

Central University of Punjab, Bathinda



M.A. (Journalism and Mass Communication)

Session: 2020-22

Department of Mass Communication and Media Studies

Programme Learning Outcomes

Master programme in Journalism and Mass Communication focuses on developing ability

1. to design communication models and theories through research
2. to plan communication strategies for government, NGO and industry
3. to develop entrepreneurial skills to start their own business.

Course Structure of the programme Semester-I

Course Code	Course Name	Course Type	Credit Hours			Total Credits
			L	T	P	
JMC.506	Introduction to Communication	Compulsory Foundation	4	0	0	4
JMC.507	History of Media	Core	3	2	0	4
JMC.508	Writing for Media	Core	4	0	0	4
JMC.509	Basics of Photography	Core	2	0	0	2
JMC.510	Writing for Media Practical	Skill Based	0	0	2	1
JMC.511	Basics of Photography Practical	Skill Based	0	0	2	1
Discipline Electives/MOOCs (Select any one)						
JMC.512	Media Management		3	0	0	3
JMC.513	Traditional Media		3	0	0	3
Interdisciplinary Courses						
	To be selected from other disciplines	IDC	2	0	0	2
Total Credits						21
Interdisciplinary Courses (Offered by the department)						
JMC.514	Semester-I	Basics of Photography	2	0	0	2
JMC.515	Semester-I	Combating Fake News	2	0	0	2

Semester-II

Course Code	Course Name	Course Type	Credit Hours			Total Credits
			L	T	P	
JMC.521	Introduction to Communication Research	Compulsory Foundation	4	0	0	4
JMC.522	Reporting & Editing	Core	4	0	0	4
JMC.523	Television Production	Core	4	0	0	4
JMC.524	Advertising and Public Relations	Core	4	0	0	4
JMC.525	Reporting and Editing Practical	Skill Based	0	0	4	2
JMC.526	Television Production Practical	Skill Based	0	0	4	2
Discipline Electives/ MOOCs (Select any one)						
JMC.527	Page Make Up and Layout Designing		3	0	0	3
JMC.528	Political Reporting		3	0	0	3
Interdisciplinary Courses						
	To be selected from other disciplines	IDC	2	0	0	2
Total Credits						25
Interdisciplinary Courses (offered by the department)						
JMC.529	Semester-II	Introduction to Journalism	2	0	0	2
JMC.530	Semester-II	Communication Skills	2	0	0	2

Semester-III

Course Code	Course Name	Course Type	Credit Hours			Total Credits
			L	T	P	
JMC.551	Development Communication	Core	4	0	0	4
JMC.552	Advanced Theories of Communication and Research	Core	4	0	0	4
JMC.553	Radio Production	Core	2	0	0	2
JMC.554	New Media-I	Core	2	0	0	2
JMC.555	Radio Production Practical	Skill Based	0	0	4	2
JMC.556	New Media-I Practical	Skill Based	0	0	2	1
JMC.599	Research Project	Skill Based	0	0	0	2
JMC.543	Seminar-I	Skill Based	0	0	0	1
Discipline Electives (Select any one)						
JMC.557	International Communication/MO OC		3	0	0	3
JMC.558	Audio Video Editing		3	0	0	3
Value-Added Course						
	To be selected by the student	VAC	1	0	0	1
Total Credits						22
Value-Added Course (Offered by the department)						
JMC.504	Mobile Video Production	VAC	1	0	0	1
JMC.505	Fake News and Media Literacy	VAC	1	0	0	1

Semester-IV

	Paper	Course Type	Credit Hours			Total Credits
			L	T	P	
JMC.571	New Media-II	Core	2	0	0	2
JMC.572	Media Laws & Ethics	Core	4	0	0	4
JMC.573	New Media-II Practical	Skill Based	0	0	2	1
JMC.599	Research Project	Skill Based	0	0	0	4
JMC.544	Seminar –II	Skill Based	0	0	0	1
JMC.591	Internship	Skill Based	0	0	0	4
Discipline Electives/MOOCs (Select any one)						
JMC.575	Documentary and Film Production		3	0	0	3
JMC.576	Cinema Studies		3	0	0	3
Discipline Enhancement Courses						
JMC.577	Comprehensive View of Mass Communication-I	Discipline enhancement courses	1	2	0	2
JMC.578	Comprehensive View of Mass Communication-II	Discipline enhancement courses	1	2	0	2
Value-Added Course						
	To be selected by the student	VAC	1	0	0	1
Total Credits						24
Value-Added Course (Offered by the department)						
JMC.504	Mobile Video Production	VAC	1	0	0	1
JMC.505	Fake News and Media Literacy	VAC	1	0	0	1

Evaluation Criteria for Theory Courses

- A. Continuous Assessment: [25 Marks]
- i. Surprise Test (minimum three) - Based on Objective Type Tests (10 Marks)
 - ii. Term paper (10 Marks)
 - iii. Assignment(s) (5 Marks)
- B. Mid Semester Test-1: Based on Subjective Type Test [25 Marks]
- C. Mid Semester Test-2: Based on Subjective Type Test [25 Marks]
- D. End-Term Exam: Based on Objective Type Tests [25 Marks]

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

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcome of the course:

- Learners will be able to
 - Analyze the communication, its concepts, origin and development.
 - Explain elements, types, functions and process of communication.
 - Evaluate various communication theories and models.
 - Compile and compare differences between western and eastern perspectives of communication.

Unit I Introduction of Communication

(14 hours)

- Evolution of human communication
- Elements and functions of communication
- Various levels and forms of communication
- Communication barriers, seven Cs of communication

Unit II Models of Communication

(16 hours)

- Aristotle's model, SMCR model, Lasswell's model (1948), Extension of lasswell's model- Braddock's model (1958)
- Shannon and Weaver's model (1949), Berlo's model (1960),
- Newcomb's model (1953), Gerbner's model (1956),
- Westley MacLean's model (1957), Schramm & Osgood's model (1954), Dance's model (1967), Spiral of Silence model (1974), Convergence model (1981), Ecological Model (2004)

Unit III Theories of Communication

(16 hours)

- Selective Exposure, Selective Attention, Selective Perception and Selective Retention
- Bullet theory, Two-step flow theory and Multi-step flow theory
- Cultivation theory, Agenda Setting theory, Diffusion of Innovation
- The Uses and Gratification theory, Dependency theory, Critical theory, Behavioural Theory

Unit IV Asian Perspectives of Communication

(14 hours)

- Concepts of communication in ancient Indian texts
- The concept of *Sadharanikaran*
- Modern Indian thoughts on communication
- Asian perspectives of communication

Suggested Readings:

- Berger, A. A. (1995). *Essentials of mass communication theory*. Sage Publications.
- Dominick, J. R. (2010). *The dynamics of mass communication: Media in the digital age*, Tata McGraw-Hill Education, New York.
- Lorimer, R., & Scannell, P. (1994). *Mass communications: a comparative introduction*, Manchester University Press, Manchester.
- McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications, London.
- Narula, U. (2006). *Dynamics Of Mass Communication Theory And Practice*. Atlantic Publishers, New Delhi.
- Somasundaram, V. (2005). *Principles of Communication*. Authorspress, New Delhi.
- सुष्मिता बाला, (2007), समकालीन संचार सिद्धांत, डीपीएस पब्लिशिंग हाउस, नई दिल्ली
- प्रो. रमेश जैन, (2007), जनसंचार विश्वकोष, नेशनल पब्लिशिंग हाउस, नई दिल्ली
- जवरीमल्ल पारख, (2000), जनसंचार माध्यमों का वैचारिक परिपेक्ष, ग्रंथ शिल्पी, नई दिल्ली

Web Resources:

- www.zeepedia.com
- www.manage.gov.in

Transaction Mode: Lectures, PPT, YouTube, Group Discussion, Dialogue Mode

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

L	T	P	C
3	2	0	4

Learning outcomes of the course:

- Learners will be able to
 - Compare and contrast different phases of various media.
 - Interpret the growth and development of various Media.
 - Discuss various phases of history of media in India.
 - Evaluate the growth of media in India

Unit I: Newspapers (15 hours)

- Origin and growth of newspapers in India - pre and post-independence era
- Introduction to main newspapers and pioneers of Indian journalism
- Development of Indian and global news agencies
- Growth of magazines in India

Unit II: Cinema (15 hours)

- Early days of Indian cinema: silent era and talkies
- Major trends in the history of Indian cinema
- Significant movements in Indian and world cinema
- Introduction to Indian documentaries

Unit-III Radio (15 hours)

- Growth and development of All India Radio
- Development of private FM channels
- Main radio personalities and programmes
- Community Radio stations in India

Unit-IV Television and New Media (15 hours)

- Growth and development of Doordarshan, SITE and Kheda Project
- Chanda Committee, Verghese Committee, Joshi Committee, Vardhan Committee etc.
- Growth of private television channels, cable and DTH industry
- Growth of computers and internet, telecommunications revolution, music industry

Suggested Readings:

- Chatterjee, P.C. (1991). *Broadcasting in India*, Sage:New Delhi.
- Jeffrey, R & Doron, A. (2013). *Cellphone Nation*, Hachette Publisher, Gurugram.
- Natarajan, J. (2017). *History of Indian Journalism*, Publication Division, New Delhi.
- Singh P., (2020), *Indian Silver Screen*, KK Publication, New Delhi
- Parthasarathi, R. (2011). *Journalism in India*, Sterling Publishers, New Delhi.
- Rajagopal.A (Eds). (2009). *The Indian Public Sphere: Readings in Media History*.Oxford University Press: New Delhi.

