



Department of Mass Communication and Media Studies
M.A. in Journalism and Mass Communication

Syllabus

Duration: Two-year
Session: 2017-19

Syllabus Outline

First Semester

Course Code	Paper	L	T	P	Total Credits
JMC.506	Fundamentals of Mass Communication	3	0	0	3
JMC.507	Development of Media	4	0	0	4
JMC.508	Reporting and Editing of Print Media	4	0	0	4
JMC.509	Electronic Media	3	0	0	3
JMC.510	Advertising	4	0	0	4
JMC.511	Mass Communication Practical	0	0	2	1
JMC.512	Electronic Media Practical	0	0	2	1
	Inter Disciplinary(from other discipline)	2	0	0	2
	Total	20	0	4	22

Second Semester

Course Code	Paper	L	T	P	Total Credits
JMC.521	Development Communication	4	0	0	4
JMC.522	Research Methodology	4	0	0	4
JMC.523	Media Management	4	0	0	4
JMC.524	Public Relations/Corporate Communication	4	0	0	4
JMC.525	Editing and Editorial Writing	4	0	0	4
	Inter Disciplinary (from other discipline)	2	0	0	2
	Total	22	0	0	22

Third Semester

Course Code	Paper	L	T	P	Total Credits
JMC.551	Media Laws & Ethics	3	1	----	4
JMC.552	Page Designing and Layout Designing	2	----	2	4
JMC.553	Radio Production	2	----	2	4
JMC.554	New Media-I	3	----	1	4
JMC.555	Advanced Theories of Communication and Research	4	----	----	4
JMC.599	Research Project-I	3	----	1	4
	Total Credits				24

Fourth Semester

Course Code	Paper	L	T	P	Total Credits
JMC.571	International Communication	4	----	----	4
JMC.572	Documentary and Film Production	2	----	2	4
JMC.573	Internship	----	----	4	4
JMC.574	New Media-II	3	----	1	4
JMC.575	Production Project	----	----	4	4
JMC.599	Research Project-II	----	----	4	4
	Total Credits				24

Interdisciplinary Courses

Course Code	Paper	L	T	P	Total Credits
JMC.511	Basics of Photography	1	----	1	2
JMC.512	Advertising and Public Relations	2	----	----	2
JMC.526	Introduction to Journalism	1	----	1	2
JMC.527	Documentary & Film Making	1	----	1	2

JMC.551 Media Laws & Ethics

Block-I Constitution and Other laws

- Unit 1: Constitution and freedom of speech and expression
- Unit 2: Defamation, obscenity and sedition
- Unit 3: Right to Information Act 2005
- Unit 4: Contempt of court and legislature, Public Interest Litigations

Block-II Media Laws-I

- Unit 1: Press and Registration of Books Act 1867
- Unit 2: Working Journalists Act 1955
- Unit 3: Copyright act 1957, Press Council Act 1978
- Unit 4: Report of wage commissions and Government's Newsprint Policy

Block-III Media Laws-II

- Unit 1: Cinematography Act 1952, Prasar Bharti Act 1990
- Unit 2: Cable Television Networks (Regulations) Act 1995
- Unit 3: Information Technology Act 2000
- Unit 4: Guidelines for up-linking, IPTV and Community Radio Stations

Block-IV Media Ethics

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

Suggested Readings:

- Ram Jethmalani and D. S. Chopra, **Cases and Material on Media Law**, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
- Durga Das Basu, **Laws of the Press**, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition, 2010
- Nand Kishore Tripathi, **Press Laws**, 2014
- Paranjay Guha Thakurta, **Media Ethics**, Oxford University Press, 2011
- Day Louis A., **Media Communication Ethics**, Wadsworth Publications, 2009
- सूचना का अधिकार, अरविन्द केजरीवाल व विष्णु राजगढ़िया, राजकमल प्रकाशन, नई दिल्ली
- कॉपीराइट, कमलेश जैन, राजकमल प्रकाशन, नई दिल्ली, 2008
- भारत में मीडिया कानून, रमेश जैन, हिन्दी बुक सेन्टर, 2009
- भारत में प्रेस कानून, मधुसूदन त्रिपाठी, हिन्दी बुक सेन्टर, 2010
- मीडिया का अन्डरवर्ल्ड, दिलीप मंडल, हिन्दी बुक सेन्टर, 2011

