	--	4
JMC.573	New Media-II Practical	Practical	--	--	2	1
JMC.599	Research Project		--	4	--	4
JMC.544	Seminar –II		--	1	--	1
JMC.591	Internship	Internship	--	--	8	4
	Value-based Course		1	--	--	1
Discipline Electives (to choose any one)						
JMC.575	Documentary and Film Production		3	--	--	3
JMC.576	Cinema Studies		3	--		3
JMC.577	Comprehensive View of Mass Communication-I	DEC/Compulsory	1	1	0	2
JMC.578	Comprehensive View of Mass Communication-II	DEC/Compulsory	1	1	0	2
	Total Credits					24

In practical and skill-based courses, field/industry visits and academia-industry interactions are recommended.

Interdisciplinary Courses

Course Code	Semester	Paper	L	T	P	Cr
JMC.514	Semester-I	Basics of Photography	2	----	----	2
JMC.515	Semester-I	Debunking Fake News	2	----	----	2
JMC.529	Semester-II	Introduction to Journalism	2	----	-----	2

Course Code: JMC.506
Course Title: Introduction to Communication

L	T	P	Cr
4	0	0	4

Learning outcome of the course:
1. Students will be familiar with evolution of human communication, its concepts, origin and development.
2. They will be able to understand elements, types, functions and process.
3. They will have an over view of various communication theories and models of communication
4. Students will be able to see the contrast between western and eastern perspectives of communication.

Unit I Introduction of Communication   **15 hours**
1. Evolution of human communication
2. Elements and functions of communication
3. Various levels and forms of communication
4. Communication barriers, seven Cs of communication

Unit II Models of Communication   **15 hours**
1. Aristotle's model, SMCR model, Lasswell's model (1948), Braddock's model (1958)
2. Shannon and Weaver's model (1949), Schramm & Osgood's model (1954)
3. Newcomb's model (1953), Gerbner's model (1956), Berlo's model (1960)
4. Dance's model (1967), Westley MacLean's model (1957), Spiral of Silence model (1974), Convergence model (1981), Ecological Model (2004)

Unit III Theories of Communication   **15 hours**
1. Individual Difference theory – Selective Exposure, Selective Attention, Selective Perception and Selective Retention
2. Personal influence theories - Two-step flow and Multi-step flow
3. Sociological theories – Cultivation theory, Agenda Setting theory, Diffusion of Innovation
4. The Uses and Gratification theory, Dependency theory, Critical theory, Behavioural Theory

Unit IV Asian Perspectives of Communication   **15 hours**
   1. Concepts of communication in ancient Indian texts
   2. The concept of *Sadharanikaran*
   3. Modern Indian thoughts on communication
   4. Asian perspectives of communication

Suggested Readings:
   1. Denis McQuail, Mass Communication Theory, Sage Publication, 2010
   2. R. John Bittner, Mass Communication, an introduction, Theory and practice of mass media in society, Prentice Hall, 1989
   3. Rowland Lorimer and Paddy Scannell, Mass Communications: A Comparative Introduction, Manchester University Press, 1994
   4. Melvin DeFleur, Understanding Mass Communication: A Liberal Arts Perspective, Houghton Mifflin (T) Publisher, 1993
   5. Arthur AsaBerger, Essentials of Mass Communication Theory, Sage Publication Inc, 1995.
   6. VijayaSomasundaram, Principles of Communication, Authors Press, 2006.
   7. Uma Narula, Dynamics of Mass Communication (Theory and practice), Atlantic Publisher, 2006.
   8. समकालीन संचार सिद्धांत, सुष्मिता बाला, डीपीएस पब्लिशिंग हाउस, नई दिल्ली, 2007
   9. जनसंचार विश्वकोष, प्रो. रमेश जैन, नेशनल पब्लिशिंग हाउस, नई दिल्ली, 2007
   10. जनसंचार माध्यमों का वैचारिक परिपेक्ष, जवरीमल्ल पारख, ग्रंथ शिल्पी, नई दिल्ली, 2000
      Web Resources:
   1. www.zeepedia.com
   2. www.manage.gov.in

Course Code: JMC.507
Course Title: History of India

Learning outcomes of the course:

L	T	P	Cr
3	1	0	4

   1. Students will be able to understand the evolution of Press in India.
   2. Students will be familiar with various phases of Indian Cinema.
   3. Students will know about the growth and development of Electronic Media.
   4. Students will be familiar with the various phases of history of media India.

Unit I: Newspapers   **15 hours**
   1. Origin and growth of newspapers in India - pre and post-independence era
   2. Introduction to main newspapers and pioneers of Indian journalism
   3. Development of Indian and global news agencies

4. Growth of magazines in India

Unit II: Cinema   **15 hours**
   1. Early days of Indian cinema: silent era and talkies
   2. Major trends in the history of Indian cinema
   3. Significant movements in Indian and world cinema
   4. Introduction to Indian documentaries

Unit-III Radio   **15 hours**
   1. Growth and development of All India Radio
   2. Development of private FM channels
   3. Main radio personalities and programmes
   4. Community Radio stations in India

Unit-IV Television and New Media   **15 hours**
   1. Growth and development of Doordarshan, SITE and Kheda Project
   2. Chanda Committee, Verghese Committee, Joshi Committee, Vardhan Committee etc.
   3. Growth of private television channels, cable and DTH industry
   4. Growth of computers and internet, telecommunications revolution, music industry

Suggested Readings:

1. J. Natarajan, History of Indian Journalism, Publication Division, 2000
2. Rangaswamy Parthsarathi, Journalism in India, Sterling Publishers, 1989.
3. Report of First Press Commission, (1952-54).
4. Report of Second Press Commission, (1980-82).
5. P. C.Chatterjee, Broadcasting in India, Sage, New Delhi, 1990
6. Robin Jeffrey and Assa Doron,Cellphone Nation, Hachette Publisher, 2013
7. DevVrat Singh, Indian Television – Content, Issues and Debate, Har-anand Publications, New Delhi, 2012
8. भारतीय टेलीविजन का इतिहास, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 017
9. भारत की समाचार पत्र क्रांति, रोबिन जैफरी, भारतीय जनसंचार संस्थान, 2004
10. आज की हिन्दी पत्रकारिता, सुरेश निर्मल, अमित प्रकाशन, नई दिल्ली, 2009
11. भारत में पत्रकारिता, आलोक मेहता, नेशनल बुक ट्रस्ट, नई दिल्ली, 2006
12. ग्लोबल मीडिया टेलीविजन, कृष्ण कुमार रत्तु, के के पब्लिकेशन्स, नई दिल्ली 2008
13. हिन्दी के प्रमुख समाचारपत्र और पत्रिकाएं (4 खण्ड), अच्युतानन्द मिश्र, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल 2010

Web Resources:
   1. www.ftiiindia.com Film and Television Institute of India
   2. www.indiatelevision.com Indian Television
   3. www.filmsdivision.org Films Division, Ministry of Information and Broadcasting

4. www.zeepedia.com

Course Code: JMC.508
Course Title: Writing for Media

Learning outcomes of the course:-
1. Students will be able to understand the structure of the language and its importance
2. Students will be familiar with various techniques of writing for electronic as well as print media.
3. Students will be familiar with science of visual language.
4. Students will be able to write in various formats.

L	T	P	Cr
4	0	0	4

Unit-I Basics of Language   **15 hours**
1. Meaning and importance of language
2. Language and communication
3. Signs, symbols, codes and signification
4. Essentials of good writings

Unit-II Electronic Media   **15 hours**
1. Writing for mass communication
2. Features of spoken language
3. Concept of visual language
4. Writing for visuals

Unit-III Print Media   **15 hours**
1. News: Elements, Types, Writing styles for newspaper
2. Lead and Headlines: Importance and types
3. Writing articles, features, editorials and news analysis
4. Writing reviews and travelogue

Unit-IV Forms of Media Writing   **15 hours**
1. Writing for television news and documentary
2. Writing for radio news, talk and features
3. Characteristics of new media writings
4. Techniques of translation

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Suggested Readings:
1. Rich Carole, News Writing and Reporting, Wadsworth Publications, 2010
2. June A. Valladares, Craft of Copywriting, Sage Response Books, 2000
3. Robert L. Hilliard, Writing for Television, Radio and New Media, Wadsworth Pub. 2008
4. Milan D. Meeske, Copy Writing for Electronic Media: A Practical Guide, Wadsworth Publications, 2006
5. Bruce Bartlet, Et. AL , Writing for Visual Media, Focal Press, 2013
6. Nirmal Kumar Chawdhary, How to Write Film Screenplays, Kanishka Publication, 2009
7. Lee Goldberg & William Rabkin, Successful Television Writing, Wiley, 2003
8. Usha Raman, Writing for the Media, Oxford University Press, 2009
9. Hunter Johnson Claudia, Crafting Short Screenplays that Connects, Focal Press, 2009
10. पटकथा लेखन– एक परिचय, मनोहर श्याम जोशी, राजकमल प्रकाशन, नई दिल्ली, 2002
11. समाचार अवधारणा और लेखन प्रक्रिया, संपादक- सुभाष धुलिया व आनन्द प्रधान, भारतीय जनसंचार संस्थान, 2004
12. पत्रकारिता में अनुवाद, जितेन्द्र गुप्ता, प्रियदर्शन व अरुण प्रकाश, राधाकृष्ण प्रकाशन, 2006
13. फीचर लेखन- स्वरुप एवं शिल्प, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005

Web Resources:
1. www.zeepedia.com
2. www.cengagebrain.com
3. www.manage.gov.in
4. www.universityofcalicut.info

Course Code: JMC.509
Course Title: Basics of Photography

Learning outcomes of the course:-
1. Students will be able to understand the process of visual communication and its techniques.
2. Students will be familiar with basics of Photography.
3. Students will be able to understand technical aspects of the Photography, cameras lens and lighting.
4. Students will learn various genres of Photography.