- परमवीर सिंह, (2020), भारतीय टेलीविजन का इतिहास, कल्पना प्रकाशन, नई दिल्ली

Web Resources:

- www.ftiindia.com Film and Television Institute of India
- www.indiatelevision.com Indian Television
- www.filmsdivision.org Films Division, Ministry of Information and Broadcasting
- www.zeepedia.com

Transaction Mode: Lecture, Group Discussion, Seminar, PPT, Videos

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

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:-

- **Learners will be able to**
 - Classify various styles of writing for electronic and print media
 - Compare various formats of media writing
 - Discuss scripts for various media
 - Design different copy formats

Unit-I Basics of Language (15 hours)

- Meaning and importance of language
- Language and communication
- Signs, symbols, codes and signification
- Essentials of good writings

Unit-II Electronic Media (15 hours)

- Writing for mass communication
- Features of spoken language
- Concept of visual language
- Writing for visuals

Unit-III Print Media (15 hours)

- News: Elements, Types, Writing styles for newspaper
- Lead and Headlines: Importance and types
- Writing articles, features, editorials and news analysis
- Writing reviews and travelogue

Unit-IV Forms of Media Writing (15 hours)

- Writing television news and documentary
- Writing radio news, talk and features
- Characteristics of new media writings
- Techniques of translation

Suggested Readings:

- Betty, C. & Cain, S. (2016). *Media Writing: A Practical Introduction*. Red Globe Press,
- Carole, R. (2010). *News Writing and Reporting*. Wadsworth Publications, New York.
- Claudia, H.J. (2009). *Crafting Short Screenplays that Connects*. Focal Press, Burlington.
- Goldberg, L. & Rabkin, W. (2003). *Successful Television Writing*. Wiley, Hoboken.
- Hilliard, R.L. (2008). *Writing for Television, Radio and New Media*. Wadsworth Publications, New York.
- Kuehn, S.A. & Lingwall, A. (2017). *The Basics of Media Writing: A Strategic Approach*. Sage publications, Los Angeles.
- Meeske, M.D. (2006). *Copy Writing for Electronic Media: A Practical Guide*. Wadsworth Publications, New York.
- Raman, U. (2010). *Writing for the Media*. Oxford University Press.
- Stofer, K.T et al. (2019). *Sports Journalism: An Introduction to Reporting and Writing*. Rowman & Littlefield, New York.
- Valladares, J.V. (2000). *Craft of Copywriting*. Sage Publications, Thousand Oaks.
- Wilber, R & Miller, R ()

Web Resources:

- www.zeepedia.com
- www.cengagebrain.com
- www.manage.gov.in
- www.universityofcalicut.info

Transaction Mode: Lecture, Group Discussion, PPT, Tutorials, E-Content, Video

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

L	T	P	C
2	0	0	2

Total Hours: 30

Learning outcomes of the course:-

- **Learners will be able to**
 - Summarize basics of photography
 - Identify types of camera, lens, camera shots, angles and movements
 - Compose a professional photograph.
 - Discuss various genres of Photography.
 - Evaluate visual communication

Unit-I Introduction to Photography (8 hours)

- Visual Communication: visual perception, cognition and conceptualization
- Introduction to visual semiotics
- Brief history of photography
- Use of photography in media

Unit-II Basics of Photography (7 hours)

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

Unit-III Technical Aspects (8 hours)

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

Unit-IV Photography Genres and Photojournalism (7 hours)

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

Suggested Readings:

- Bergström, B. (2008). *Essentials of visual communication*. Laurence King Publishing, London.
- Hirsch, R. (2015). *Exploring color photography: from film to pixels*. Focal Press, Burlington.

- Kobre, K. (2008). *Photojournalism: The professionals' approach*. Routledge.
- Lester, P. M. (2015). *Photojournalism: An ethical approach*. Routledge.
- Singh, P. (2016). *Video production*. Kalpana Publications, New Delhi.
- Tuck, K. (2009). *Commercial Photography Handbook: Business Techniques for Professional*. Amherst Media, Massachusetts.
- परमवीर सिंह, (2016). वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Web Resources:

- www.bestphotolessons.com
- www.cambridgeincolour.com

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching

IQAC

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

L	T	P	C
0	0	2	1

Total Hours: 30

Learning outcomes of the course:-

- **Learners will be able to**
 - Develop scripts for various media
 - Formulate screenplay

Practicals:-

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

Evaluation Criteria

- 1) Continuous Assessment-
 - Contribution to Lab Journal 40
- 2) End Term Assessment
 - Practical File 30
 - Written Exam 20
 - Viva 10

Suggested Readings

- Carole, R. (2010). *News Writing and Reporting*. Wadsworth Publications, New York.
- Claudia, H.J. (2009). *Crafting Short Screenplays that Connects*. Focal Press, Burlington.
- Goldberg, L. & Rabkin, W. (2003). *Successful Television Writing*. Wiley, Hoboken.
- Hilliard, R.L. (2008). *Writing for Television, Radio and New Media*. Wadsworth Publications, New York.
- Kuehn, S.A. & Lingwall, A. (2017). *The Basics of Media Writing: A Strategic Approach*. Sage publications, Los Angeles.
- Meeske, M.D. (2006). *Copy Writing for Electronic Media: A Practical Guide*. Wadsworth Publications, New York.
- Raman, U. (2010). *Writing for the Media*. Oxford University Press.
- Stofer, K.T et al. (2019). *Sports Journalism: An Introduction to Reporting and Writing*. Rowman & Littlefield, New York.
- Valladares, J.V. (2000). *Craft of Copywriting*. Sage Publications, Thousand Oaks.

Transaction Mode: Co-operative Learning, Brain Storming, Tutorials, E-Content, Video, TED Talks

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

L	T	P	C
0	0	2	1

Total Hours: 30

Learning outcomes of the course:-

- **Learners will be able to**
 - Compose various camera shots, angles and camera movements.
 - Design various genres of Photography.

Practical:-

(30 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

Evaluation Criteria

- | | |
|--|----|
| 1) Safety, handling and understanding of the working of Camera | 25 |
| 2) Knowledge of various shots and angles | 25 |
| 3) Photo feature/Portfolio | 25 |
| 4) Viva | 25 |

Suggested Readings:

- Bergström, B. (2008). *Essentials of visual communication*. Laurence King Publishing, London.
- Hirsch, R. (2015). *Exploring color photography: from film to pixels*. Focal Press, Burlington.
- Kobre, K. (2008). *Photojournalism: The professionals' approach*. Routledge.
- Lester, P. M. (2015). *Photojournalism: An ethical approach*. Routledge.
- Singh, P. (2016). *Video production*. Kalpana Publications, New Delhi.
- Tuck, K. (2009). *Commercial Photography Handbook: Business Techniques for Professional*. Amherst Media, Massachusetts.
- परमवीर सिंह, (2016). वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Transaction Mode: Tutorials, E-Content, Video, Demonstration, Mobile Teaching

Course Code: JMC.512
Course Title: Media Management

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course:

- **Learners will be able to**
 - List various Indian media companies
 - Classify various ownership patterns in media industry.
 - Compare structure of different media companies.
 - Discuss media evaluation tools
 - Develop media marketing strategies.

Unit I: Introduction (11 hours)

- Media management – nature and characteristics
- Overview of media as an industry
- Ownership patterns, foreign equity in media and government policies
- 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)

- Print media business in India-problems and prospects
- Film business in India – problems and prospects
- Radio and music business in India – problems and prospects
- Television and new media business in India – problems and prospects

Unit-III Media Structure (11 hours)

- Management patterns and internal functioning in media companies
- Major heads of revenue in newspaper, cinema, radio, television and web
- Media marketing – space and time selling, advertising rates
- Recruitment, hiring, training, service conditions and work environment in media

Unit-IV Media Marketing (11 hours)

- Readership Survey, television ratings, listenership surveys, measuring web media
- Entrepreneurship – meaning and skills required
- Understanding media markets and handling media competitions
- Targeting audience and designing marketing strategies

Suggested Readings:

- Vanita Kohli-Khandekar, (2014). The Indian Media Business, Sage Publications, New Delhi.

- Susan Tyler Eastman/ Douglas A. Ferguson, (2006). Media Programming: Strategies and Practice, Wadsworth Publishing Co., Belmont.
- Gulab Kothari (1995), Newspaper Management in India, Intercultural Open University, Netherlands.
- Virbala Aggerwal, V.S. Gupta, (2002). Handbook of Journalism & Mass Communication, Concept Publication, New Delhi.
- B.K. Chaturvedi (2009), Media Management, Global Vision Publishing House, New Delhi.
- Alan B. Albarran, (2012), Management of Electronic and Digital Media, Cengage Learning, New Delhi.
- Gillian Doyle, (2013), Understanding Media Economics, Sage Publication, Thousand Oaks.
- Singh P, (2020), Indian Silver Screen, KK Publications, New Delhi
- दिलीप मंडल, (2011), कॉर्पोरेट मीडिया- दलाल स्ट्रीट, राजकमल प्रकाशन

Web Resources:

- www.forbes.com/management
- www.zeepedia.com
- www.mediajournal.org

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Case Study

Course Code: JMC.513
Course Title: Traditional Media

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course:

- **Learners will be able to**
 - List and compare traditional media forms of communication
 - Explain various cultures and art forms of India
 - Distinguish between various forms of folk media.
 - Plan and develop folk theatre for local audience.

Unit-I Basic Concepts (12 hours)

- Traditional media- meaning and characteristics
- Advantages and limitations of traditional media
- Diversity in Indian folk traditions
- Folk songs, music, narrative forms, religious discourses Folk games

Unit-II Tribal Media (10 hours)

- Introduction to various tribes in India
- Indian tribal culture – key characteristics
- Introduction to tribal songs, dances, music, paintings and literature
- Survival of tribal culture in modern media world

Unit-III Folk Theatre (11 hours)

- Folk Theatre–nature and characteristics
- Various forms of folk theatre in India
- Introduction to various forms of Indian puppetry
- Brief history of stage theatre in India, role of IPTA

Unit-IV Usage of Traditional Media (12 hours)

- Use of traditional media for development
- Integration and preservation of traditional and modern mass media
- Issues of endangered folk customs and representations
- Documentation of traditional media form

Suggested Readings:

- Madhu Malik (1981), *Communication and Society*, UNESCO, Paris.
- Ranganath H.K. (1980), *Folk Media & Communication*, Chitradurga.
- Lerner, D. (1958). *The passing of traditional society: Modernizing the Middle East*. Free Press, New York.
- Manyozo, L. (2012). *Media, Communication and Development: Three Approaches*. Sage Publications, Thousand Oaks.
- Melkote, S. (2015). *Communication for Development in the Third World : Theory and Practice*. Sage Publicaitons. Thousand Oaks.
- Mody.B. (1992). *Designing Messages for Development Communication: An Audience Participation-Based Approach*. Sage Publications, Thousand Oaks.

- Mody.B. (2003). *International and Development Communication : A 21st Century Perspective*. Sage Publications, Thousand Oaks.
- Servaes,J. (2020). *Handbook of Communication for Development and Social Change*. Springer, New York.

Transaction Mode: Lecture, PPT, Field Visit, E-Content, Video, Demonstration, Case Study

Course Code: JMC.521

Course Title: Introduction to Communication Research

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:-

- **Learners will be able to**
 - Explain research methodology in the field of communication and media.
 - Compare various research methods and tools.
 - Compile a research report.
 - Construct various research tools.