Web Resources:

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

JMC.552 Page Make up and Layout Designing

Block I: Editing: An Introduction

Unit 1: Traditional vs. Mechanical Editing

Unit 2: Introduction to editing software: Word Express, News Wrap and News Pro

Unit 3: Introduction to Desktop Publishing

Unit 4: Hindi and English typing practice

Block II: Photo Editing and Layout Designing

Unit 1: Photo editing software: Adobe Photoshop

Unit 2: Layout Designing software-I: Quark Xpress

Unit 3: Layout Designing software-II: Adobe In-Design

Unit 4: Photo editing and layout designing exercises

Block III: Concepts of design

Unit 1: Basic principles of designing

Unit 2: Various design elements

Unit 3: Aesthetics in design

Unit 4: Design approaches

Block IV: Newspaper Layout Designing

Unit 1: Newspaper form and formats

Unit 2: Front page, business and sports page designing

Unit 3: Magazine designing

Unit 4: Poster, pamphlet and leaflet designing

Suggested Readings:

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

Web Resources:

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

JMC.553 Radio Production

Block-I Introduction to Radio

Unit 1: Properties of sound

Unit 2: Nature of sound- mono, stereo and surround sound

Unit 3: Radio as a medium of communication

Unit 4: Process of radio production

Block-II Technical aspect of Radio Production

Unit 1: Radio Studio- structure, functioning and equipment

Unit 2: Microphone- types, placement and precautions

Unit 3: Sound recording- types, techniques and aesthetics

Unit 4: Audio Editing – process and techniques

Block-III Radio Programs

Unit 1: Indoor program and outdoor program

Unit 2: Live and recorded program

Unit 3: News bulletin, interview, discussion, vox pop, drama, docu-drama, magazines

Unit 4: Chat show, game show, phone-in programme, making commercials

Block-IV Skills for Radio Presentation

Unit 1: Voice modulation, pronunciation and ad-lib

Unit 2: Voice analysis – pitch, volume, tempo, vitality

Unit 3: Art of Radio jockeying

Unit 4: Skills for radio program presentation

Suggested Readings:

- Robert Mcleish, **Radio Production**, Focal Press, 2005
- Bruce Bartlett and Jenny Bartlett, **Practical Recording Techniques**, Focal Press, 2013
- UNESCO, **Community Radio Handbook**, 2001
- J. David, **Radio Broadcast Journalism**, Cyber Tech Publication, 2007
- Tony Zaza, **Mechanics of Sound Recording**, Prentice Hall Publication, 1991
- Alec Sabin, **You are On! How to develop great media skills for TV, Radio and the internet**, viva Books Pvt. Ltd., 2009
- Michael Talbot, **Sound Engineering Explained**, Focal Press, 2002
- Andrew Boyd, **Broadcast Journalism- Techniques for Radio and Television News**, Focal Press, 2008
- रेडियो जोकिंग, राकेश व प्रजा, डायमंड बुक डिस्ट्रीब्यूटर, नई दिल्ली, 2010
- रेडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, 2017
- रेडियो नाटक की कला, डॉ सिद्धार्थ कुमार नाथ, राधाकृष्ण प्रकाशन, नई दिल्ली, 2004

Web Resources:

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

JMC.554 New Media-I

Block I: Concept of New Media

Unit 1: Meaning, definitions and characteristics of new media

Unit 2: Growth and development of new media

Unit 3: Microsoft Office- MS Word (Hindi & English Typing), MS Excel, MS PowerPoint

Unit 4: Introduction to Adobe Photoshop and Adobe Audition

Block II: New Media as News Media

Unit 1: New media content and issues of trustworthiness, evaluating information quality

Unit 2: Multimedia newsgathering, content searching, writing and editing

Unit 3: Writing for news website, user generated content and citizen journalism

Unit 4: Web team members – project manager, graphics designer, animator, audio-video expert, webmaster, content writer, content editor