L	T	P	Cr
2	0	0	2

Unit-I Introduction to Photography   8 hours

1. Visual Communication: visual perception, cognition and conceptualization
2. Introduction to visual semiotics
3. Brief history of photography
4. Use of photography in media

Unit-II Basics of Photography   7 hours

1. Photography-elements, principles and rules of composition
2. Types of photographic cameras and their structure
3. Lenses: types and their perspective
4. Camera movements: shots and angles

Unit-III Technical Aspects   8 hours

1. Exposure triangle, focus, depth of field, reciprocity and exposure metering
2. Sensor: sizes, formats and storage
3. Understanding light and shadow: natural &artificial, direct light, soft light, hard light, directional light, three point lighting technique
4. Introduction to Photo Editing: Basics of Photoshop and Lightroom

Unit-IV Photography Genres and Photojournalism   7 hours

1. Portrait, nature, food, street, wildlife, night, product and fashion photography
2. Brief history of photojournalism - global & Indian
3. Famous photojournalists and their approaches to documenting reality
4. Ethical aspects in photojournalism: NPPA code, Associated Press code of ethics

Suggested Readings:

1. Bo Bergstorm, Essentials of Visual Communication, Laurence king, 2009.
2. John Berger, Ways of Seeing, Penguin, London, 2009.
3. George Haines, 'Learning photography', Hamilyn publishing Group.
4. MichealLongford, 'The Story of Photography', Focal press.
5. William S. McIntosh, Classic Portrait Photography, Amherst Media
6. Kirk Tuck, Commercial Photography Handbook, Amherst Media,
7. Jeff Smith, Corrective Lighting, Posing and Retouching, Amherst Media
8. Chris Nelson, Master Guide for Glamour Photography, Amherst Media
9. James Williams, Master Guide for Team Sports Photography, Amherst Media
10. Kenneth Kobre, Photojournalism: The Professionals' Approach, Focal Press
11. Martin Keene, Practical Photojournalism, Focal Press
12. फोटो पत्रकारिता, नवल जायसवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
13. प्रसारण ऑफ फोटो पत्रकारिता, डॉ. माला मिश्रा, ज्योति फाउंडेशन, नई दिल्ली, 2010

14. वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016

Web Resources:
1. www.bestphotolessons.com
2. www.cambridgeincolour.com

Course Code: JMC.510
Course Title: Writing for Media Practical

L	T	P	Cr
0	0	2	1

Learning outcomes of the course:-
1. Students will be able understand the structure of the language and its importance in writing for various media
2. Students will be familiar with various practical techniques of writing for electronic as well as print media.
3. Students will be able to understand the science of visual language.
4. Students will be able to write in various media formats.

Practicals:-   **15 hours**
1. Write a Letter to editor
2. Write a news story
3. Write a article
4. Write a feature/travelogue
5. Writing editorials
6. Write a script for various formats of radio and television
7. Write a news package for television and radio
8. Write a book review
9. Write a film review
10. Write a screen play

Course Code: JMC.511
Course Title: Basics of Photography Practical

L	T	P	Cr
0	0	2	1

Learning outcomes of the course:-
1. Students will be able to use visual communication and its techniques.
2. Students will be familiar with basics of Photography.
3. Students will be able to work on technical aspects of the Photography, cameras lens and lighting.
4. Students will be able to work on various genres of Photography.

Practical:-   **15 hours**
1. Developing a sense of using aperture, shutter speed and ISO
2. Understanding the light and its importance in photography by experimenting various shutter speed and aperture etc.
3. Understanding the working of various parts of a camera and its accessories.
4. Handling camera.

5. Prepare a photo feature.
6. Experiment on various types of shots and angle.
7. Experiment on various genres of photography.
   - Food
   - Travel
   - Nature
   - Wild life
   - History
   - Portrait
   - Fashion
   - Product
   - Photo Journalism

Course Code: JMC.512
Course Title: Media Management

L	T	P	Cr
3	0	0	3

Learning outcomes of the course:
1. Students will be able to learn the concepts of media management.
2. Students will be familiar with various media companies and its types.
3. Students will be able to understand of structure of media companies.
4. Students will know about media business and marketing strategies.

Unit I: Introduction 11 hours
1. Media management – nature and characteristics
2. Overview of media as an industry
3. Ownership patterns, foreign equity in media and government policies
4. Major Indian media companies: The Times Group, Zee Group, Star Group, Network 18 Group, HT Media, Living Media Group, Sony Corporation, Prasar Bharti Corporation, Sun Network, Dainik Bhaskar Group, Deccan Chronicle, Jagran Group, Hind Samachar Group, The Hindu Group, Enadu Group, Patrika Group, NDTV Group.

Unit II: Media Business 12 hours
1. Print media business in India-problems and prospects
2. Film business in India – problems and prospects
3. Radio and music business in India – problems and prospects
4. Television and new media business in India – problems and prospects

Unit-III Media Structure 11 hours
1. Management patterns and internal functioning in media companies
2. Major heads of revenue in newspaper, cinema, radio, television and web
3. Media marketing – space and time selling, advertising rates
4. Recruitment, hiring, training, service conditions and work environment in media

Unit-IV Media Marketing 11 hours
1. Readership Survey, television ratings, listenership surveys, measuring web media
2. Entrepreneurship – meaning and skills required
3. Understanding media markets and handling media competitions
4. Targeting audience and designing marketing strategies

Suggested Readings:
1. Vanita Kohli-Khandekar, The Indian Media Business, Response Books, 2014
2. Susan Tyler Eastman/ Douglas A. Ferguson, Media Programming: Strategies and Practice, Wadsworth Publishing Co. 2006

3. Gulab Kothari, Newspaper Management in India, Oscar Publications, 2005
4. Virbala Aggerwal, V.S. Gupta, Handbook of Journalism & Mass Communication, Concept Publication, 2002
5. B.K. Chaturvedi, Media Management, Global Vision, Publishing House, 2009
6. Alan B. Albrran, Management of Electronic Media, Thomson Wadsworth, 2007
7. Gillian Doyle, Understanding Media Economics, Sage Publication, 2002
8. मीडिया मैनेजमेंट, डॉ. विजय अग्रवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल,
9. कॉरपोरेट मीडिया- दलाल स्ट्रीट, दिलीप मंडल, राजकमल प्रकाशन, 2011

Web Resources:
1. www.forbes.com/management
2. www.zeepedia.com
3. www.mediajournal.org

	L	**T**	**P**	**Cr**
Course Code: JMC.513 **Course Title: Traditional Media**	3	0	0	3

Learning outcomes of the course:
1. Students will be able to learn traditional media forms of communication
2. Students will be able to understand various cultures and art forms of India
3. Students will be able to understand various forms of folk media and their relevance in society.
4. Students will be able to understand use of traditional media for development.

Unit-I Basic Concepts   **12 hours**
1. Traditional media- meaning and characteristics
2. Advantages and limitations of traditional media
3. Diversity in Indian folk traditions
4. Folk songs, music, narrative forms, religious discourses Folk games

Unit-II Tribal Media   **10 hours**
1. Introduction to various tribes in India
2. Indian tribal culture – key characteristics
3. Introduction to tribal songs, dances, music, paintings and literature
4. Survival of tribal culture in modern media world

Unit-III Folk Theatre   **11 hours**
1. Folk Theatre–nature and characteristics
2. Various forms of folk theatre in India
3. Introduction to various forms of Indian puppetry
4. Brief history of stage theatre in India, role of IPTA

Unit-IV Usage of Traditional Media   **12 hours**
1. Use of traditional media for development
2. Integration and preservation of traditional and modern mass media
3. Issues of endangered folk customs and representations
4. Documentation of traditional media form

Suggested Readings:
1. Madhu Malik- Communication and Society, UNESCO
2. Dr. N. Usha Rani - Folk Media For Development
3. Ranganath H.K.- Folk Media & Communication
4. ShyamParmar- Traditional Folk Media In India
5. DurgadasMukhopadhya- Folk Arts And Social Communication – DurgadasMukhopadhya
6. N. Vijaya- Role Of Traditional Folk Media In Rural India
7. GargiBalawant- Folk Theatre In India
8. Mulk Raj Anand- The Indian Theatre
9. The Passing Of Traditional Society – Daniel Lerner

Transaction Mode
Teaching is the process of creating situations whereby students are able to interact with the material to be learned in order to construct knowledge. Teachers are not expected to pour knowledge into the heads of learners, but they assist learners in their construction of knowledge by creating experiences where students' old information can transact with new information to create meaningful knowledge.

First Semester
1) Lecture
2) Demonstration
3) Lecture cum demonstration
4) Group discussion
5) Panel discussion
6) Tutorial
7) Dialogue Mode

The following **tools** would be used in different transactional modes:
PPT
Video
Multimedia packages
e-content

SEMESTER-II

Course Code: JMC.521
Course Title: Introduction to Communication Research

L	T	P	Cr
4	0	0	4

Learning outcomes of the course:-
1. Students will be familiar with research methodology in the field of communication and media.

2. Students will be able to understand basics of research problem formulation, analysis and report writing.
3. Students will be able to apply the knowledge of Mass Communication Research.
4. Students will be able to learn various ethical considerations of MCR.