Unit I Introduction to Research (15 hours)

- Research – meaning, definition and elements
- Types of research, research approaches, methods & methodology, research process
- Defining research problem, review of literature, formulating hypothesis
- Communication research – evolution, growth and areas

Unit II Research Design (15 hours)

- Research design- meaning, types, functions & characteristics, basic components
- Sampling: meaning, basic principles & advantages of sampling
- Sampling methods; probability & non-probability sampling, sampling errors
- Media monitoring systems

Unit III Data Collection & Processing (15 hours)

- Data Collection: primary & secondary data, questionnaire & schedule, in-depth interview, observation, focus group discussion, case study, content analysis, experiment
- Data processing & analysis: editing, coding, classification & tabulation
- 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

- Presentation and interpretation of data, use of SPSS

Unit IV Report Writing and Ethics (15 hours)

- Report writing process, format and planning for report writing,
- Referencing, footnote and bibliography
- Citation and referencing use of APA style
- Ethical considerations in communication research

Suggested Readings:

- Anderson, J.A. (2012). *Media Research Methods: Understanding Metric and Interpretive Approaches*, Sage, New Delhi
- Burn, A. & Parker, D. (2005). *Analysing Media Texts*. Continuum, London.
- Bryman, A. (2018). *Social Research Methods*. Oxford Publication, London.
- Kerlinger, F. (2007). *Foundations of Behavioural Research*. Holt, Rinehart and Winston, Michigan.
- Kothari, C.A. (2019). *Research Methodology: Methods and Techniques*. New Age International, New Delhi.
- Singh, A.K. (2019). *Tests, Measurements and Research Methods in Behavioural Sciences*. Bharati Bhawan, New Delhi.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass Media Research :An Introduction*. Cengage Learning.
- Ranjit Kumar, (2011), *Research Methodology- A step by step guide for beginners*, Sage Publications, New Delhi.
- Gerard Guhrle, (2010), *Basic Research Methods: An Entry to Social Science Research*, SAGE, New York.
- Horning Priest Susanna (2010), *Doing Media Research- An Introduction*, SAGE, New York.
- मीडिया शोध, (2004) मनोज दयाल, हरियाणा साहित्य अकादमी, चंडीगढ़
- शोध प्रक्रिया, (2016), सरनाम सिंह शर्मा, के.के. पब्लिकेशन, नई दिल्ली

Web Resources:

- www.wimmerdominick.com
- www.cengagebrain.com

Transaction Mode: Lecture, Group Discussion, Seminar, Video, Case Study, Field Visit, PPT, E-Tutorial

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

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:-

- **Learners will be able to**
 - Explain principles of reporting and editing
 - List and distinguish role and responsibility of reporting and editing staff
 - Compare role and responsibility of reporting and editing staff
 - Discuss editing process

Unit-I Basics of Reporting (15 hours)

- Basic concepts and principles of reporting
- Characteristics and qualities of a reporter
- Writing lead and sourcing facts, hard and soft news writing
- Reporting beats – politics, crime, sports, business, life style, health, education, legal, Administration, rural etc.

Unit-II Reporting Process (15 hours)

- Interview – types and process
- Collection and presentation of facts; press release
- Covering press conference and press briefing
- Interpretative, Investigative and Specialized Reporting

Unit-III Basics of Editing (15 hours)

- Editing – meaning, principles and process; style-sheet and computer based editing
- Structure and functioning of a newsroom
- Role, responsibilities and qualities of a sub editor, news editor and editor
- Headline – meaning, significance, types, writing effective headlines

Unit-IV Editing Process (15 hours)

- Pages of a newspaper: front page, editorial, business, sports; Pullouts, Supplements & Special edition etc.
- Dealing with redundancies and importance of brevity
- Copy writing, copy editing, re-writing, integration and translation
- Introduction to layout designing and page makeup process

Suggested Readings:

- Carole, F., Moore, G., Welford, D., & Hemmingway, E. (2006). *An introduction to journalism*. Vistaar Publication (A Division of Sage Publication India Pvt. Limited), New Delhi.
- Harriss, J., Leiter, K., & Johnson, S. P. (1985). *The complete reporter: fundamentals of news gathering, writing, and editing, complete with exercises*. Pearson, Boston.

- Kamath, M. V. (2009). *Professional journalism*. Vikas Publishing House, New Delhi.
- Mencher, M. (1989). *Basic news writing*. WC Brown, Dubuque.
- Spark, D., & Harris, G. (1997). *Practical newspaper reporting*. Routledge, London.
- Stovall, J. G. (2005). *Journalism: who, what, when, where, why, and how*. Pearson/Allyn & Bacon, Boston.
- अशोक कुमार शर्मा, (2015), आधुनिक पत्रकारिता, जैन बुक एजेन्सी, नई दिल्ली

Web Resources:

- www.nos.org
- www.zeepedia.com
- www.indiastudycenter.com

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Case Study, Self-Learning, Co-operative Learning, Brain Storming, Field Visit

Course Code: JMC.523
Course Title: Television Production

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:-

- **Learners will be able to**
 - Explain basic concepts and principles of production.
 - Categorize and compare various program formats.
 - Explain various stage of program production.
 - Elaborate on television programming techniques.

Unit-I Production Basics (15 hours)

- Idea generation- concept, importance and process
- Concept, treatment and synopsis writing for television
- Process of television production- pre production, production, post production
- Production team members and their responsibility

Unit-II Production Process (15 hours)

- Television programme formats
- Outdoor and indoor production,
- Studio for television production
- Cues and commands for television production

Unit-III Camera Set-up, Set Design and Make-up (15 hours)

- Equipment for television production- CCU, Vision mixer, audio console, recorders, talk-back system, CG generator, cables & connectors, OB Van

- Single and multi-camera set-up
- Set design for studio and outdoor shoot- Virtual studio
- Make-up techniques for television

Unit-IV Audio-Video Editing

(15 hours)

- Types of Editing- Online, Offline and Linear, Non-Linear
- Basics of audio-video editing workstation
- Process of video editing
- Aesthetics in audio-video editing

Suggested Readings:

- Nancy Reardon, Tom Flynn, (2013), On Camera: How to report, Anchor and Interview, Focal Press, Burlington.
- Gretchen Davis & Mindy Hall, (2012), The Makeup Artist Handbook, Focal Press, Burlington.
- Tomlinson Holman, (2012), Sound for digital video, Elsevier Publication
- Alec Sabin, (2011), You are On! How to develop great media skills for TV, Radio and the internet, viva
- Catherine Kellison, (2013), Producing for TV and New Media, Focal Press
- Andrew H. Utterback, (2015), Studio Television Production and Directing, Focal Press, Waltham.
- Frederick Shook, (2008), Television Field Production and Reporting, Pearson Publication, Boston.
- Herbert Zettl, (2012), Television Production Handbook, Thompson Wadsworth Pub, New York.
- Michael Hughes, (2012), Digital Filmmaking for beginner- A practical guide to video production, Focal Press, Waltham.
- Michael Rabiger (2013), Directing: Film Techniques and Aesthetics, Focal Press, Burlington.
- Nalin Mehta, (2009), India on Television, Harper Collins, New Delhi
- Vasuki Belavadi, (2013), Video Production, Oxford Publication, Noida.
- परमवीर सिंह, (2016), वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Web Resources:

- www.cengagebrain.com.mx/content/zettl
- www.zeepedia.com
- www.cybercollege.com
- www.nos.org
- www.aboutvideoediting.com

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Brain Storming, Self-Learning, Vimeo, PPT, TED Talks, Multimedia Packages

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

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:-

- **Learners will be able to**
 - Classify and compare various types of advertisements.
 - Categorize and compare various public relations tools.
 - Propose an advertising campaign.
 - Propose a public relations plan.

Unit I Introduction to Advertising (15 hours)

- Advertising – definition, functions and classification
- History of advertising; various media for advertising
- National and global advertising scene; socio-economic effects of advertising
- Structure and functioning of ad agency

Unit II Process of Advertising (15 hours)

- Segmentation of the consumer; positioning of the product; USP and ad appeals
- Copy Writing: Elements & types
- Product life cycle; advertising spiral; evaluation of advertisements, Advertising expenditure & budgeting
- Client related issues and the process, business development; pitching for accounts

Unit III: Introduction to Public Relations (15 hours)

- Public Relations – meaning, definition, functions, tools and history
- Concept and types of publics, public opinion, persuasion and negotiation
- PR and publicity, propaganda, lobbying, advertising
- PR in government, public, private and NGO sector

Unit IV: Process of Public Relations (15 hours)

- PR and various media, importance of media relations
- Writing for Public Relations; Corporate Social Responsibility
- PR as a profession; qualities required for PRO
- Crisis management; PR strategy and campaign

Suggested Readings:

- Bernays, E. (2015). *The Biography of an Idea: Founding Principles of Public Relations*. Open Road Media.
- Cutlip, S.M., Center, A.H. & Broom, G.H. (2003). *Effective Public Relations*. Pearson, Boston.
- Hopkins, C. (2014). *Scientific Advertising*. Start Publishing LLC, New York.

- Jethwaney.J. (2013). *Corporate Communication*. Oxford University Press, London.
- Jethwaney. J. & Jain, S. (2013). *Advertising Management*. Oxford University Press, London.
- Jethwaney.J.& Sarkar,N.N (2009). *Public Relations Management*. Oxford University Press, London.
- Ogilvy, D. (1985). *Ogilvy on Advertising*. Vintage.
- Ogilvy, D. (2011). *Confessions of an Advertising Man*. SouthBank Publishing, London.
- Padamsee, A. (2020). *A Double Life: My Exciting Years in Theatre and Advertising*. Penguin Books, London.

Web Resources

- The Advertising Standards Council of India; www.ascionline.org.
- Advertising Agencies Association of India (AAAI); www.aaaindia.org.
- Ogilvy & Mather; www.ogilvy.com.
- Campaign India; www.campaignindia.in.
- www.isanet.org.in
- www.prsi.co.in
- www.prcai.org
- www.ipra.org

Transaction Mode: Lecture, Group Discussion, Case analysis, Seminar, Debates, PPT, Videos

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

L	T	P	C
0	0	0	2

Total Hours: 30

Learning outcomes of the course:-

- **Learners will be able to**
 - Plan news stories and interviews.
 - Compose various types of leads and headlines.
 - Compose news stories for various beats.

Practicals:-

(30 hours)

1. Writing various types of leads
2. Writing various types of headlines
3. Write a various types of news stories:-
 - Politics
 - Sports
 - Business
 - Lifestyle
 - Health
 - Education
 - Administration
 - Rural
 - Development
 - Specialized reporting
 - 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

Evaluation Criteria

1. Continuous Assessment-
 - Contribution to Lab Journal 40
2. End Term Assessment
 - Practical File 30
 - Written Exam 20
 - Viva 10

Suggested Readings:

- Carole, F., Moore, G., Welford, D., & Hemmingway, E. (2006). *An introduction to journalism*. Vistaar Publication (A Division of Sage Publication India Pvt. Limited), New Delhi.
- Harriss, J., Leiter, K., & Johnson, S. P. (1985). *The complete reporter: fundamentals of news gathering, writing, and editing, complete with exercises*. Pearson, Boston.