Block III: Social Media

Unit 1: Social media – meaning, definition, characteristics and functions

Unit 2: Evolution and growth of social media

Unit 3: Important social networking sites, blogging and micro-blogging

Unit 4: Social media literacy, impact on human relationships and ethical issues

Block IV: Applications of New Media

Unit 1: Virtual games, podcasting, live-casting, health information online

Unit 2: E-democracy, e-governance, e-commerce, e-banking, e-learning

Unit 3: Smart phones as platform for digital services, products and governance

Unit 4: Homepage analysis of popular news websites

Suggested Readings:

- Nicholas Gane and David Beer, **New Media- The Key Concepts**, Oxford New York, 2008
- Glen Creeber and Royston Martin, **Digital Cultures**, Open University Press, McGraw-Hill Education, 2008
- RC Ramanujan, **Multi Media Journalism**, APH Publication, 2009
- Tapas Ray, **Online Journalism: A Basic Text**, Cambridge University Press, 2006
- Anty Bull, **Multi Media Journalism**, Routledge Publication, 2010
- SK Bansal, **Information Technology in Journalism**, APH Publishing Corporation, 2009
- Cathorin Kellison, **Producing for TV and New Media**, Focal Press, 2013
- Stephen Quinn and Stephen Lambie, **Online Newsgathering: Research and Reporting for Journalism**, Focal Press, 2002
- संचार टेक्नोलॉजी, गौरीशंकर रेना, श्री नजराज प्रकाशन, नई दिल्ली,
- समाचार लेखन और वेब पत्रकारिता, अपूर्वा कुलश्रेष्ठ, श्री नजराज प्रकाशन, नई दिल्ली

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

JMC.555-Advanced Theories of Communication and Research

Block I: Historical Perspectives

Unit 1: Changing paradigms of communication research in the world and Media Literacy

Unit 2: Major Research traditions in communication discipline

Unit 3: Understanding various schools of thoughts of Mass Communication Research- Frankfurt School and American Empirical School etc.

Unit 4: Medium is the message, Hot and Cold Media and Manufacturing consent

Block II: Advanced theories of Communication

Unit 1: Psychoanalysis-Social learning theory, Cognitive Dissonance

Unit 2: Normative theories

Unit 3: Theory of logical positivism, functionalism and functionalist theory in the age of media

Unit 4: Post modernism, Post Structuralism, Feminist approach and communication research

Block III: New Trends in Communication Research

Unit 1: Hate Spin, Spin Doctrine and Post Truth

Unit 2: Effects theory and Media Research Payne Fund Studies and Psychology of panic

Unit 3: Semiotic Analysis, Rhetoric Analysis, Textual Analysis

Unit 4: Structuralism: ownership, power and hegemony and political economy of media

Block IV: Applied Research in Media Studies.

Unit 1: Research in Newspaper and Magazines.

Unit 2: Research in Electronic Media

Unit 3: Research in Advertising and Public Relations

Unit 4: Research in Cinema and New Media

Suggested Readings:

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

Web Resources:

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

JMC.599 Research Project

Introduction

After having the orientation about communication research methodology in the second semester students will take up small individual research projects on the topics related to media and communication. S/he will come up with three chapters in this semester:

- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)

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

Selection of Topic

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

Evaluation

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

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

JMC.571 International Communication

Block-I Global Media Scenario

Unit 1: Introduction to main newspapers: Yomiuri Shimbun (Japan), The People's Daily (China), Dawn (Pakistan), The Guardian (UK), Daily Mirror (UK), The Sun (US), The Washington Post (US), The New York Times (US), The Sydney Morning Herald (Australia)

Unit 2: Major television channels: BBC, CNN, NHK, CCTV and Al Jazeera

Unit 3: Major radio channels: BBC, Voice of America and Deutsche Welle

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

Block-II Global Communication Flow

Unit 1: MacBride Commission report- key findings, importance and relevance

Unit 2: The New World Information and Communication Order (NWICO)

Unit 3: Non- aligned news agencies news pool and its success and failure

Unit 4: Information flow, information politics, information war and media imperialism

Block III: International Communication

Unit 1: Universal declaration of human rights and communication

Unit 2: Global and regional disparities and information flow

Unit 3: Democratization of information flow in the digital age

Unit 4: Cultural imperialism, information society, networked society

Block IV: International Media Systems

Unit 1: Professional standards, violence against media persons

Unit 2: Effects of globalization on media systems

Unit 3: Transnational media ownership and issue of sovereignty and security

Unit 4: International media institutions and professional organizations

Suggested Readings:

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

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.