Unit I Introduction to Research   **15 hours**
1. Research – meaning, definition and elements
2. Types of research, research approaches, methods & methodology, research process
3. Defining research problem, review of literature, formulating hypothesis
4. Communication research – evolution, growth and areas

Unit II Research Design   **15 hours**
1. Research design- meaning, types, functions & characteristics, basic components
2. Sampling: meaning, basic principles & advantages of sampling
3. Sampling methods; probability & non-probability sampling, sampling errors
4. Media monitoring systems

Unit III Data Collection & Processing   **15 hours**
1. Data Collection: primary & secondary data, questionnaire & schedule, in-depth interview, observation, focus group discussion, case study, content analysis, experiment
2. Data processing & analysis: editing, coding, classification &tabulation
3. Statistical techniques: measures; mean median, mode, standard deviation, coefficient correlation, chi square test, t-test, ANOVA, parametric and non-parametric testing, differential and non-differential techniques
4. Presentation and interpretation of data, use of SPSS

Unit IV Report Writing and Ethics   **15 hours**
1. Report writing process, format and planning for report writing,
2. Referencing, footnote and bibliography
3. Citation and referencing use of APA style
4. Ethical considerations in communication research

Suggested Readings:
1. C.R Kothari, Research Methodology: Methods and Techniques, New Age International, 2004
2. Dominick and Wimmer, Mass Media Research- Processes, Approaches & Applications, Cengage Learning, 2011
3. J.S Yadava, Communication Research : Some reflection, IIMC Mineo
4. Ranjit Kumar, Research Methodology– A Step-by-Step Guide for Beginners, Pearson, 2005
5. Gerard Guhrie, Basic Research Methods: An Entry to Social Science Research, SAGE, 2010

6. Vijayalaxmi and Sivapragasam, Research Methods, Tips and Techniques, MJP Publisher, 2008
7. Horning Priest Susanna - Doing Media Research, SAGE, 1996
8. मीडिया शोध, मनोज दयाल, हरियाणा साहित्य अकादमी, चंडीगढ, 2004
9. शोध प्रक्रिया, सरनाम सिंह शर्मा, के.के. पब्लिकेशन, नई दिल्ली, 2016

Web Resources:
1. www.wimmerdominick.com
2. www.cengagebrain.com

Course Code: JMC.522
Course Title: Reporting and Editing

L	T	P	Cr
4	0	0	4

Learning outcomes of the course:-
1. Students will be able to understand the basics concepts and principles of reporting.
2. Students will be familiar with creative techniques of writing and editing news stories etc.
3. Students will be familiar with editing and its concepts, objectives, techniques and process.
4. Students will be able to understand the structure of a newsroom, editorial staff and their role and responsibilities.

Unit-I Basics of Reporting   **15 hours**
1. Basic concepts and principles of reporting
2. Characteristics and qualities of a reporter
3. Writing lead and sourcing facts, hard and soft news writing
4. Reporting beats – politics, crime, sports, business, life style, health, education, legal, Administration, rural etc.

Unit-II Reporting Process   **15 hours**
1. Interview – types and process
2. Collection and presentation of facts; press release
3. Covering press conference and press briefing
4. Interpretative, Investigative and Specialized Reporting

Unit-III Basics of Editing   **15 hours**
1. Editing – meaning, principles and process; style-sheet and computer based editing
2. Structure and functioning of a newsroom
3. Role, responsibilities and qualities of a sub editor, news editor and editor
4. Headline – meaning, significance, types, writing effective headlines

Unit-IV Editing Process   **15 hours**
1. Pages of a newspaper: front page, editorial, business, sports; Pullouts, Supplements & Special edition etc.
2. Dealing with redundancies and importance of brevity
3. Copy writing, copy editing, re-writing, integration and translation

4. Introduction to layout designing and page makeup process

Suggested Readings:
1. Kamath M. V, Professional Journalism, Asia Publishing House, 1963
2. Melvin Mencher, Basic News Writing, Brown Publishers, 1989
3. Fleming Carole, An Introduction to Journalism, Sage Vistaar, 2006
4. Aggarwal S.K, Investigative Journalism in India, Mittal Publication, 1990
5. Stovall James Glen, Journalism: Who, What, When, Where, Why & How, Pearson, 2005
6. Franklin Bob, Key Concepts in Journalism Studies, Vistaar Publication, 2005
7. Spark David, Harris Geoffrey, Practical Newspaper Reporting, Sage (fourth Edition), 2010
8. VarmaAdarsh Kumar, Advanced Journalism, Har-Anand Publications, 2001
9. सूचना प्रौद्योगिकी और समाचारपत्र, रविन्द्र शुक्ला, जैन बुक एजेन्सी, 2008
10. आधुनिक पत्रकारिता, अशोक कुमार शर्मा, जैन बुक एजेन्सी, 2015
11. आंचलिक संवाददाता, मधुकर खेर व सुरेश पंडित, जैन बुक एजेन्सी, 2006
12. रिपोर्टिंग- व्हट इज न्युज, कुमार पंकज, जैन बुक एजेन्सी, 2006
13. सम्पादन कला, राजशेखर मिश्रा, जैन बुक एजेन्सी, 2006
14. भेंट वार्ता एवं प्रैस कॉन्फ्रेंस, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

Web Resources:
1. www.nos.org
2. www.zeepedia.com
3. www.indiastudycenter.com

Course Code: JMC.523
Course Title: Television Production

L	T	P	Cr
4	0	0	4

Learning outcomes of the course:-
1. Students will be able to understand the basic concepts and principles of production
2. Students will be familiar with various stages of TV Production.
3. Students will be able to learn programme production techniques.
4. Students will be familiar with post-production techniques.

Unit-I Production Basics   **15 hours**
1. Idea generation- concept, importance and process
2. Concept, treatment and synopsis writing for television
3. Process of television production- pre production, production, post production
4. Production team members and their responsibility

Unit-II Production Process   **15 hours**

1. Television programme formats
2. Outdoor and indoor production,
3. Studio for television production
4. Cues and commands for television production

Unit-III Camera Set-up, Set Design and Make-up   **15 hours**
1. Equipment for television production- CCU, Vision mixer, audio console, recorders, talk-back system, CG generator, cables & connectors, OB Van
2. Single and multi-camera set-up
3. Set design for studio and outdoor shoot- Virtual studio
4. Make-up techniques for television

Unit-IV Audio-Video Editing   **15 hours**
1. Types of Editing- Online, Offline and Linear, Non-Linear
2. Basics of audio-video editing workstation
3. Process of video editing
4. Aesthetics in audio-video editing

Suggested Readings:
1. Nancy Reardon, Tom Flynn, On Camera: How to report, Anchor and Interview, Focal Press, 2013
2. Gretchen Davis & Mindy Hall, The Makeup Artist Handbook, Focal Press, 2012
3. Shelly Palmer, Television Disrupted, Elsevier Publication, 2008
4. Tomlinson Holman, Sound for digital video, Elsevier Publication, 2012
5. Alec Sabin, You are On! How to develop great media skills for TV, Radio and the internet, viva, 2011
6. Catherine Kellison, Producing for TV and New Media, Focal Press, 2013
7. Andrew H. Utterback, Studio Television Production and Directing, Focal Press, 2015
8. Frederick Shook, Television Field Production and Reporting, Pearson Publication, 2008
9. Andrew Boyd, Broadcast Journalism- Techniques for Radio and Television News, Focal Press, 2008
10. Lee Goldberg and William Rabkin, Successful Television Writing, Wiley, New Jersey, 2003
11. वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016

Web Resources:
1. www.cengagebrain.com.mx/content/zettl
2. www.zeepedia.com
3. www.cybercollege.com
4. www.nos.org
5. www.aboutvideoediting.com

L	T	P	C

Course Code: JMC.524
Course Title: Advertising and Public Relations

Learning outcomes of the course:-
1. Students will be able to understand advertising, its types and functions.
2. Students will be familiar with various creative techniques of advertising.
3. Students will be able to understand Public Relations, its concepts, objectives and techniques.
4. Students will be able to use various advance techniques of Public Relations.

Unit I Introduction to Advertising   **15 hours**
1. Advertising – definition, functions and classification
2. History of advertising; various media for advertising
3. National and global advertising scene; socio-economic effects of advertising
4. Structure and functioning of ad agency

Unit II Process of Advertising   **15 hours**
1. Segmentation of the consumer; positioning of the product; USP and ad appeals
2. Copy Writing: Elements & types
3. Product life cycle; advertising spiral; evaluation of advertisements, Advertising expenditure & budgeting
4. Client related issues and the process, business development; pitching for accounts

Unit III: Introduction to Public Relations   **15 hours**
1. Public Relations – meaning, definition, functions, tools and history
2. Concept and types of publics, public opinion, persuasion and negotiation
3. PR and publicity, propaganda, lobbying, advertising
4. PR in government, public, private and NGO sector

Unit IV: Process of Public Relations   **15 hours**
1. PR and various media, importance of media relations
2. Writing for Public Relations; Corporate Social Responsibility
3. PR as a profession; qualities required for PRO
4. Crisis management; PR strategy and campaign

Suggested Readings:
1. Keval J. Kumar, Mass Communication in India, Jaico Publishing House, New Delhi, 2012
2. Al RiesAl, Jack Trout, Positioning: The Battle for Your Mind, McGraw-Hill, 1st Edition, 2000
3. S AChunawala, Foundations of Advertising: Theory and Practice, Himalaya Publishing House, New Delhi

4. JaishriJethwaney, Shruti Jain, Advertising Management, 2nd Ed., Oxford University Press, New Delhi, 2012
5. Philp John Jones, The Ultimate Secrets of Advertising, Sage Publication, New Delhi, 2002
6. Jaishri Jethwaney, Public Relations, Concepts, Strategies and Tools, Sterling Publishers, 1994
7. Wilcox, Ault and Agee, Public relations, strategies and Tactics, Pearson Publication, 2003
8. Philip Lesley, Handbook of Public Relations and Communication, Jaico Publishing House, 2007
9. आधुनिक विज्ञापन, कृष्ण कुमार मालवीय, इलाहाबाद साहित्य संगम, इलाहाबाद, 2007
10. विज्ञापन एवं जनसंपर्क, जयश्री जेठवानी, सागर पब्लिकेशन, नई दिल्ली
11. जनसंपर्क, जयश्री जेठवानी, स्टर्लिंग पब्लिकेशंस, नई दिल्ली
12. राज्य सरकार और जनसम्पर्क, रघुनाथ प्रसाद तिवारी, महेन्द्र मधुप व काली दत्त झा, राजकमल प्रकाशन, नई दिल्ली 2003

Web Resources
1. The Advertising Standards Council of India;www.ascionline.org.
2. Advertising Agencies Association of India (AAAI); www.aaaindia.org.
3. Ogilvy & Mather; www.ogilvy.com.
4. Campaign India; www.campaignindia.in.
5. www.isanet.org.in
6. www.prsi.co.in
7. www.prcai.org
8. www.ipra.org

Course Code: JMC.525
Course Title: Reporting and Editing Practical

L	T	P	Cr
0	0	4	2

Learning outcomes of the course:-
1. Students will be able to understand basic concepts and principles of reporting.
2. Students will be familiar with creative techniques of writing and editing news stories etc.
3. They will be able to learn the art of editing and its concepts, objectives, techniques and process
4. Students will be well aware of structure of a newsroom, editorial staff and their role and responsibilities.