- Kamath, M. V. (2009). *Professional journalism*. Vikas Publishing House, New Delhi.
- Mencher, M. (1989). *Basic news writing*. WC Brown, Dubuque.
- Spark, D., & Harris, G. (1997). *Practical newspaper reporting*. Routledge, London.
- Stovall, J. G. (2005). *Journalism: who, what, when, where, why, and how*. Pearson/Allyn & Bacon, Boston.
- अशोक कुमार शर्मा, (2015), आधुनिक पत्रकारिता, जैन बुक एजेन्सी, नई दिल्ली

Transaction Mode: Self-Learning, Field Visit, TED Talks, Problem Solving, Tutorials, E-Content, Video, Demonstration, Mobile Teaching

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

L	T	P	C
0	0	0	2

Total Hours: 60

Learning outcomes of the course:-

- **Learners will be able to**
 - Evaluate various television programs
 - Design a synopsis for a television program.
 - Develop various television programs.

Practical:-

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

Evaluation Criteria

1. Continuous Assessment-
 - Synopsis and Script Writing for program 40
2. End Term Assessment
 - Production of Program 30
 - Viva 30

Suggested Readings:

- Nancy Reardon, Tom Flynn, (2013), On Camera: How to report, Anchor and Interview, Focal Press, Burlington.
- Gretchen Davis & Mindy Hall, (2012), The Makeup Artist Handbook, Focal Press, Burlington.

- Tomlinson Holman, (2012), Sound for digital video, Elsevier Publication
- Alec Sabin, (2011), You are On! How to develop great media skills for TV, Radio and the internet, viva
- Catherine Kellison, (2013), Producing for TV and New Media, Focal Press
- Andrew H. Utterback, (2015), Studio Television Production and Directing, Focal Press, Waltham.
- Frederick Shook, (2008), Television Field Production and Reporting, Pearson Publication, Boston.
- Herbert Zettl, (2012), Television Production Handbook, Thompson Wadsworth Pub, New York.
- Michael Hughes, (2012), Digital Filmmaking for beginner- A practical guide to video production, Focal Press, Waltham.
- Michael Rabiger (2013), Directing: Film Techniques and Aesthetics, Focal Press, Burlington.
- Nalin Mehta, (2009), India on Television, Harper Collins, New Delhi
- Vasuki Belavadi, (2013), Video Production, Oxford Publication, Noida.
- परमवीर सिंह, (2016), वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Transaction Mode: Self-Learning, Case Study, Vimeo, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Brain Storming

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

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course:

- **Learners will be able to**
 - Explain the difference between traditional and mechanical editing.
 - List and compare the various design elements and approaches.
 - Evaluate various newspaper formats.
 - Compose and design a newspaper page.

Unit I: Editing: An Introduction (11 hours)

- Traditional vs. Mechanical Editing
- Introduction to editing software: Word Express, News Wrap and News Pro
- Introduction to Desktop Publishing
- Hindi and English typing practice

Unit II: Photo Editing and Layout Designing (11 hours)

- Photo editing software: Adobe Photoshop
- Layout Designing software-I: Quark Xpress
- Layout Designing software-II: Adobe In-Design

- Photo editing and layout designing exercises

Unit III: Concepts of design

(12 hours)

- Basic principles of designing
- Various design elements
- Aesthetics in design
- Design approaches

Unit IV: Newspaper Layout Designing

(11 hours)

- Newspaper form and formats
- Front page, business and sports page designing
- Magazine designing
- Poster, pamphlet and leaflet designing

Suggested Readings:

- N. N. Sarkar (2013), Art and Print Production, Oxford Higher Education, Kolkata.
- Peter Bauer, (2013) Adobe Photoshop CC for Dummies, For Dummies Publisher, New York.
- Scott Kelby, (2012), The Adobe Photoshop CS6 book for digital photographers, New Riders, London.
- Steve Johnson, (2013) Adobe Photoshop CC on Demand, Que Publishing, London.
- Noble Desktop, (2012) Quark Xpress 9 Step by Step Training, Noble Desktop Publisher, New York.
- Galen Gruman, (2005), Face to Face: Quark Xperss to InDesign, John Wiley and Sons, New Jersey.

Web Resources:

- www.video2brain.com
- <http://www.webdesignerdepot.com>
- <http://www.designinginteractions.com>
- <http://www.slideshare.net>
- www.zeepedia.com

Transaction Mode: Lecture, PPT, Vimeo, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Brain Storming, Multimedia Packages

Course Code: JMC.528
Course Title: Political Reporting

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course:

- **Learners will be able to**
 - List and compare national and regional political parties.
 - Interpreting coverage of parliamentary and state assembly elections.
 - Evaluate exit and opinion polls.
 - Compile promotional strategies of political parties.

Unit-I: National Politics (12 hours)

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

Unit-II: State Politics (11 hours)

- Introduction to the state politics: key issues in Vidhan Parishad and Vidhan Parishad
- Introduction to state parties I: Aam Aadmi Party (AAP), All India Anna Dravida Munnetra Kazhagam (AIDMK), All India Trinamool Congress (AITC), BijuJanta Dal (BJD), Dravida Munnetra Kazhagam (DMK), Indian National Lok Dal (INLD), Janata Dal (Secular) JD(S), Janata Dal (United) JD (U).
- 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)
- Writing skills required for covering national politics and parties.

Unit-III: Local Politics (11 hours)

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

Unit-IV: Specialised Political Communication (11 hours)

- Covering parliamentary elections and political rallies
- Covering legislative elections and public meetings

- Covering local bodies' elections
- 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:

- Bagdikian, B. H. (1977). *Bagdikian on political reporting, newspaper economics, law and ethics: lectures*. Christian University Press, Texas.
- DeSouza, P. R. (2006). *India's political parties*. SAGE Publishing, New Delhi.
- Gauba, O. P. (2003). *An introduction to political theory*. Macmillan, New York.
- Kothari, R. (1970). *Politics in india*. Orient Blackswan, Hyderabad.
- Rao, U. (2010). *News as culture: Journalistic practices and the remaking of Indian leadership traditions* (Vol. 3). Berghahn Books.
- Weiner, M. (2015). *Party Politics in India*. Princeton University Press, New Jersey.

Transaction Mode: Group Discussion, Self-Learning, Case Study, Vimeo, Tutorials, E-Content, Video, Brain Storming, Panel Discussion

Course Code: JMC.551
Course Title: Development Communication

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:

- **Learners will be able to**
 - Explain the concept of development and development communication.
 - Compare concept of development under various approaches.
 - Evaluate various development plans with respect to communication strategy
 - Discuss and predict recent trends in development communication

Unit I: Understanding Development (15 hours)

- Development: meaning, concept and approaches
- Development indicators, millennium development goals, sustainable development
- Theories and models of development: dominant paradigm, concept of modernization
- Diffusion of Innovation, trickledown effect, dependency, participatory model

Unit II: Development Planning in India (15 hours)

- Planning in India and new government schemes for development
- Issues of development in India – health, education, poverty, unemployment, agriculture, corruption etc.
- *Gandhian, Nehruvian and Deendyal Upadhyay* thoughts on development
- Globalization and development

Unit III: Development Communication (15 hours)

- Development communication – meaning, importance and philosophies
- Development support communication, C4D and green communication
- Present state of Development Journalism in India
- Change agents: NGO, SHG, Community Radio, RTI and opinion leader

Unit IV: Development Message and Implementation (15 hours)

- Creation of development messages and evaluation
- Media and development: SITE and *Kheda* project, *Gyandoot* Project, SWAN Projects, DD Kisan Channel
- ICT and development, e-governance, e-democracy
- Use of traditional media for rural development

Suggested Readings:

- Lerner, D. (1958). *The passing of traditional society: Modernizing the Middle East*. New York, NY: Free Press.
- Manyozo, L. (2012). *Media, Communication and Development: Three Approaches*. Los Angeles, CA: Sage Publications.
- Melkote, S. (2015). *Communication for Development in the Third World: Theory and Practice*. Los Angeles, CA: Sage Publications.
- Mody.B. (1992). *Designing Messages for Development Communication: An Audience Participation-Based Approach*. New Delhi, India: Sage Publications.
- Mody.B. (2003). *International and Development Communication: A 21st Century Perspective*. Thousand Oaks, CA: Sage Publications.
- Sainath,P. (2000). *Everybody Loves a Good Drought*. Gurgaon, India: Penguin.
- Servaes,J. (2020). *Handbook of Communication for Development and Social Change*. Singapore: Springer.
- Rogers, E. (2003). *Diffusion of Innovations*. New York, NY: Free Press.
- धर्मेन्द्र सिंह, (2013), विकास संचार (आलोचनात्मक परिपेक्ष में), नेहा पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, नई दिल्ली
- चन्द्र शेखर यादव, (2012), विकास संचार विविध परिचय, हेमाद्री प्रकाशन, नई दिल्ली,
- अनिल उपाध्याय, (2007), पत्रकारिता एवं विकास संचार, के. के. पब्लिकेशन, नई दिल्ली

Web Resources:

- www.nos.org
- www.unesco.org

Transaction Mode: Lecture, Group Discussion, Case Study, Seminar, Field visit, Debates, PPT, Videos

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

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:

- **Learners will be able to**
 - Explain various paradigms of communication research.
 - Compare various schools of thought of communication and research.
 - Interpret different approaches of communication research.
 - Evaluate applied research in various media.

Unit I: Historical Perspectives (15 hours)

- Changing paradigms of communication research in the world and Media Literacy
- Major Research traditions in communication discipline
- Understanding various schools of thoughts of Mass Communication Research- Frankfurt School and American Empirical School etc.
- Medium is the message, Hot and Cold Media and Manufacturing consent

Unit II: Advanced theories of Communication (15 hours)

- Psychoanalysis-Social learning theory, Cognitive Dissonance
- Normative theories
- Theory of logical positivism, functionalism and functionalist theory in the age of media
- Post modernism, Post Structuralism, Feminist approach and communication research

Unit III: New Trends in Communication Research (15 hours)

- Hate Spin, Spin Doctrine and Post Truth
- Effects theory and Media Research Payne Fund Studies and Psychology of panic
- Semiotic Analysis, Rhetoric Analysis, Textual Analysis
- Structuralism: ownership, power and hegemony and political economy of media

Unit IV: Applied Research in Media Studies**(15 hours)**

- Research in Newspaper and Magazines.
- Research in Electronic Media
- Research in Advertising and Public Relations
- Research in Cinema and New Media

Suggested Readings:

- Davis, D. & Baran, S. J. (2011). *Mass communication theory: Foundations, ferment, and future*. Belmont, CA: CENGAGE Learning.
- George, C. (2016). *Hate spin: The manufacture of religious offense and its threat to democracy*. Cambridge, MA: MIT Press.
- Herman, E. S., & Chomsky, N. (2010). *Manufacturing consent: The political economy of the mass media*. New York, NY: Random House.
- Powers, B. R., & McLuhan, M. (1989). *The global village: Transformations in world life and media in the 21st century*. New York, NY: Oxford University Press.
- Priest, S. H. (2010). *Doing media research: An introduction*. Los Angeles, CA: Sage.
- Wimmer, R. D., & Dominick, J. R. (2013). *Mass media research*. Belmont, CA: Cengage learning.