JMC.572 Documentary and Film Production

Block I Basics of Documentary Production

Unit 1: Documentary- meaning, types and significance

Unit 2: Approaches of documentary production

Unit 3: Research and *recce* in documentary

Unit 4: Process of documentary production

Block II Documentary Distribution

Unit 1: Documentary distribution- types and issues

Unit 2: Films for social and political campaigns

Unit 3: Types of film screening

Unit 4: Film festivals- national and international

Block-III Basics of Film Production

Unit 1: Understanding the film

Unit 2: Major film genres

Unit 3: Process of Film Making

Unit 4: Production Team: Members and their responsibilities

Block IV: Distribution and Exhibition

Unit 1: The studio-system

Unit 2: Digitalisation of cinema and integration of cinema markets

Unit 3: Multiplex revolution and distribution process

Unit 4: Contemporary trends in film advertising and distribution, promotion campaigns

Suggested Readings:

- Gerald Millerson, **The Technique of Television Production**, Focal Press, UK, 2005
- Herbert Zetl, **Television Production Handbook**, Thompson Wadsworth Pub, 2012
- Andrew Boyd, **Broadcast Journalism: Techniques of Radio & TV News**, Focal Press, 2005
- Peter Utz, **Studio and Camcorder Television Production**, Prentice Hall Pub. New Jersey, 2002
- Frederich Shook, **Television Field Production and Reporting**, Longman Publishers, USA, 2002
- Nalin Mehta, **India on Television**, Harper Collins, New Delhi, 2009
- Chanderkant Singh (1999), **Before the Headlines**, MacMillan publication, New Delhi, 1999
- Nilanjna Gupta, **Switching Channels - Ideologies of Television in India**, Oxford University Press, Delhi, 1998
- टेलीविजन और अपराध पत्रकारिता, वर्तिका नन्दा, भारतीय जनसंचार संस्थान प्रकाशन, नई दिल्ली, 2005
- टेलीविजन पत्रकारिता-एक परिचय, डॉ. देवव्रत सिंह व कीर्ति सिंह, नटराज पब्लिकेशन, नई दिल्ली, 2009
- खबरें विस्तार से, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
- टेलीविजन पत्रकारिता, राकेश कुमार, श्री नजराज प्रकाशन, नई दिल्ली,

Web Resources:

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

JMC.573 Internship

Place of Internship

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

Duration

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

Evaluation

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

JMC.574 New Media-II

Block I Basics of Web Media

Unit 1: Online media- online television, online radio, e-newspaper and e-zine, mojo

Unit 2: Web journalism- concept, practices and principles

Unit 3: Structure and functioning of web newsroom

Unit 4: Web production team members and their responsibilities

Block II Reporting and Writing for Web

Unit 1: Web reporting- features and skills

Unit 2: Content collection process

Unit 3: Content writing and editing

Unit 4: Writing for multimedia: photograph, graphics, slides, video and audio

Block III Web News Production

Unit 1: Ethics of web journalism

Unit 2: Packaging of web news

Unit 3: Integration of various media for web production

Unit 4: Creating hyperlinks for web content

Block IV Webcasting

Unit 1: Webcasting - technique, types and future

Unit 2: Webcasting software

Unit 3: Various mobile apps

Unit 4: Web rating techniques

Suggested Readings:

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

Web Resources:

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

JMC.575 Production Project

Topic of the project

The project will be conducted under the supervision of a teacher. Topic of the project will be chosen by the student from his/her interest area in consultation with the concerned supervisor. Topic must be some production work related to media. This project may be in the form of a print production, radio programme production, short movie production, advertising production, new media production, case study writing, graphic or visual production etc.

Evaluation

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

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

JMC.599 Research Project

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:

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