Practicals: -   **30 hours**
1. Writing various types of leads
2. Writing various types of headlines
3. Write a various types of news stories:-
    i. Politics
    ii. Sports
    iii. Business
    iv. Lifestyle
    v. Health
    vi. Education
    vii. Administration

      viii.   Rural
       ix.   Development
        x.   Specialized reporting
       xi.   District Administration
4. Conducting interviews and writing stories on it.
5. Covering a press conference.
6. Re-structuring a press note.
7. Re-write a copy
8. Edit a copy

Course Code: JMC.526
Course Title: Television Production Practical

L	T	P	Cr
0	0	4	2

Learning outcomes of the course:-
1. Students will be able to understand the basic concepts and principles of production.
2. Students will be familiar with various stages of TV Production.
3. Students will be familiar with programme production techniques.
4. Students will be able to understand post production techniques.

Practicals : -   **30 hours**
1. Record Various Types of Shots
2. Record videos by using various camera movements and Angles
3. Write a synopsis for a fictional or Non-fictional television program
4. Practice on any non-linear editing software
5. Produce a video of 5 to 10 minutes in group and edit it with basic graphics

Course Code: JMC.527
Course Title: Page Make up and Layout Designing

L	T	P	Cr
3	0	0	3

Learning outcomes of the course:
1. Students will be able to understand the concept of page make up and layout designing.
2. They will be familiar with page designing principles and process.
3. They will be able to use software related to page make up and layout designing.

Unit I: Editing: An Introduction   **11 hours**
1. Traditional vs. Mechanical Editing
2. Introduction to editing software: Word Express, News Wrap and News Pro
3. Introduction to Desktop Publishing
4. Hindi and English typing practice

Unit II: Photo Editing and Layout Designing   **11 hours**

1. Photo editing software: Adobe Photoshop
2. Layout Designing software-I: Quark Xpress
3. Layout Designing software-II: Adobe In-Design
4. Photo editing and layout designing exercises

Unit III: Concepts of design   12 hours
1. Basic principles of designing
2. Various design elements
3. Aesthetics in design
4. Design approaches

Unit IV: Newspaper Layout Designing   11 hours
1. Newspaper form and formats
2. Front page, business and sports page designing
3. Magazine designing
4. Poster, pamphlet and leaflet designing

Suggested Readings:
1. N. N. Sarkar, Art and Print Production, Oxford Higher Education, 2008.
2. Peter Bauer, Adobe Photoshop CC for Dummies, For Dummies Publisher, 2013.
3. Scott Kelby, The Adobe Photoshop CS6 book for digital photographers, New Riders, 2012.
4. Steve Johnson, Adobe Photoshop CC on Demand, Que Publishing; 2013.
5. Noble Desktop, Quark Xpress 9 Step by Step Training, Noble Desktop Publisher, 2012.
6. Kelly Kordes Anton, Quark Xpress 8 : Essential Skills for Page Layout, Peachpit Press, 2009.
7. Face to Face: Galen Gruman, Quark Xperss to InDesign, John Wiley and Sons, 2005.

Web Resources:
1. www.video2brain.com
2. http://www.webdesignerdepot.com
3. http://www.designinginteractions.com
4. http://www.slideshare.net
5. www.zeepedia.com

Course Code: JMC.528
Course Title: Political Reporting

L	T	P	Cr
3	0	0	3

Learning outcomes of the course:
1. Students will be able to understand the political system of India.
2. They will be familiar with national and state level political parties.
3. They will be able to understand three-tier system of rural governance and local bodies.

4. They will be able to do political reporting.

Unit-I: National Politics   12 hours
   1. Introduction to the national politics: Interplay of three pillars of Indian democracy; Executive, Legislative and Judiciary, covering parliament
   2. Introduction to national parties-I: Bhartiya Janta Party (BJP), Indian National Congress (INC) and Communist Party of India (Marxist) CPI-M, All India Trinamool Congress (AITC)
   3. Introduction to national parties-II: Communist Party of India (CPI), Bahujan Samaj Party (BSP) and National Congress Party (NCP)
   4. Writing skills required for covering national politics and parties.

Unit-II: State Politics   11 hours
   1. Introduction to the state politics: key issues in Vidhan Parishad and Vidhan Parishad
   2. Introduction to state parties I: Aam Aadmi Party (AAP), All India Anna Dravida Munnetra Kazhagam (AIDMK), BijuJanta Dal (BJD), Dravida Munnetra Kazhagam (DMK), Indian National Lok Dal (INLD), Janata Dal (Secular) JD(S), Janata Dal (United) JD (U).
   3. Introduction to state parties II: Samajwadi Party (SP), Jharkhand Mukti Morcha (JMM), Lok Janshakti Party (LJP), Maharashtra Navnirman Sena (MNS), Shiv Sena, Rashtriya Janata Dal (RJD), Telangan Rashtra Samiti (TRS), Telugu Desam Party (TDP)
   4. Writing skills required for covering national politics and parties.

Unit-III: Local Politics   11 hours
   1. Introduction to local politics: key issues in Panchayati Raj and Municipal Corporation
   2. Introduction to municipal corporations of metropolitan cities in India I: Municipal Corporations of Delhi, Mumbai, Chennai and Kolkata.
   3. Covering press conference and briefing
   4. Writing skills required for covering local politics. Dos and Don'ts for political reporter

Unit-IV: Specialised Political Communication   11 hours
   1. Covering parliamentary elections and political rallies
   2. Covering legislative elections and public meetings
   3. Covering local bodies' elections
   4. Exit poll, opinion poll, spins doctors, lobbying

Note: List of national, state and regional parties to be updated as per criteria in the course curriculum time to time.

Suggested Readings:
   1. Peter Ronald DeSouza, E Sridharan (Editor): India's Political Parties, SAGE, 2007.
   2. HasanZoya (Editor), Parties and Party Politics in India: Themes in Politics, Oxford India, 2004.

3. Rajni Kothari, Politics in India, Orient Longman, 1970.
4. O. P. Gauba, An Introduction to Political Theory, Macmillan Publisher, 2013
5. Ursula Rao. News As Culture: Journalistic Practices and the Remarking of Indian Leadership. New York Berghahn Books, 2010.
6. Ben H. Badikian, On Political Reporting, Newspaper Economics, Law and Ethics, Texas Christian University Press, 1979.

Transaction Mode

Teaching is the process of creating situations whereby students are able to interact with the material to be learned in order to construct knowledge. Teachers are not expected to pour knowledge into the heads of learners, but they assist learners in their construction of knowledge by creating experiences where students' old information can transact with new information to create meaningful knowledge.

Second semester

Lecture
1. Demonstration
2. Lecture cum demonstration
3. Project Method
4. Group discussion
5. Field visit
6. Self-learning
7. Case study

The following **tools** would be used in different transactional modes:

1) PPT
2) Video
3) Blog
4) Multimedia packages
5) TED Talks
6) e-content

Course Code: JMC.551
Course Title: Development Communication

L	T	P	Cr
4	0	0	4

Learning outcomes of the course:
1. Students will be familiar with the concept of development in India.
2. They will be familiar with development planning in India.
3. They will be able to understand the concept of development communication and role of media in development of a country.
4. They will be able to analyse various strategies of development communication.

Unit I: Understanding Development   **15 hours**
1. Development: meaning, concept and approaches
2. Development indicators, millennium development goals, sustainable development
3. Theories and models of development: dominant paradigm, concept of modernization
4. Diffusion of Innovation, trickledown effect, dependency, participatory model

Unit II: Development Planning in India   **15 hours**
1. Planning in India and new government schemes for development
2. Issues of development in India – health, education, poverty, unemployment, agriculture, corruption etc.
3. *Gandhian*, *Nehruvian* and *Deendyal Upadhayay* thoughts on development
4. Globalization and development

Unit III: Development Communication   **15 hours**
1. Development communication – meaning, importance and philosophies
2. Development support communication, C4D and green communication
3. Present state of Development Journalism in India
4. Change agents: NGO, SHG, Community Radio, RTI and opinion leader

Unit IV: Development Message and Implementation   **15 hours**
1. Creation of development messages and evaluation
2. Media and development: SITE and *Kheda* project, *Gyandoot* Project, SWAN Projects, DD Kisan Channel
3. ICT and development, e-governance, e-democracy
4. Use of traditional media for rural development

Suggested Readings:
1. Kiran Prasad, Communication For Development, BR Publishing Corporation, Delhi, 2004
2. P.Sainath, Everybody Loves a Good Drought, Pearson, 2000
3. Srinivas R. Melkote&Steeves, Communication for Development in the Third World, SAGE, 2001

4. <u>Karin Gwinn Wilkins</u>, <u>Thomas Tufte</u>, <u>Rafael Obregon</u>, The Handbook of Development Communication and Social Change, Wiley-Blackwell, 2014
5. Paolo Mefalopulos, Development Communication Sourcebook- Broadening the boundaries of Communication, The World Bank, 2008
6. O.P. Dahama, OP Bhatnagar, Education and Communication for Development, Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi, 2009
7. Emile G. McAnany, Saving the World- A brief history of Communication for Development & Social Change, University of Illinois Press, 2012
8. Tim Unwin, Information and Communication Technology for Development, Cambridge University Press, 2009
9. विकास संचार (आलोचनात्मक परिपेक्ष में), धर्मेन्द्र सिंह, नेहा पब्लिशर्स एण्ड डिस्ट्रीब्युटर्स, नई दिल्ली, 2013
10. विकास संचार विविध परिचय, चन्द्र शेखर यादव, हेमाद्री प्रकाशन, नई दिल्ली, 2012
11. पत्रकारिता एवं विकास संचार, अनिल उपाध्याय, के. के. पब्लिकेशन, नई दिल्ली, 2007

Web Resources:
1. www.nos.org
2. www.unesco.org

Course Code: JMC.552
Course Title: Advanced Theories of Communication and Research

L	T	P	Cr
4	0	0	4

Learning outcomes of the course:
1. Students will be able to understand various Communication theories and models.
2. They will be familiar with recent advances in the field of Communication Theories.
3. They will be able to understand emerging theories of Communication Research.
4. They will be familiar with advancement of research in various fields of media.