Web Resources:

- www.wimmerdominick.com
- www.cengagebrain.com

Transaction Mode: Lectures, PPT, Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming

Course Code: JMC.553
Course Title: Radio Production

L	T	P	C
0	0	4	2

Total Hours: 60**Learning outcomes of the course:**

- **Learners will be able to**
 - Classify the various stages of radio program production
 - Evaluate various radio program formats
 - Compile the qualities of radio jockey
 - Evaluate radio as a medium of communication

Unit-I Introduction to Radio**(8 hours)**

- Properties of sound
- Nature of sound- mono, stereo and surround sound
- Radio as a medium of communication
- Process of radio production

Unit-II Technical aspect of Radio Production (8 hours)

- Radio Studio- structure, functioning and equipment
- Microphone- types, placement and precautions
- Sound recording- types, techniques and aesthetics
- Audio Editing – process and techniques

Unit-III Radio Programs (7 hours)

- Indoor program and outdoor program
- Live and recorded program
- News bulletin, interview, discussion, vox pop, drama, docu-drama, magazines
- Chat show, game show, phone-in programme, making commercials

Unit-IV Skills for Radio Presentation (7 hours)

- Voice modulation, pronunciation and ad-lib
- Voice analysis – pitch, volume, tempo, vitality
- Art of Radio jockeying
- Skills for radio program presentation

Suggested Readings:

- Sabin, A. (2009). *You are On! How to develop great media skills for TV, radio and the internet*. New Delhi, India: Viva Books Pvt. Ltd.
- Boyd, A. (2008). *Broadcast Journalism- Techniques for radio and television news*. New York, NY: Focal Press.
- Bartlett, B. & Bartlett, J. (2013). *Practical recording techniques*. New York, NY: Press.
- David, J. (2007). *Radio broadcast journalism*. New Delhi, India: Cyber Tech Publication.
- Talbot, M. (2002). *Sound engineering explained*. New York, NY: Focal Press.
- McLeish, R. (2005). *Radio production*. New York, NY: Focal Press.
- Fraser, C. & Restrepo- Estrada, S. (2001). *Community radio handbook*. New Delhi: UNESCO.
- राकेश व प्रज्ञा, (2010), रेडियो जोकिंग, डायमंड बुक डिस्ट्रीब्यूटर, नई दिल्ली
- परमवीर सिंह, (2017), रेडियो प्रोडक्शन, कल्पना प्रकाशन
- सिद्धार्थ कुमार, (2004), नाथ रेडियो नाटक की कला, राधाकृष्ण प्रकाशन, नई दिल्ली

Web Resources:

- <http://www.radioiloveit.com>
- www.slideshare.net
- www.cybercollege.com

Transaction Mode: Lectures, PPT, Self-Learning, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages

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

L	T	P	C
0	0	4	2

Total Hours: 60

Learning outcomes of the course:

- **Learners will be able to**
 - Analyze new media
 - List characteristics of new media.
 - Evaluate growth of news media.
 - Distinguish between various formats of new media programs.

Unit I: Concept of New Media (8 hours)

- Meaning, definitions and characteristics of new media
- Growth and development of new media
- Microsoft Office- MS Word (Hindi & English Typing), MS Excel, MS PowerPoint
- Introduction to Adobe Photoshop and Adobe Audition

Unit II: New Media as News Media (7 hours)

- New media content and issues of trustworthiness, evaluating information quality
- Multimedia newsgathering, content searching, writing and editing
- Writing for news website, user generated content and citizen journalism
- Web team members – project manager, graphics designer, animator, audio-video expert, webmaster, content writer, content editor

Unit III: Social Media (8 hours)

- Social media – meaning, definition, characteristics and functions
- Evolution and growth of social media
- Important social networking sites, blogging and micro-blogging
- Social media literacy, impact on human relationships and ethical issues

Unit IV: Applications of New Media (7 hours)

- Virtual games, podcasting, live-casting, health information online
- E-democracy, e-governance, e-commerce, e-banking, e-learning
- Smart phones as platform for digital services, products and governance
- Homepage analysis of popular news websites

Suggested Readings:

- Bansal, S. K. (2009). *Information technology in journalism*. New Delhi, India: APH Publishing Corporation.
- Couldry, N. (2012). *Media, society, world: Social theory and digital media practice*. Polity Press.

- Creeber, G., & Martin, R. (2008). *Digital Culture: Understanding New Media*. Cambridge. McGraw-Hill Education (UK).
- Gane, N., & Beer, D. (2008). *New media: The key concepts*. Oxford, England: Berg.
- Lister, M., Giddings, S., Dovey, J., Grant, I., & Kelly, K. (2008). *New media: A critical introduction*. London, England: Routledge.
- Ramanujam, R. C. (2006). *Multimedia journalism*. New Delhi, India: APH Publishing.

Web Resources:

- www.thehindu.com
- www.timesofindia.indiatimes.com
- www.traai.gov.in
- www.mib.nic.in
- www.dot.gov.in
- www.digitalindia.gov.in

Transaction Mode: Lectures, PPT, Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming

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

L	T	P	C
0	0	4	2

Total Hours: 60

Learning outcomes of the course:

- **Learners will be able to**
 - Plan a radio program.
 - Compose a radio program.
 - Evaluate various formats of radio programs.

Practical:-

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

Evaluation Criteria

1. Continuous Assessment-
 - Synopsis and Script Writing for program 40
2. End Term Assessment
 - Production of Program 30
 - Viva 30

Suggested Readings:

- Sabin, A. (2009). *You are On! How to develop great media skills for TV, radio and the internet*. New Delhi, India: Viva Books Pvt. Ltd.
- Boyd, A. (2008). *Broadcast Journalism- Techniques for radio and television news*. New York, NY: Focal Press.
- Bartlett, B. & Bartlett, J. (2013). *Practical recording techniques*. New York, NY: Press.
- David, J. (2007). *Radio broadcast journalism*. New Delhi, India: Cyber Tech Publication.
- Talbot, M. (2002). *Sound engineering explained*. New York, NY: Focal Press.
- McLeish, R. (2005). *Radio production*. New York, NY: Focal Press.
- Fraser, C. & Restrepo- Estrada, S. (2001). *Community radio handbook*. New Delhi: UNESCO.
- राकेश व प्रज्ञा, (2010), रेडियो जोकिंग, डायमंड बुक डिस्ट्रीब्यूटर, नई दिल्ली
- परमवीर सिंह, (2017), रेडियो प्रोडक्शन, कल्पना प्रकाशन
- सिद्धार्थ कुमार, (2004), नाथ रेडियो नाटक की कला, राधाकृष्ण प्रकाशन, नई दिल्ली

Web Resources:

- <http://www.radioiloveit.com>
- www.slideshare.net
- www.cybercollege.com

Transaction Mode: Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming

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

L	T	P	C
0	0	2	1

Total Hours: 30

Learning outcomes of the course:

- **Learners will be able to**
 - Plan new media programs in various formats.
 - Compose new media programs in various formats.
 - Develop a blog.

Practicals:-

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

Evaluation Criteria

1. Continuous Assessment-
 - Typing Exercises 25
 - Blog writing 25
3. End Term Assessment

- Practical on Software 25
- Viva 25

Suggested Readings:

- Bansal, S. K. (2009). *Information technology in journalism*. APH Publishing Corporation
- Couldry, N. (2012). *Media, society, world: Social theory and digital media practice*. Polity
- Creeber, G., & Martin, R. (2008). *Digital Culture: Understanding New Media: Understanding New Media*. McGraw-Hill Education (UK).
- Gane, N., & Beer, D. (2008). *New media: The key concepts*. Berg.
- Lister, M., Giddings, S., Dovey, J., Grant, I., & Kelly, K. (2008). *New media: A critical introduction*. Routledge.
- Ramanujam, R. C. (2006). *Multimedia journalism*. APH Publishing.

Web Resources:

- www.thehindu.com
- www.timesofindia.indiatimes.com
- www.trai.gov.in
- www.mib.nic.in
- www.dot.gov.in
- www.digitalindia.gov.in

Transaction Mode: Group Discussion, Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages

Course Code: JMC.599
Course Title: Research Project

L	T	P	C
0	0	0	2

Total Hours: 45

Learning outcomes of the course:

- **Learners will be able to**
 - Compile various studies related to media problems/questions.
 - Formulate research questions.
 - Plan research design.
 - Develop a research synopsis related to a media problem.

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. Continuous Assessment-
 - Regular Interaction with supervisor 30
 - Extensive Review of Literature 20
2. End Term Assessment
 - Synopsis 30
 - Presentation and Defense 20

Suggested Readings

- Anderson, J.A. (2012). *Media research methods: Understanding metric and interpretive approaches*. New Delhi: Sage.
- Burn, A. & Parker, D. (2005). *Analysing media texts*. London, England: Continuum.
- Bryman, A. (2018). *Social research methods*. Oxford, England: Oxford Publication.
- Kerlinger, F. (2017). *Foundations of Behavioral Research*. New Delhi, India: Surjeet Publications.
- Kothari, C. A. (2019). *Research Methodology: Methods and Techniques*. New Delhi, India: New Age International.
- Singh, A. K. (2019). *Tests, Measurements and Research Methods in Behavioural Sciences*. New Delhi, India: Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass media research: An introduction*. Belmont, CA: Cengage Learning.
- Kumar, R. (2011). *Research Methodology- A step by step guide for beginners*. London, England: Sage Publications.
- Guhrie, G. (2010). *Basic Research Methods: An entry to social science research*. Los Angeles, CA: SAGE.
- Priest, S. H. (2010). *Doing media research: An introduction*. Los Angeles, CA: Sage.
- मीडिया शोध, (2004) मनोज दयाल, हरियाणा साहित्य अकादमी, चंडीगढ़
- शोध प्रक्रिया, (2016), सरनाम सिंह शर्मा, के.के. पब्लिकेशन, नई दिल्ली

Web Resources:

- www.wimmerdominick.com
- www.cengagebrain.com

Transaction Mode: Group Discussion, Seminar, Case Study, Field Visit

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

L	T	P	C
0	0	0	1

Learning Objectives of course

- **Learners will be able to**
 - Analyze media related issues.
 - Plan a presentation on media related issues.
 - Compile a report on media related issues.