Unit I: Historical Perspectives   **15 hours**
1. Changing paradigms of communication research in the world and Media Literacy
2. Major Research traditions in communication discipline
3. Understanding various schools of thoughts of Mass Communication Research- Frankfurt School and American Empirical School etc.
4. Medium is the message, Hot and Cold Media and Manufacturing consent

Unit II: Advanced theories of Communication   15 hours
1. Psychoanalysis-Social learning theory, Cognitive Dissonance
2. Normative theories
3. Theory of logical positivism, functionalism and functionalist theory in the age of media
4. Post modernism, Post Structuralism, Feminist approach and communication research

Unit III: New Trends in Communication Research   15 hours
1. Hate Spin, Spin Doctrine and Post Truth
2. Effects theory and Media Research Payne Fund Studies and Psychology of panic
3. Semiotic Analysis, Rhetoric Analysis, Textual Analysis
4. Structuralism: ownership, power and hegemony and political economy of media

Unit IV: Applied Research in Media Studies   15 hours
1. Research in Newspaper and Magazines.
2. Research in Electronic Media
3. Research in Advertising and Public Relations
4. Research in Cinema and New Media

Suggested Readings:
1. Dominick and Wimmer, Mass Media Research- Processes, Approaches & Applications, Cengage Learning, 2011
2. Marshan McLuhan, Understanding Media, Rutledge Classics, 2001
3. Horning Priest Susanna - Doing Media Research, SAGE, 1996
4. David E Gray, Doing Research in the real world, SAGE, 2014
5. Cherian George, Hate Spin: The manufacture of religious offence and its threat, The MIT Press, 2016
6. Noam Chomsky and Edward S Herman, Manufacturing Consent: The Political Economy of the mass media, Pantheon Books, 1988
7. Stanley Baran and Dennis Devis, Mass Communication Theory: Foundations, Ferment and future, Wadsworth Publishing, 2014
8. Marshal McLuhan, The global village: Transformation in world life and media in the 21st Century, Oxford University Press, 1981

Web Resources:
1. www.wimmerdominick.com
2. www.cengagebrain.com

Course Code: JMC.553
Course Title: Radio Production

L	T	P	Cr
2	0	0	2

Learning outcomes of the course:
1. Students will be able to understand the concept of sound, its nature and properties.
2. They will be familiar with radio studio and audio recording.
3. They will be able to use software related to radio production and audio production.
4. Students will be able to learn voice modulation, tempo, pitch and skills of radio presentation.

Unit-I Introduction to Radio 8 hours
1. Properties of sound
2. Nature of sound- mono, stereo and surround sound
3. Radio as a medium of communication
4. Process of radio production

Unit-II Technical aspect of Radio Production 8 hours
1. Radio Studio- structure, functioning and equipment
2. Microphone- types, placement and precautions
3. Sound recording- types, techniques and aesthetics
4. Audio Editing – process and techniques

Unit-III Radio Programs 7 hours
1. Indoor program and outdoor program
2. Live and recorded program
3. News bulletin, interview, discussion, vox pop, drama, docu-drama, magazines
4. Chat show, game show, phone-in programme, making commercials

Unit-IV Skills for Radio Presentation 7 hours
1. Voice modulation, pronunciation and ad-lib
2. Voice analysis – pitch, volume, tempo, vitality
3. Art of Radio jockeying
4. Skills for radio program presentation

Suggested Readings:
1. Robert Mcleish, Radio Production, Focal Press, 2005
2. Bruce Bartlett and Jenny Bartlett, Practical Recording Techniques, Focal Press, 2013
3. UNESCO, Community Radio Handbook, 2001
4. J. David, Radio Broadcast Journalism, Cyber Tech Publication,2007
5. Tony Zaza, Mechanics of Sound Recording, Prentice Hall Publication,1991
6. Alec Sabin, You are On! How to develop great media skills for TV, Radio and the internet, viva Books Pvt. Ltd.,2009
7. Michael Talbot, Sound Engineering Explained, Focal Press, 2002

8. Andrew Boyd, Broadcast Journalism- Techniques for Radio and Television News, Focal Press, 2008
9. रेडियो जोकिंग, राकेश व प्रज्ञा, डायमंड बुक डिस्ट्रीब्युटर, नई दिल्ली, 2010
10. रेडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, 2017
11. रेडियो नाटक की कला, डॉ सिद्धार्थ कुमार नाथ, राधाकृष्ण प्रकाशन, नई दिल्ली, 2004

Web Resources:
1. http://www.radioiloveit.com
2. www.slideshare.net
3. www.cybercollege.com

Course Code: JMC.554
Course Title: New Media-I

L	T	P	Cr
2	0	0	2

Learning outcomes of the course:
1. Students will be able to understand the concept of New Media.
2. They will be familiar with content writing techniques of New Media.
3. They will be able to use software related to new media production.
4. They will be able to understand various Social media platforms and ethical issues related to their usage.

Unit I: Concept of New Media   **8 hours**
1. Meaning, definitions and characteristics of new media
2. Growth and development of new media
3. Microsoft Office- MS Word (Hindi & English Typing), MS Excel, MS PowerPoint
4. Introduction to Adobe Photoshop and Adobe Audition

Unit II: New Media as News Media   **7 hours**
1. New media content and issues of trustworthiness, evaluating information quality
2. Multimedia newsgathering, content searching, writing and editing
3. Writing for news website, user generated content and citizen journalism
4. Web team members – project manager, graphics designer, animator, audio-video expert, webmaster, content writer, content editor

Unit III: Social Media   **8 hours**
1. Social media – meaning, definition, characteristics and functions
2. Evolution and growth of social media
3. Important social networking sites, blogging and micro-blogging
4. Social media literacy, impact on human relationships and ethical issues

Unit IV: Applications of New Media   **7 hours**
1. Virtual games, podcasting, live-casting, health information online

2. E-democracy, e-governance, e-commerce, e-banking, e-learning
3. Smart phones as platform for digital services, products and governance
4. Homepage analysis of popular news websites

Suggested Readings:

1. Nicholas Gane and David Beer, New Media- The Key Concepts, Oxford New York, 2008
2. Glen CreeberandRoystonMartin, Digital Cultures, Open University Press, McGraw-Hill Education, 2008
3. RC Ramanujan,Multi Media Journalism, APH Publication, 2009
4. Tapas Ray, Online Journalism: A Basic Text, Cambridge University Press, 2006
5. Anty Bull, Multi Media Journalism, Routledge Publication, 2010
6. SK Bansal,Information Technology in Journalism, APH Publishing Corporation, 2009
7. CathorinKellison,Producing for TV and New Media, Focal Press, 2013
8. Stephen Quinn and Stephen Lamble, Online Newsgathering: Research and Reporting for Journalism, Focal Press, 2002
9. संचार टेक्नोलॉजी, गौरीशंकर रैना, श्री नजराज प्रकाशन, नई दिल्ली,
10. समाचार लेखन और वेब पत्रकारिता, अपूर्वा कुलश्रेष्ठ, श्री नजराज प्रकाशन, नई दिल्ली

Web Resources:
1. www.thehindu.com
2. www.timesofindia.indiatimes.com
3. www.trai.gov.in
4. www.mib.nic.in
5. www.dot.gov.in
6. www.digitalindia.gov.in

Course Code: JMC. 555
Course Title: Radio Production Practical

L	T	P	Cr
0	0	4	2

Learning outcomes of the course:
1. Students will be able to understand the concept of sound, its nature and properties
2. They will be familiar with radio studio and audio recording.
3. They will be able to use software related to radio production and audio production.
4. They will be able to learn voice modulation, tempo, pitch and skills of radio presentation.

Practicals:-   **30 hours**
1. Practice for voice over recording
2. Practice on any audio editing software

3. Prepare one synopsis for radio program
4. Record one discussion in group
5. Record one interview or radio talk individually

Course Code: JMC.556
Course Title: New Media-I Practical

L	T	P	Cr
0	0	2	1

Learning outcomes of the course:
1. Students will be able to understand the concept of New Media.
2. They will be familiar with content writing techniques of New Media.
3. They will be able to use software related to new media production.
4. They will be able to understand various Social media platforms and ethical issues related to its usage.

Practicals:-   **15 hours**
1. Practice of English and Hindi typing
2. Start your own blog
3. Write at least 10 blogs on contemporary issues, fiction, poem etc.
4. Practice on adobe PhotoShop
5. Practice on Adobe Audition

Course Code: JMC.599
Course Title: Research Project

L	T	P	Cr
0	2	0	2

Introduction
After having the orientation about communication research methodology in the second semester students will take up small individual research projects on the topics related to media and communication. S/he will come up with three chapters in this semester:
- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)

The final section would be the fully developed instrument/s which must be pre-tested. This would be the part of methodology. These three chapters will be submitted for evaluation. While writing proposal students will follow APA referencing style.

Selection of Topic
In the beginning, each student will develop at least three topics of her/his interest, out of which one will be finalized by the concerned supervisor. The synopsis of the research topic would also be presented before the faculty for further feedback and opinion.

Evaluation
The evaluation will be on the basis of satisfactory and unsatisfactory where satisfactory will be based on the performance of the student as Excellent,

Very good, Good, Average whereas student will be given unsatisfactory when their performance is below average. The criteria for the performance will be:
1. Attendance and punctuality
2. Regular discussion with supervisor
3. Extensive review of literature
4. Interest in the field
5. Management of time and resources
6. Synopsis presentation

Course Code: JMC.543
Course Title: Seminar-I

L	T	P	Cr
0	1	0	1

Learning Objectives

1. Students will be able to develop an understanding of a field of media in which student is interested.
2. Students will be able to communicate their understanding in a form of presentation
3. Students will be able to present/write their understanding in the form of a report.

A student will present a seminar/presentation on a topic related to media, media research and media issues etc.
A student has to submit a report before the commencement of seminar.
Evaluation criteria: - A committee of three teachers of the department will evaluate the presentation and report as per the Five Point Scale.

Course Code: JMC.557
Course Title: International Communication

L	T	P	Cr
3	0	0	3

Learning outcomes of the course:
1. Students will be able to understand the concept of International Communication.
2. They will be familiar with various media giants of International Media.
3. They will be able to understand the concept of globalisation and its impact on media.
4. They will be familiar with flow of media and imbalance in digital age.

Unit-I Global Media Scenario   11 hours
1. Introduction to main newspapers: Yomiuri Shimbun (Japan), The People's Daily (China), Dawn (Pakistan), The Guardian (UK), Daily Mirror (UK), The Sun (US), The Washington Post (US), The New York Times (US), The Sydney Morning Herald (Australia)
2. Major television channels: BBC, CNN, NHK, CCTV and Al Jazeera
3. Major radio channels: BBC, Voice of America and Deutsche Welle

4. Global news agencies: Reuters, Associated Press (AP), United Press International (UPI), Agence France Presse (AFP), Itar -Taas

Unit-II Global Communication Flow   12 hours
1. MacBride Commission report- key findings, importance and relevance
2. The New World Information and Communication Order (NWICO)
3. Non- aligned news agencies news pool and its success and failure
4. Information flow, information politics, information war and media imperialism

Unit III: International Communication   11 hours
1. Universal declaration of human rights and communication
2. Global and regional disparities and information flow
3. Democratization of information flow in the digital age
4. Cultural imperialism, information society, networked society

Unit IV: International Media Systems   11 hours
1. Professional standards, violence against media persons
2. Effects of globalization on media systems
3. Transnational media ownership and issue of sovereignty and security
4. International media institutions and professional organizations

Suggested Readings:
1. Ali Mohammadi, **International Communication and Globalization : A Critical Introduction**, SAGE Publication, 1997
2. Daya Thussu, **International Communication: Continuity and Change**, Bloomsbury Academic, 2006
3. Daya Kishan Thussu, **International Communication: A Reader**, Taylor & Francis Group, 2009
4. Bella Mody, **International and Development Communication: A 21st Century Perspective**, SAGE Publication, 2003
5. Roland Robertson, **Globalisation**, SAGE Publication, 2000
6. विदेश पत्रकारिता, रामशरण जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005
7. अन्तरराष्ट्रीय पत्रकारिता, भरत झुनझुनवाला, श्री नजराज प्रकाशन, नई दिल्ली 2005
8. भूमण्डलीकरण और मीडिया, कुमुद शर्मा, के के पब्लिकेशन, 2003
9. भारतीय टेलीविजन का इतिहास, डॉ. परमवीर सिहं, एजुक्रिएशन पब्लिकेशन, नई दिल्ली, 2017

Web Resources:
1. International Communication Association; www.icahdq.org.
2. The Universal Declaration of Human Rights; www.un.org/en/documents/udhr.
3. Many Voices, One World - www.unesdoc.unesco.org/images/0004/000400/040066eb.pdf.

Course Code: JMC.558
Course Title: Audio-Video Editing

L	T	P	Cr
3	0	0	3

Learning outcomes of the course:
1. Students will be able to understand various types of audio-video editing.
2. They will be familiar with the process of audio-video recording.
3. They will develop practical skills of audio-video recording.
4. They will be familiar with technique of mixing audio and video.

Unit-I Introduction of Audio-Video Editing   11 hours
1. History of audio-video editing
2. Online and offline editing
3. Linear and non-linear editing
4. Basics of audio-video editing workstation

Unit-II Basics of Editing   12 hours
1. Process of video editing
2. Working on video editing software
3. Creating timeline-editing decision list, cut, fade and mix
4. Various tools of video editing software

Unit-III Advanced Editing   11 hours
1. Aesthetics in audio editing
2. Grammar of video editing
3. Special audio-video effects
4. Graphics, titling and montage editing

Unit-IV Final Output   11 hours
1. Multi-track audio-video mixing
2. Working with digital interface (DI)
3. Rendering and authoring
4. Final output- formats, resolution and properties

Suggested Readings:
1. Browne, Steven E., Videotape Editing – A Post Production Primer, New Delhi. Focal Press.
2. Gorham Kindem and Robert Musberger, Media Production: From Analog to Digital, Focal Press
3. Steven E. Browne, Video Editing, Focal Press
4. Mitch Mitchell, Visual Effects for Film and Television, Focal Press
5. Adobe Premier Pro User Guide
6. Adobe Premier Pro: Help and tutorials
7. Herbert Zettl, Handbook of Television Production, Cengage Learning, New Delhi
8. VasukiBelavady, Video Production, Oxford Publication
9. Gerald Millerson, Television Production, Focal Press

Transaction Mode

Teaching is the process of creating situations whereby students are able to interact with the material to be learned in order to construct knowledge. Teachers are not expected to pour knowledge into the heads of learners, but they assist learners in their construction of knowledge by creating experiences where students' old information can transact with new information to create meaningful knowledge.

Third Semester
1. Lecture
2. Lecture cum demonstration
3. Project Method
4. Seminar
5. Focused group discussion
6. Field visit
7. Brain storming
8. Self-learning
9. Case study
10. Case analysis

The following **tools** would be used in different transactional modes:

1) PPT
2) Video
3) Blog
4) Multimedia packages
5) TED Talks
6) e-content

Course Code: JMC.571
Course Title: New Media-II

L	T	P	Cr
2	0	0	2

Learning outcomes of the course:
1. Students will be able to understand the concept of New Media.
2. They will be familiar with online media, its structure and production process.
3. They will be familiar with the content collection techniques.
4. They will be able to use social media and podcasting techniques.

Unit I Basics of Web Media   **8 hours**
1. Online media- online television, online radio, e-newspaper and e-zine, mojo
2. Web journalism- concept, practices and principles
3. Structure and functioning of web newsroom
4. Web production team members and their responsibilities

Unit II Reporting and Writing for Web   **7 hours**
1. Web reporting- features and skills
2. Content collection process

3. Content writing and editing
4. Writing for multimedia: photograph, graphics, slides, video and audio

Unit III Web News Production   7 hours
1. Ethics of web journalism
2. Packaging of web news
3. Integration of various media for web production
4. Creating hyperlinks for web content

Unit IV Webcasting   8 hours
1. Webcasting - technique, types and future
2. Webcasting software
3. Various mobile apps
4. Web rating techniques

Suggested Readings:
1. RC Ramanujan, Multi Media Journalism, Aph Publication, 2009
2. Rajiv Saxena, Computer Application for Journalism, Centurn Press
3. Mike Word, Journalism Online, Elsevier India, 2002
4. Tapas Ray, Online journalism: A basic Text, Cambridge university press, 2006
5. Anty Bull, Multi Media Journalism, Routledge Publication, 2010
6. Catherine Kellison, Producing for TV and New Media, Focal Press, 2012
7. Nicholas Gane and DAvid Beer, New Media, Berg: Oxford, New York, 2008
8. Martin Lister, New Media: A Critical Introduction, Routledge Publication, 2009
9. Eli Noam, Internet Television, Lawrence Erlbaum Associate Publication, 2003
10. Charles Miller, The Future of Journalism, Cojo Publication, 2009
11. इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, राकेश कुमार, श्री नटराज प्रकाशन, नई दिल्ली, 2009
12. वेब पत्रकारिता- नये मीडिया नये रुझान, शालिनी जोशी व शिवप्रसाद जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली, 2012

Web Resources:
1. www.timesofindia.indiatimes.com
2. www.jagran.com
3. www.bhaskar.com.
4. www.mib.nic.in
5. www.digitalindia.gov.in

Course Code: JMC.572
Course Title: Media Laws & Ethics

L	T	P	Cr
4	0	0	4

Learning outcomes of the course:-
1. Students will be able to understand concepts and principles media laws and ethics.

2. Students will be familiar with various rights/freedoms given to the people and media in the constitution of India.
3. They will be familiar with concepts related to media ethics and invasion of privacy of an individuals
4. They will be familiar with various guidelines issued by concerned bodies.