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 on the following criteria:-

- Continuous Assessment-
 - Selection of Topic 25
 - Regular Interaction with faculty 25
- End Term Assessment
 - Presentation 25
 - Defense of Topic 25

Transaction Mode: Group Discussion, Seminar, Self-Learning, Case Study, PPT

Course Code: JMC.557
Course Title: International Communication

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course:

- **Learners will be able to**
 - List and compare various international media companies/corporations.
 - Compare the working of media organization in different countries of the world.
 - Analyze media related issues at the international level.
 - Evaluate the working of global media institutions.

Unit-I Global Media Scenario (11 hours)

- 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)
- Major television channels: BBC, CNN, NHK, CCTV and Al Jazeera
- Major radio channels: BBC, Voice of America and Deutsche Welle
- Global news agencies: Reuters, Associated Press (AP), United Press International (UPI), Agence France Presse (AFP), Itar -Taas

Unit-II Global Communication Flow (12 hours)

- MacBride Commission report- key findings, importance and relevance
- The New World Information and Communication Order (NWICO)
- Non- aligned news agencies news pool and its success and failure
- Information flow, information politics, information war and media imperialism

Unit III: International Communication (11 hours)

- Universal declaration of human rights and communication
- Global and regional disparities and information flow
- Democratization of information flow in the digital age
- Cultural imperialism, information society, networked society

Unit IV: International Media Systems (11 hours)

- Professional standards, violence against media persons
- Effects of globalization on media systems
- Transnational media ownership and issue of sovereignty and security
- International media institutions and professional organizations

Suggested Readings:

- Mody.B. (2003). *International and Development Communication: A 21st Century Perspective*. Thousand Oaks, CA: Sage Publications.
- Mohammadi, A. (1997). *International Communication and Globalization: A Critical Introduction*. London, England: Sage Publications.
- Thussu,D. (2006). *International Communication: Continuity and Change*. London, England: Bloomsbury Academic.
- Thussu,D. (2009). *International Communication: A Reader*. Abingdon, England: Taylor & Francis Group.
- Robertson, R. (2000). *Globalisation*. London, England: Sage Publications.
- रामशरण जोशी, विदेश पत्रकारिता, (2005), राधाकृष्ण प्रकाशन, नई दिल्ली
- भरत झुनझुनवाला, अन्तरराष्ट्रीय पत्रकारिता, (2005), श्री नजराज प्रकाशन, नई दिल्ली
- कुमुद शर्मा, (2003), भूमण्डलीकरण और मीडिया, के के पब्लिकेशन
- परमवीर सिंह, (2017), भारतीय टेलीविजन का इतिहास, एजुक्रीएशन पब्लिकेशन, नई दिल्ली

Web Resources:

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

Transaction Mode: Group Discussion, Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages

Course Code: JMC.557
Course Title: Audio-Video Editing

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course:

- **Learners will be able to**
 - List the differences between online and offline editing
 - Explain the basics of audio-video editing.
 - Explain the process of audio-video editing.
 - Compose various audio-video formats.

Unit-I Introduction of Audio-Video Editing (11 hours)

- History of audio-video editing
- Online and offline editing
- Linear and non-linear editing
- Basics of audio-video editing workstation

Unit-II Basics of Editing (12 hours)

- Process of video editing
- Working on video editing software
- Creating timeline-editing decision list, cut, fade and mix
- Various tools of video editing software

Unit-III Advanced Editing (11 hours)

- Aesthetics in audio editing
- Grammar of video editing
- Special audio-video effects
- Graphics, titling and montage editing

Unit-IV Final Output (11 hours)

- Multi-track audio-video mixing
- Working with digital interface (DI)
- Rendering and authoring
- Final output- formats, resolution and properties

Suggested Readings:

- Adobe Premiere Pro User Guide
- Adobe Premiere Pro: Help and tutorials
- Millerson, G., & Owens, J. (2012). *Television Production*. New York, NY: Focal Press
- Kindem, G., & Musberger, R. (2004). *Introduction to Media Production: A Path to Digital Media Production*. New York, NY: Focal Press.
- Zettl, H. (2005). *Handbook of Television Production*. New Delhi, India: Cengage Learning.
- Mitchell, M. (2004). *Visual Effects for Film and Television*. New York, NY: Focal Press.
- Belavadi, V. (2013). *Video Production*. New Delhi, India: Oxford University Press.

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Vimeo, Blog Demonstration, Brain Storming, Multimedia Packages

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

L	T	P	C
2	0	0	2

Total Hours: 30

Learning outcomes of the course:

- **Learners will be able to**
 - Explain the structure and functioning of web newsroom.
 - Categorize and compare various elements of multimedia.
 - Evaluate various web casting techniques.
 - Discuss ethics of web journalism.

Unit I Basics of Web Media**(8 hours)**

- Online media- online television, online radio, e-newspaper and e-zine, mojo
- Web journalism- concept, practices and principles
- Structure and functioning of web newsroom
- Web production team members and their responsibilities

Unit II Reporting and Writing for Web**(7 hours)**

- Web reporting- features and skills
- Content collection process
- Content writing and editing
- Writing for multimedia: photograph, graphics, slides, video and audio

Unit III Web News Production**(7 hours)**

- Ethics of web journalism
- Packaging of web news
- Integration of various media for web production
- Creating hyperlinks for web content

Unit IV Webcasting

(8 hours)

- Webcasting - technique, types and future
- Webcasting software
- Various mobile apps
- Web rating techniques

Suggested Readings:

- Bull, A. (2010). *Multimedia journalism*. London, England: Routledge Publication
- Kellison, C. (2012). *Producing for TV and New Media*. New York, NY: Focal Press.
- Hall, J. (2001). *Online journalism: A critical primer*. London, England: Pluto Press.
- Kellison, C., Morrow, D., & Morrow, K. (2013). *Producing for TV and new media: a real-world approach for producers*. London, England: Routledge.
- Kress, G. (2003). *Literacy in the new media age*. London, England: Routledge.
- Noam, E. M., Groebel, J., & Gerbarg, D. (Eds.). (2003). *Internet television*. London, England: Routledge.
- Paterson, C. A., & Domingo, D. (Eds.). (2008). *Making online news: The ethnography of new media production* (Vol. 49). New York, NY: Peter Lang.
- शालिनी जोशी व शिवप्रसाद जोशी, (2012), वेब पत्रकारिता- नये मीडिया नये रुझान, राधाकृष्ण प्रकाशन, नई दिल्ली

Web Resources:

- www.timesofindia.indiatimes.com
- www.jagran.com
- www.bhaskar.com.
- www.mib.nic.in
- www.digitalindia.gov.in

Transaction Mode: Lecture, PPT, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages, Vimeo, Blog

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

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:-

- **Learners will be able to**
 - Explain various laws related to media.
 - List ethical practices in media.
 - Evaluate cases under various media laws.

Unit-I Constitution and Other laws (14 hours)

- Constitution and freedom of speech and expression
- Defamation, obscenity and sedition
- Right to Information Act 2005
- Contempt of court and legislature, Public Interest Litigations

Unit-II Media Laws-I (16 hours)

- Press and Registration of Books Act 1867
- Working Journalists Act 1955
- Copyright act 1957, Press Council Act 1978
- Report of wage commissions and Government's Newsprint Policy

Unit-III Media Laws-II (13 hours)

- Cinematography Act 1952, Prasar Bharti Act 1990
- Cable Television Networks (Regulations) Act 1995
- Information Technology Act 2000
- Guidelines for up-linking, IPTV and Community Radio Stations

Unit-IV Media Ethics (17 hours)

- Fundamentals of Journalistic ethics: objectivity, balance, accuracy and fairness,
- Invasion of privacy, plagiarism, vulgarity, bias, portrayal of violence and sex
- Gifts and payments for news, ethics of 'sting operations' and fairness in editing
- Various ethical codes & Guidelines – Advertising, Public Relations, Print Media & electronic Media

Suggested Readings:

- Day, L. A. (2005). *Ethics in media communications: Cases and controversies*. Belmont, CA: Cengage Learning.
- Basu, D. D. (2010). *Law of the Press*. Gurgaon, India: Lexis Nexis Butterworth Wadhawa.
- Neelamalar, M. (2009). *Media Law and Ethics*. New Delhi, India: PHI.
- Singh, P. (2020). *Indian Silver Screen*. New Delhi, India: KK Publications.
- Thakurta, P. G. (2011). *Media Ethics*. New Delhi, India: Oxford University Press.

- Jethmalani, R., & Chopra, D. S. (2012). *Cases and Material on Media Law*. New Delhi, India: Thomson Reuters South Asia Pvt. Ltd.
- कमलेश जैन, (2008), कॉपीराइट, राजकमल प्रकाशन, नई दिल्ली
- रमेश जैन, (2009), भारत में मीडिया कानून, हिन्दी बुक सेन्टर
- मधुसुदन त्रिपाठी, (2010), भारत में प्रेस कानून, हिन्दी बुक सेन्टर
- दिलीप मंडल, (2011), मीडिया का अन्डरवर्ल्ड, हिन्दी बुक सेन्टर
- परमवीर सिंह, (2020), भारतीय टेलीविजन, कल्पना प्रकाशन, नई दिल्ली

Web Resources:

- www.indiankanoon.org
- www.indiacode.nic.in
- www.constitution.org
- www.cablequest.org
- www.cofiindia.org

Transaction Mode: Lecture, PPT, Group Discussion, Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages

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

L	T	P	C
0	0	2	1

Total Hours: 30

Learning outcomes of the course:

- **Learners will be able to**
 - Plan a web page.
 - Plan a YouTube /online channel.
 - Design a web page.
 - Compose an online program.

Practicals:-

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.