Unit-I Constitution and Other laws   **15 hours**
1. Constitution and freedom of speech and expression
2. Defamation, obscenity and sedition
3. Right to Information Act 2005
4. Contempt of court and legislature, Public Interest Litigations

Unit-II Media Laws-I   **15 hours**
1. Press and Registration of Books Act 1867
2. Working Journalists Act 1955
3. Copyright act 1957, Press Council Act 1978
4. Report of wage commissions and Government's Newsprint Policy

Unit-III Media Laws-II   **15 hours**
1. Cinematography Act 1952, Prasar Bharti Act 1990
2. Cable Television Networks (Regulations) Act 1995
3. Information Technology Act 2000
4. Guidelines for up-linking, IPTV and Community Radio Stations

Unit-IV Media Ethics   **15 hours**
1. Fundamentals of Journalistic ethics: objectivity, balance, accuracy and fairness,
2. Invasion of privacy, plagiarism, vulgarity, bias, portrayal of violence and sex
3. Gifts and payments for news, ethics of 'sting operations' and fairness in editing
4. Various ethical codes & Guidelines – Advertising, Public Relations, Print Media & electronic Media

Suggested Readings:
1. Ram Jethmalani and D. S. Chopra, Cases and Material on Media Law, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
2. Durga Das Basu, Laws of the Press, Lexis Nexis ButterworthsWadhawa, Gurgaon (Haryana), Fifth edition, 2010
3. Nand Kishore Trikha, Press Laws, 2014
4. Paranjoy Guha Thakurta, Media Ethics, Oxford University Press, 2011
5. Day Louis A., Media Communication Ethics, Wadsworth Publications, 2009
6. सूचना का अधिकार, अरविन्द केजरीवाल व विष्णु राजगढ़िया, राजकमल प्रकाशन, नई दिल्ली
7. कॉपीराइट, कमलेश जैन, राजकमल प्रकाशन, नई दिल्ली, 2008

8. भारत में मीडिया कानून, रमेश जैन, हिन्दी बुक सेन्टर, 2009
9. भारत में प्रेस कानून, मधुसुदन त्रिपाठी, हिन्दी बुक सेन्टर, 2010
10. मीडिया का अन्डरवर्ल्ड, दिलीप मंडल, हिन्दी बुक सेन्टर, 2011

Web Resources:
1. www.indiankanoon.org
2. www.indiacode.nic.in
3. www.constitution.org
4. www.cablequest.org
5. www.cofiindia.org

Course Code: JMC.573
Course Title: New Media-II Practical

L	T	P	Cr
0	0	2	1

Learning outcomes of the course:
1. Students will be able to understand the concept of New Media.
2. Students will be familiar with content writing techniques of New Media.
3. They will be able to use software related to new media production.
4. They will able to analyse various Social media platforms and ethical issues related to their usage.

Practicals: -   **15 hours**
1. Design a web page on HTML
2. Start a web channel on YouTube in group
3. Every student will upload at least one video on their YouTube channel.

Course Code: JMC.599
Course Title: Research Project
Introduction

L	T	P	Cr
0	4	0	4

Half of the research work is to be completed in the previous semester. In this semester, students will complete rest of the work and submit the final report in the semester end for evaluation on the following pattern:
1. Title of the Research
2. Certification
3. Contents
4. Introduction (including aim and objectives)
5. Review of Literature
6. Research Methodology (including fully developed instruments)
7. Data Presentation and Analysis
8. Discussion
9. Conclusions and Key Findings
10. References and Bibliography

Referencing Style

While writing the dissertation students will follow APA referencing style.

Evaluation

The evaluation will be on the basis of satisfactory and unsatisfactory where satisfactory will be based on the performance of the student as Excellent, Very good, Good, Average whereas student will be given unsatisfactory when their performance is below average. The criteria for the performance will be:

1. Attendance and punctuality
2. Regular discussion with supervisor
3. Extensive review of literature
4. Interest in the field
5. Management of time and resources
6. Final presentation

Course Code: JMC.544
Course Title: Seminar-II

L	T	P	Cr
0	1	0	1

Learning Objectives

1. Students will be able to develop an understanding of a field of media in which student is interested.
2. Students will be able to communicate their understanding in a form of presentation
3. Students will be able to present/write their understanding in the form of a report.

A student will present a seminar/presentation on a topic related to media, media research and media issues etc.

A student has to submit a report before the commencement of seminar.

Evaluation criteria:- A committee of three teachers of the department will evaluate the presentation and report as per the Five Point Scale.

Course Code: JMC.591
Course Title: Internship

L	T	P	Cr
0	0	8	4

Place of Internship

Internship can be carried out in any national or regional (not local media organisation) i.e. newspaper, radio or television channel, new media company, advertising agency, public relations firm/ department, NGO, government organisation, corporate house etc. with consent of the head of the department.

Duration

The internship will be of minimum four weeks. The period may include summer break. The students can go for internship only after the examinations of fourth semester.

Evaluation

After completion of the internship students will submit a detailed internship report containing a certificate of internship and narrating experiences during internship in a prescribed format prepared by the department. Internship report will be evaluated by teachers of the department. The evaluation will be on the basis of satisfactory and unsatisfactory where satisfactory will be based on the performance of the student as Excellent, Very good, Good, Average whereas student will be given unsatisfactory when their performance is below average.

Course Code: JMC.575
Course Title: Documentary and Film Production

L	T	P	Cr
3	0	0	3

Learning outcomes of the course:
1. Students will be able to understand the concept documentary and film production.
2. Students will be familiar with various approaches of documentary of film production.
3. They will be able to understand various phases of documentary and film production.
4. They will be familiar with production team, role and their responsibilities.

Unit I Basics of Documentary Production   12 hours
1. Documentary- meaning, types and significance
2. Approaches of documentary production
3. Research and *recce* in documentary
4. Process of documentary production

Unit II Documentary Distribution   11 hours
1. Documentary distribution- types and issues
2. Films for social and political campaigns
3. Types of film screening
4. Film festivals- national and international

Unit-III Basics of Film Production   **11 hours**
1. Understanding the film
2. Major film genres
3. Process of Film Making
4. Production Team: Members and their responsibilities

Unit IV: Distribution and Exhibition   **11 hours**
1. The studio-system
2. Digitalisation of cinema and integration of cinema markets
3. Multiplex revolution and distribution process
4. Contemporary trends in film advertising and distribution, promotion campaigns

Suggested Readings:
1. Gerald Millerson, The Technique of Television Production, Focal Press, UK, 2005
2. Herbert Zettl, Television Production Handbook, Thompson Wadsworth Pub, 2012
3. Andrew Boyd, Broadcast Journalism: Techniques of Radio & TV News, Focal Press.2005
4. Peter Utz, Studio and Camcorder Television Production, Prentice Hall Pub. New Jersey,2002
5. Frederich Shook, Television Field Production and Reporting, Longman Publishers, USA, 2002
6. Nalin Mehta, India on Television, Harper Collins, New Delhi, 2009
7. Chanderkant Singh (1999), Before the Headlines, MacMillan publication, New Delhi, 1999
8. Nilanjna Gupta, Switching Channels - Ideologies of Television in India, Oxford University Press, Delhi, 1998
9. टेलीविजन और अपराध पत्रकारिता, वर्तिका नन्दा, भारतीय जनसंचार संस्थान प्रकाशन, नई दिल्ली, 2005
10. खबरें विस्तार से, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
11. टेलीविजन पत्रकारिता, राकेश कुमार, श्री नजराज प्रकाशन, नई दिल्ली,
Web Resources:
1. www.thehoot.org
2. www.indiantelevision.com
3. www.cybercollege.com

Course Code: JMC.576
Course Title: Cinema Studies

L	T	P	Cr
3	0	0	3

Learning outcomes of the course
1. Students will be able to appreciate the nuances of film making.
2. Students will be familiar with various genres of films.
3. They will be able to develop an understanding about various movements of cinema.
4. They will be familiar with the linkage between cinema and culture.

Unit-I: Understanding the Film Art   **11 hours**
1. Film language as an art form – signs and syntax
2. The emergence and development of cinema in diverse contexts
3. The question of national cinemas
4. Major film movements in the world

Unit-II: Film Theories   **11 hours**
1. Expressionism, realism, neo realism, auteur, ideological
2. Marxism, feminism, structuralism
3. Psychoanalysis and post-colonialism
4. Montage, *mise-en-scene* and contemporary theory

Unit-III: Production, Distribution and Exhibition   **12 hours**
1. The studio-system, major film genres
2. Digitalisation of cinema and integration of cinema markets
3. Multiplex revolution and distribution process
4. Contemporary trends in film advertising, promotion campaigns, new exhibition technologies

Unit-IV: Auteurs, Stars and Fans   **12 hours**
1. History of stardom
2. Power of the star in film production
3. Cinephilia/ Cinepolitics
4. Fan activities

Suggested Readings:
1. Susan Hayward, Key Concepts in Cinema Studies, Routledge, London, 2004
2. Geoffery Nowell-Smith (Ed.), The Oxford History of World Cinema, Oxford University Press, 2005
3. Mihir Bose, Bollywood A History, 1st Edition, Roli Books Pvt. Ltd., New Delhi, 2006
4. Ashish Rajadhyaksha, Encyclopaedia of Indian Cinema, 2nd Ed., British Film Institute, 1999.
5. James Monaco, How to Read Films, 30thEd.,Oxford University Press, 2009.
6. Bordwell, David & Thompson, Kristin (2004) (7th end) *Film Art: An Introduction*, Mc Graw Hill: Boston
7. Corrigan, Timothy and White, Patricia (2004) *The Film Experience: An Introduction*, Bedford/St Martin's: Boston
8. Phillips, William (1999) *Film: An Introduction*, H. Bedford/St Martin's: Boston
9. Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
10. Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

Web Resources:

1. Film | Cinema | Movies – Telegraph;
   http://www.telegraph.co.uk/culture/film/.
2. Film - The Guardian; http://www.theguardian.com/film.
3. Film and Television Institute of India; www.ftiindia.com/.
4. British Film Institute; www.bfi.org.uk/.
5. http://www.arthousecinema.in/2013/04/uski-roti-1970/

Course Code: JMC.577
Course Title: Comprehensive View of Mass Communication-I

L	T	P	Cr
1	1	0	2

Learning outcomes of the course:-
1. Students will be able to have knowledge of communication theories and models.
2. They will be familiar with history of print media.
3. They will be well aware of relation between communication and social change.
4. They will be familiar with process of reporting and editing and advertising.

Unit-I: **16 hours**
1. In-depth review of origin definition of communication by eminent scholars, Communication models and theories;
2. History of media in India and worldview.
3. Communication for Development and Social Change
4. Reporting and Editing

Unit-II   **14 hours**
1. In-depth review of origin, growth and development of Advertising scenario in India and abroad
2. Changing paradigm of Marketing Communication
3. Public Relations
4. Corporation Communication

Course Code: JMC.578
Course Title: Comprehensive View of Mass Communication-II

L	T	P	Cr
1	1	0	2

Learning outcomes of the course:-
1. Students will be familiar with various media laws and ethics.
2. They will be familiar with various techniques of media management.
3. They will be able to understand technical aspects production techniques.
4. They will be familiar with advanced techniques of Communication Research.

Unit-I   **16 hours**

1. Introduction to various Media Laws and Ethics
2. Introduction to Media Management
3. Production Techniques for radio
4. Production Techniques for TV

Unit-II   **14 hours**
1. Latest trends of ICT in Media
2. Production for Web
3. Understanding Visual Communication & Cinema Studies
4. Advanced Communication Research

Transaction Mode
Teaching is the process of creating situations whereby students are able to interact with the material to be learned in order to construct knowledge. Teachers are not expected to pour knowledge into the heads of learners, but they assist learners in their construction of knowledge by creating experiences where students' old information can transact with new information to create meaningful knowledge.

Fourth semester
1. Lecture
2. Lecture cum demonstration
3. Project Method
4. Seminar
5. Group discussion
6. Focused group discussion
7. Dialogue Mode
8. Panel discussion
9. Self-learning
10. Case study

The following **tools** would be used in different transactional modes:

1) PPT
2) Video
3) Blog
4) Multimedia packages
5) TED Talks
6) e-content

Interdisciplinary Courses
Department of Mass Communication & Media Studies
School of Information and Communicative Sciences

Course Code: JMC.514
Course Title: Basics of Photography

L	T	P	Cr
2	0	0	2

Learning outcomes of the course:-
1. Students will be able to understand the process of visual communication and its techniques
2. They will be familiar with various basics of Photography.
3. They will be familiar with technical aspects of the Photography, cameras lens and lighting
4. Students will be able to understand various genres of Photography.

Unit-I Introduction to Photography   8 hours
1. Introduction to visual communication
2. Introduction to visual semiotics
3. Use of photography in media
4. Photography as a profession

Unit-II Basics of Photography   7 hours
1. Photography-elements, principles and rules of composition
2. Types of photographic cameras and their structure
3. Lenses: types and their perspective
4. Camera movements: shots and angles

Unit-III Technical Aspects   8 hours
1. Exposure triangle, focus, depth of field, reciprocity and exposure metering
2. Understanding light and shadow: natural &artificial, direct light, soft light, hard light, directional light,
3. Three point lighting technique
4. Introduction to Photo Editing: Basics of Photoshop

Unit-IV Photography Genres and Photojournalism   7 hours
1. Unit 1 Portrait, nature, food, street, wildlife
2. Unit 2 Night, product and fashion photography
3. Unit 3 Famous photojournalists in India
4. Unit 4 Ethical aspects in photojournalism

Suggested Readings:
1. Bo Bergstorm, Essentials of Visual Communication, Laurence king, 2009.
2. John Berger, Ways of Seeing, Penguin, London, 2009.
3. George Haines, 'Learning photography', Hamilyn publishing Group.
4. MichealLongford, 'The Story of Photography', Focal press.
5. William S. McIntosh, Classic Portrait Photography, Amherst Media
6. Kirk Tuck, Commercial Photography Handbook, Amherst Media,
7. Jeff Smith, Corrective Lighting, Posing and Retouching, Amherst Media
8. Chris Nelson, Master Guide for Glamour Photography, Amherst Media

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9. James Williams, Master Guide for Team Sports Photography, Amherst Media
10. Kenneth Kobre, Photojournalism: The Professionals' Approach, Focal Press
11. Martin Keene, Practical Photojournalism, Focal Press
12. प्रसारण ऑफ फोटो पत्रकारिता, डॉ. माला मिश्रा, ज्योति फाउंडेशन, नई दिल्ली, 2010
13. वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016

Web Resources:
1. www.bestphotolessons.com
2. www.cambridgeincolour.com
3. www.photonaturalist.net

	L	**T**	**P**	**Cr**
Course Code: JMC.515	2	0	0	2

Course Title: Debunking Fake News

Learning outcomes of the course:
1. Students will be able to understand journalistic practices and information disorder.
2. They will be familiar with various techniques of debunking fake news.
3. Students will be able to understand online fact checking and verification techniques.
4. They will be familiar with techniques of photo verification and video verification.

Unit-I Introduction to Journalism & Ethical Issues   8 hours
1. Introduction to Print Media, Electronic Media, New Media, Social Media Platforms: Facebook, Twitter, YouTube etc.
2. Journalism: Accountability, Ethics of Journalism and Principles of Journalism
3. Journalism: relationship of trust with the public, credibility, independence, accuracy, professional ethics, transparency and pluralism.

Unit-II Fake News and Media Information Literacy   7 hours
1. The rise of fake news, types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content
2. Information Disorder: formats of Misinformation, Disinformation and Mal-Information.
3. Combating Disinformation and Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgements and opinions and participation.

Unit-III Introduction to Hyper-information, Post Truth and Hate

8 hours

1. Hyper-information, News Industry Transformation: Digital Technology, Social Platforms.
2. Post Truth, rise of hate speech/hate spin, manufacturing the consent, polarization and threat to democracy. Construction of Imagery.
3. Economic and Commercial Exploitation: Artificial inflation of thoughts, Fake Reviews/Manufacturing reviews.
4. Virality: Digital Army, Social Media Followers' Cult, Social Media Parasite The rise of the audience, social media, social platforms and users-generated content.

Unit-IV Using digital tool to debunk fake news   7 hours
1. Debunking fake news: observation, critical thinking and reasoning, smart keywords search and authenticity, Fact Checking and Verification. Vertical and Horizontal Comparison of Media. Credibility of websites and social media pages and fact checking software.
2. How to verify photos: searching image by uploading on google, searching image or news by using time, crop pic, using google reverse image, RevEye-Reverse image search, TinEye search, Cydral search, Yandex Search, Baidu Search and hands on practices
3. How to verify videos: Using smart keyword search on google, using InVid EU, Screen grab, extract key frames, magnifier tools, twitter search. Reverse video search- YouTube Data Viewer. Use frame-by-frame analysis and visuals cues etc.
4. Source uploaders and social media audits.
5. Google News Initiative, First Draft, Factcheck.org, Alt News, SM Hoax slyer.

Suggested Readings:
1. Kamath M. V, **Professional Journalism**, Asia Publishing House, 1963
2. Fleming Carole, **An Introduction to Journalism**, Sage Vistaar, 2006
3. Cherian George, Hate Spin: The manufacture of religious offence and its threat, The MIT Press, 2016
4. Noam Chomsky and Edward S Herman, Manufacturing Consent: The Political Economy of the mass media, Pantheon Books, 1988
5. UNESCO's report (2018) on Fake News and Media Literacy.

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Course Code: JMC.529 **Course Title: Introduction to Journalism**	2	0	0	2

Learning outcomes of the course:-
1. Students will be able to understand basic concepts and principles of reporting.
2. They will be familiar with various creative techniques of writing and editing news stories.
3. They will able to understand editing, its concepts, objectives, techniques and process

4. They will be familiar with structure of a newsroom, editorial staff and their role and responsibilities.

Unit I Basics of News   **8 hours**
1. News-meaning, definition and nature; Hard and Soft News
2. News values and sources
3. Writing a news story: 5Ws and 1 H
4. Newspaper jargon

Unit II Basics of Reporting   **7 hours**
1. Covering different beats—education, crime, sports, health etc.
2. Interview: types and techniques
3. Covering press conference and press briefing
4. Role and responsibilities of reporter

Unit III Forms of Media Writing   **8 hours**
1. Features- meaning, definition and types
2. Articles- meaning and definition
3. Editorials: types and Importance
4. Writing for audio-visual media

Unit IV Basics of Editing   **7 hours**
1. Editing: meaning, principles and process
2. Structure and functioning of a newsroom
3. Headlines and its types; Leads and its types
4. Importance of pictures, selection of news pictures

Suggested Readings:

1. Kamath M. V, Professional Journalism, Asia Publishing House, 1963
2. Fleming Carole, An Introduction to Journalism, Sage Vistaar, 2006
3. Stovall James Glen, Journalism: Who, What, When, Where, Why & How, Pearson, 2005
4. Spark David, Harris Geoffrey, Practical Newspaper Reporting, Sage (fourth Edition), 2010
5. VarmaAdarsh Kumar, Advanced Journalism, Har-Anand Publications, 2001
6. Lee Goldberg & William Rabkin, Successful Television Writing, Wiley, 2003
7. Usha Raman, Writing for the Media, Oxford University Press, 2009
8. आधुनिक पत्रकारिता, अशोक कुमार शर्मा, जैन बुक एजेन्सी, 2015
9. आंचलिक संवाददाता, मधुकर खेर व सुरेश पंडित, जैन बुक एजेन्सी, 2006
10. रिपोर्टिंग- वहृट इज न्युज, कुमार पंकज, जैन बुक एजेन्सी, 2006
11. भेंट वार्ता एवं प्रैस कॉन्फ्रेंस, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

Web Resources:
1. www.nos.org
2. www.zeepedia.com
3. www.indiastudycenter.com

Transaction Mode

Teaching is the process of creating situations whereby students are able to interact with the material to be learned in order to construct knowledge. Teachers are not expected to pour knowledge into the heads of learners, but they assist learners in their construction of knowledge by creating experiences where students' old information can transact with new information to create meaningful knowledge.

The following are some of the

Modes of classroom transaction
1. Lecture
2. Demonstration
3. Lecture cum demonstration
4. Project Method
5. Seminar
6. Group discussion
7. Focused group discussion
8. Field visit
9. Brain storming
10. E- tutoring
11. Dialogue Mode
12. Mobile teaching
13. Tutorial
14. Problem solving
15. Debates
16. Self-learning
17. Case study
18. Case based study
19. Case analysis

The following **tools** can be used in **different transactional modes**:
1. PPT
2. Video
3. Blog
4. Multimedia packages
5. TED Talks
6. e-content