Evaluation Criteria

1. Continuous Assessment-
 - Designing of Web page 40
2. End Term Assessment
 - YouTube Video 40
 - Viva 20

Suggested Readings:

- Anty Bull,(2010), Multi Media Journalism, Routledge Publication
- Catherine Kellison, (2012), Producing for TV and New Media, Focal Press
- Hall, J. (2001). *Online journalism: A critical primer*. Pluto Press.
- Kellison, C., Morrow, D., & Morrow, K. (2013). *Producing for TV and new media: a real-world approach for producers*. Routledge.
- Kress, G. (2003). *Literacy in the new media age*. Routledge.
- Noam, E. M., Groebel, J., & Gerbarg, D. (Eds.). (2003). *Internet television*. Routledge.
- Paterson, C. A., & Domingo, D. (Eds.). (2008). *Making online news: The ethnography of new media production* (Vol. 49). Peter Lang.
- शालिनी जोशी व शिवप्रसाद जोशी, (2012), वेब पत्रकारिता- नये मीडिया नये रुझान, राधाकृष्ण प्रकाशन, नई दिल्ली

Transaction Mode: Group Discussion, Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages

Course Code: JMC.599
Course Title: Research Project

L	T	P	C
0	0	0	4

Learning outcomes of the course:

- **Learners will be able to**
 - Construct a research tool.
 - Test a media theory.
 - Compile a report.
 - Propose a solution to media problem.

Introduction

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:

- Title of the Research
- Certification
- Contents
- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)
- Data Presentation and Analysis
- Discussion
- Conclusions and Key Findings
- 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:

3. Continuous Assessment-
 - Regular Interaction with supervisor 20
 - Designing of Research Tool 15
 - Data Collection 15
4. End Term Assessment
 - Report 30
 - Presentation and Defense 20

Suggested Readings

- Anderson, J.A. (2012). *Media research methods: Understanding metric and interpretive approaches*. New Delhi: Sage.
- Burn, A. & Parker, D. (2005). *Analysing media texts*. London, England: Continuum.
- Bryman, A. (2018). *Social research methods*. Oxford, England: Oxford Publication.
- Kerlinger, F. (2017). *Foundations of Behavioral Research*. New Delhi, India: Surjeet Publications.
- Kothari, C. A. (2019). *Research Methodology: Methods and Techniques*. New Delhi, India: New Age International.
- Singh, A. K. (2019). *Tests, Measurements and Research Methods in Behavioural Sciences*. New Delhi, India: Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass media research: An introduction*. Belmont, CA: Cengage Learning.
- Kumar, R. (2011). *Research Methodology- A step by step guide for beginners*. London, England: Sage Publications.
- Guhrig, G. (2010). *Basic Research Methods: An entry to social science research*. Los Angeles, CA: SAGE.
- Priest, S. H. (2010). *Doing media research: An introduction*. Los Angeles, CA: Sage.
- मीडिया शोध, (2004) मनोज दयाल, हरियाणा साहित्य अकादमी, चंडीगढ़
- शोध प्रक्रिया, (2016), सरनाम सिंह शर्मा, के.के. पब्लिकेशन, नई दिल्ली

Web Resources:

- www.wimmerdominick.com
- www.cengagebrain.com

Transaction Mode: Group Discussion, Seminar, Case Study, Field Visit

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

L	T	P	C
0	0	0	1

Learning Objectives of the course

- **Learners will be able to**
 - Analyze media related issues.
 - Plan a presentation on media related issues.
 - Compile a report on media related issues.

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 on the following criteria:-

1. Continuous Assessment-
 - Selection of Topic 25
 - Regular Interaction with faculty 25
2. End Term Assessment
 - Presentation 25
 - Defense of Topic 25

Transaction Mode: Group Discussion, Seminar, Case Study, PPT

Course Code: JMC.591
Course Title: Internship

L	T	P	C
0	0	0	4

Learning Objectives of the course

- **Learners will be able to**
 - Evaluate the functioning of media organization.
 - Determine the skill required for media profession.

Place of Internship

Internship can be carried out in any national or regional 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 and will have to done after third semester exams and before 31st January.

Evaluation criteria:- A committee of three teachers of the department will evaluate on the following criteria:-

1. Certificate 20
2. Report 40
3. Viva 40

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

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course:

- **Learners will be able to**
 - Explain various approaches of documentary production.
 - Classify and compare various stages of documentary and film production.
 - Distinguish various film genres.
 - Evaluate documentary and films as medium of Mass Communication

Unit I Basics of Documentary Production (12 hours)

- Documentary- meaning, types and significance
- Approaches of documentary production
- Research and *recce* in documentary
- Process of documentary production

Unit II Documentary Distribution (11 hours)

- Documentary distribution- types and issues
- Films for social and political campaigns
- Types of film screening
- Film festivals- national and international

Unit-III Basics of Film Production (11 hours)

- Understanding the film
- Major film genres
- Process of Film Making
- Production Team: Members and their responsibilities

Unit IV: Distribution and Exhibition (11 hours)

- The studio-system
- Digitalisation of cinema and integration of cinema markets
- Multiplex revolution and distribution process
- Contemporary trends in film advertising and distribution, promotion campaigns

Suggested Readings:

- Bordwell, D., & Thompson, K. (2004). *Film Art: An Introduction*. Boston, MA: Mc Graw Hill.
- Chopra, A. (2011) *First Day First Show: Writings from the Bollywood Trenches*. New Delhi, India: Penguin Books.
- Zetl, H. (2012). *Television Production Handbook*. Belmont, CA: Thompson Wadsworth Pub.
- Hughes, M. (2012). *Digital Filmmaking for beginner- A practical guide to video production*. New York, NY: Focal Press.

- Rabiger, M. (2013). *Directing: Film Techniques and Aesthetics*. New York, NY: Focal Press.
- James, M. (2009). *How to read a film*. New York, NY: Focal Press.
- Mehta, N. (2009). *India on Television*. New Delhi, India: Harper Collins.
- Belavadi, V. (2013). *Video Production*. New Delhi, India: Oxford University Press

Web Resources:

- www.thehoot.org
- www.indiantelevision.com
- www.cybercollege.com

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Case Study, Field Visit

Course Code: JMC.576
Course Title: Cinema Studies

L	T	P	C
3	0	0	3

Total Hours: 45

Learning outcomes of the course

- **Learners will be able to**
 - List and analyze major film movements in the world.
 - Explain digitalization of cinema.
 - Compare different film theories.
 - Evaluate contemporary trends in cinema industry.

Unit-I: Understanding the Film Art (11 hours)

- Film language as an art form – signs and syntax
- The emergence and development of cinema in diverse contexts
- The question of national cinemas
- Major film movements in the world

Unit-II: Film Theories (11 hours)

- Expressionism, realism, neo realism, auteur, ideological
- Marxism, feminism, structuralism
- Psychoanalysis and post-colonialism
- Montage, *mise-en-scene* and contemporary theory

Unit-III: Production, Distribution and Exhibition (12 hours)

- The studio-system, major film genres
- Digitalisation of cinema and integration of cinema markets
- Multiplex revolution and distribution process

- Contemporary trends in film advertising, promotion campaigns, new exhibition technologies

Unit-IV: Auteurs, Stars and Fans

(12 hours)

- History of stardom
- Power of the star in film production
- Cinephilia/ Cinepolitics
- Fan activities

Suggested Readings:

- Bordwell, D., & Thompson, K. (2004). *Film Art: An Introduction*. Boston, MA: Mc Graw Hill:
- Chopra, A. (2011). *First Day First Show: Writings from the Bollywood Trenches*. New Delhi, India: Penguin Books.
- Nelmes, J. (2011). *Introduction to Film Studies*. Oxford, England: Routledge.
- Mayer, J.P. (1946). *Sociology of Film- Studies and Documents*. London, England: Faber and Faber.
- Hayward, S. (2000). *Cinema Studies- The Key Concepts*. London, England: Routledge.

Web Resources:

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

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Case Study, Video, Mobile Learning, Tutorial

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

L	T	P	C
1	2	0	2

Total Hours: 60

Learning outcomes of the course:-

- **Learners will be able to**
 - List and analyze major developments in history of Indian and global media.
 - Explain approaches of development communication.
 - Explain the concept of marketing communication.
 - List and analyze major developments in advertising.

Unit-I:**(16 hours)**

- In-depth review of origin definition of communication by eminent scholars, Communication models and theories;
- History of media in India and worldview.
- Communication for Development and Social Change
- Reporting and Editing

Unit-II**(14 hours)**

- In-depth review of origin, growth and development of Advertising scenario in India and abroad
- Changing paradigm of Marketing Communication
- Public Relations
- Corporation Communication

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

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

L	T	P	C
1	2	0	2

Total Hours: 45**Learning outcomes of the course:-**

- **Learners will be able to**
 - List major media laws and ethical issues.
 - Explain production techniques for radio and television.
 - Evaluate latest trends of ICT in media.
 - Discuss various approaches to communication research.

Unit-I**(23 hours)**

- Introduction to various Media Laws and Ethics
- Introduction to Media Management
- Production Techniques for radio
- Production Techniques for TV

Unit-II**(22 hours)**

- Latest trends of ICT in Media
- Production for Web
- Understanding Visual Communication & Cinema Studies
- Advanced Communication Research

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content



Interdisciplinary Courses
Department of Mass Communication & Media Studies

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

L	T	P	C
2	0	0	2

Total Hours: 30

Learning outcomes of the course:-

- **Learners will be able to**
 - Summarize basics of photography
 - Identify types of camera, lens, camera shots, angles and movements
 - Compose a professional photograph
 - Discuss various genres of Photography
 - Evaluate visual communication as a medium of Mass Communication

Unit-I Introduction to Photography (8 hours)

- Introduction to visual communication
- Introduction to visual semiotics
- Use of photography in media
- Photography as a profession

Unit-II Basics of Photography (7 hours)

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

Unit-III Technical Aspects (8 hours)

- Exposure triangle, focus, depth of field, reciprocity and exposure metering
- Understanding light and shadow: natural & artificial, direct light, soft light, hard light, directional light,
- Three point lighting technique
- Introduction to Photo Editing: Basics of Photoshop

Unit-IV Photography Genres and Photojournalism (7 hours)

- Unit 1 Portrait, nature, food, street, wildlife
- Unit 2 Night, product and fashion photography
- Unit 3 Famous photojournalists in India
- Unit 4 Ethical aspects in photojournalism

Suggested Readings:

- Bergström, B. (2008). *Essentials of visual communication*. London, England: Laurence King Pub.
- Hirsch, R. (2014). *Exploring color photography: from film to pixels*. New York, NY: Focal Press.
- Kobre, K. (2008). *Photojournalism: The professionals' approach*. London, England: Routledge.

- Lester, P. M. (2015). *Photojournalism: An ethical approach*. Abingdon, England: Routledge.
- Singh, P. (2016). *Video production*. Hyderabad, India: Kalpana Publications.
- Tuck, K. (2009). *Commercial photography handbook: Business techniques for professional digital photographers*. Buffalo, NY: Amherst Media Inc.
- परमवीर सिंह, (2016), वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली, 2016

Web Resources:

- www.bestphotolessons.com
- www.cambridgeincolour.com
- www.photonaturalist.net

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

Course Code: JMC.515
Course Title: Combating Fake News

L	T	P	C
2	0	0	2

Total Hours: 30

Learning outcomes of the course:

- **Learners will be able to**
 - Compare various media.
 - Explain the ethical issues related to the media.
 - Identify different techniques for combating fake news.
 - Evaluate various techniques for combating fake news

Unit-I Introduction to Journalism & Ethical Issues (8 hours)

- Introduction to Print Media, Electronic Media, New Media, Social Media Platforms: Facebook, Twitter, YouTube etc.
- Journalism: Accountability, Ethics of Journalism and Principles of Journalism
- 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)

- The rise of fake news, types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content
- Information Disorder: formats of Misinformation, Disinformation and Mal-Information.

- Combating Disinformation and Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgements and opinions and participation.

Unit-III Hyper-information, Post Truth and Hate (8 hours)

- Hyper-information, News Industry Transformation: Digital Technology, Social Platforms.
- Post Truth, rise of hate speech/hate spin, manufacturing the consent, polarization and threat to democracy. Construction of Imagery.
- Economic and Commercial Exploitation: Artificial inflation of thoughts, Fake Reviews/Manufacturing reviews.
- 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)

- 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.
- 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
- 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.
- Source uploaders and social media audits.
- Google News Initiative, First Draft, Factcheck.org, Alt News, SM Hoax slyer.

Suggested readings:

- Carole, F. (2006). *An Introduction to Journalism*. Los Angeles, CA: Sage.
- George, C. (2016). *Hate Spin: The manufacture of religious offence and its threat*. Cambridge, MA: The MIT Press.
- Dice, M. (2017). *The True Story of Fake News: How mainstream media manipulate millions*. Resistance Manifesto.
- McDougall, J. (2019). *Fake News vs Media Studies: Travels in a False Binary*. London, England: Springer Nature.
- Chomsky, N., & Herman, E. S. (1988). *Manufacturing Consent: The Political Economy of the mass media*. New York, NY: Pantheon Books
- Sinha, P. (2019). *India Misinformed: The True Story*. New Delhi, India: Harper Collins
- UNESCO. (2018). *Fake News and Media Literacy*.

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content, Multimedia Packages

Course Code: JMC.529
Course Title: Introduction to Journalism

L	T	P	C
2	0	0	2

Total Hours: 30

Learning outcomes of the course:-

- **Learners will be able to**
 - Explain the concept of news values.
 - Compare different formats of media writings
 - Explain the process of editing
 - Distinguish and analyze various forms of media writing

Unit I Basics of News (8 hours)

- News-meaning, definition and nature; Hard and Soft News
- News values and sources
- Writing a news story: 5Ws and 1 H
- Newspaper jargon

Unit II Basics of Reporting (7 hours)

- Covering different beats—education, crime, sports, health etc.
- Interview: types and techniques
- Covering press conference and press briefing
- Role and responsibilities of reporter

Unit III Forms of Media Writing (8 hours)

- Features- meaning, definition and types
- Articles- meaning and definition
- Editorials: types and Importance
- Writing for audio-visual media

Unit IV Basics of Editing (7 hours)

- Editing: meaning, principles and process
- Structure and functioning of a newsroom
- Headlines and its types; Leads and its types
- Importance of pictures, selection of news pictures

Suggested Readings:

- Kamath M. V, Professional Journalism, Asia Publishing House, 1963
- Fleming Carole, An Introduction to Journalism, Sage Vistaar, 2006
- Stovall James Glen, Journalism: Who, What, When, Where, Why & How, Pearson, 2005
- Spark David, Harris Geoffrey, Practical Newspaper Reporting, Sage (fourth Edition), 2010
- VarmaAdarsh Kumar, Advanced Journalism, Har-Anand Publications, 2001
- Lee Goldberg & William Rabkin, Successful Television Writing, Wiley, 2003
- Usha Raman, Writing for the Media, Oxford University Press, 2009

- आधुनिक पत्रकारिता, अशोक कुमार शर्मा, जैन बुक एजेन्सी, 2015
- आंचलिक संवाददाता, मधुकर खेर व सुरेश पंडित, जैन बुक एजेन्सी, 2006
- रिपोर्टिंग- व्हट इज न्युज, कुमार पंकज, जैन बुक एजेन्सी, 2006
- भेंट वार्ता एवं प्रैस कॉन्फ्रेंस, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

Web Resources:

- www.nos.org
- www.zeepedia.com
- www.indiastudycenter.com

Transaction Mode: Lecture, PPT, Group Discussion, Tutorial, Case Study, E-content, Multimedia Packages, Video, Facebook

Course Code: JMC.530
Course Title: Communication Skills

L	T	P	C
2	0	0	2

Total Hours: 30

Learning outcomes of the course:-

- **Learners will be able to**
 - Compile various formats of writing
 - List various types of communication
 - Distinguish between various types of writing
 - Compose different styles of writing

Unit I Communication

(8 hours)

- Communication: Meaning, process and elements
- Levels of Communication
- Types of Communication
- Barriers to Communication

Unit II Reading and Writing

(7 hours)

- Basic Communication Skills: Thinking, Reading, Writing, Listening and Speaking
- Reading : strategies and models ; Comprehension
- Writing : Basics of Writing, Principles of Good Writing; Writing letters, emails, resume and report

Unit III Listening and Non-verbal Communication

(8 hours)

- Listening : types, strategies and barriers
- Non-verbal Communication
- Visual Communication

Unit IV Speaking**(7 hours)**

- Speaking ; Presentation Skills ; group discussions
- Conversations and Role plays ; Working in Groups

Suggested Readings:

- Kumar, S. & Lata, P. (2012). Communication Skills. Oxford University Press.
- Butterfield, J. (2017). Soft Skills for Everyone. Cengage.
- Bhatia, R.C. (2018). Business Communication. Ane Books Pvt. Ltd: New Delhi.
- Bovee, C.L., Thill, J.V. & Chatterjee, A. (2016). Business Communication Today. Pearson.
- Kaul, A. (2015). Effective Business Communication. PHI.

Transaction Mode: Lecture, PPT, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content, Demonstration, E-content

IQAC

Value Added Courses

Course Code: JMC.504
Course Title: Mobile Video Production

L	T	P	C
1	0	0	1

Total Hours: 15

Learning Outcomes of the course

- **Students will be able to**
 - Explain the visual communication
 - Explain the shots and angles for video production
 - Create a plan to shoot video through mobile phone
 - Develop a plan for quality mobile video for various purposes

Unit-I

(4 Hours)

- Introduction to Visual Communication
- Camera Placement: Camera shots and angles
- Camera movements

Unit-II

(4 Hours)

- Shot Composition
- Rule of Thirds, Line of Action
- Lighting Techniques

Unit-III

(4 Hours)

- Writing for Video: Styles and formats
- Process of mobile video production
- Equipment required for Mobile video production

Unit-IV

(3 Hours)

- Techniques of Video Editing
- Popular mobile software for video editing
- Aesthetics of video editing

Suggested Readings:

- Nancy Reardon, Tom Flynn, (2013), On Camera: How to report, Anchor and Interview, Focal Press,
- Gretchen Davis & Mindy Hall, (2012), The Makeup Artist Handbook, Focal Press
- Tomlinson Holman, (2012), Sound for digital video, Elsevier Publication
- Alec Sabin, (2011), You are On! How to develop great media skills for TV, Radio and the internet, viva
- Catherine Kellison, (2013), Producing for TV and New Media, Focal Press
- Andrew H. Utterback, (2015), Studio Television Production and Directing, Focal Press
- Frederick Shook, (2008), Television Field Production and Reporting, Pearson Publication

- Herbert Zettl, (2012), Television Production Handbook, Thompson Wadsworth Pub
- Michael Hughes, (2012), Digital Filmmaking for beginner- A practical guide to video production, Focal Press
- Michael Rabiger (2013), Directing: Film Techniques and Aesthetics, Focal Press
- Nalin Mehta, (2009), India on Television, Harper Collins, New Delhi
- Vasuki Belavadi, (2013), Video Production, Oxford Publication
- परमवीर सिंह, (2016), वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Tutorial, E-content, Multimedia Packages, Vimeo

Course Code: JMC.505
Course Title: Fake News and Media Literacy

L	T	P	C
1	0	0	1

Total Hours: 15

Learning outcomes of the course:

- **Learners will be able to**
 - Compare various media.
 - Explain the ethical issues related to the media.
 - Identify different techniques for combating fake news.
 - Evaluate various techniques for combating fake news

Unit-I Introduction to Journalism & Ethical Issues (3 hours)

- Social Media Platforms: Facebook, Twitter, YouTube etc.
- Journalism: relationship of trust with the public,
- Credibility, independence, accuracy, professional ethics.

Unit-II Fake News and Media Information Literacy (3 hours)

- The spread of fake news
- types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content.
- Deep Fake
- Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgements and opinions and participation.

Unit-III Hyper-information, Post Truth and Hate (3 hours)

- Hyper-information,
- Post Truth, rise of hate speech/hate spin, manufacturing the consent, polarization and threat to democracy. Construction of Imagery.
- Fake Reviews/Manufacturing reviews.

- Virality: Digital Army, Social Media Followers, users-generated content.

Unit-IV Using digital tool to debunk fake news (3 hours)

- Debunking fake news: observation, critical thinking and reasoning, smart keywords search and authenticity, Fact Checking and Verification. Credibility of websites and social media pages and fact checking software.
- 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
- 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.
- Google News Initiative, First Draft, Factcheck.org, Alt News, SM Hoax slyer.

Suggested readings:

- Carole, F. (2006). *An Introduction to Journalism*. Los Angeles, CA: Sage.
- George, C. (2016). *Hate Spin: The manufacture of religious offence and its threat*. Cambridge, MA: The MIT Press.
- Dice, M. (2017). *The True Story of Fake News: How mainstream media manipulate millions*. Resistance Manifesto.
- McDougall, J. (2019). *Fake News vs Media Studies: Travels in a False Binary*. London, England: Springer Nature.
- Chomsky, N., & Herman, E. S. (1988). *Manufacturing Consent: The Political Economy of the mass media*. New York, NY: Pantheon Books
- Sinha, P. (2019). *India Misinformed: The True Story*. New Delhi, India: Harper Collins
- UNESCO. (2018). *Fake News and Media Literacy*.

Transaction Mode: Lecture, PPT, Self-Learning, Multimedia Packages, Brainstorming, Group Discussion, Tutorial, Case Study, E-content