### **DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

## **ACADEMIC CALENDAR**

## SEMESTER I (CBCS), SESSION 2018 – 2019 (HONOURS)

Paper	<b>Course Content</b>	Marks	No. of	JUL-SEPT		OCT-DEC	
Units			Lectures	Weeks (9-10)		Weeks (7-9)	
CINCS				No. of Lectures		No. of Lectures	
Core I	Unit 1-Understanding News;	75	1	1	Ι	110. 01 Ecctures	E
	Ingredients of news;	13					
Paper	News: meaning, definition,		1	1	N		N
I,	nature;		2	2	T		D
Credit	The news process: from the				$\mathbf{E}$		
6.	event to the reader (how		1	1	R		S
	news is carried from event to				N		E
	reader);				A		$\mathbf{M}$
	Hard news vs. Soft news;		1	1	L		E
	Basic components of a news		2	2			S
	story;		_	_	E		T
	Attribution, embargo,		1	1			
	verification, balance and		1	1	X		E
	fairness, brevity, dateline,		1	1	A		R
	credit line, byline.		1	1	M		
	Unit 2-Different forms of		1	1	I		E
	print - A historical		2	2	N		X
	Perspective;				A		A
	Yellow journalism,		1	1	T		M
	Penny press,		1	1	I		I
	Tabloid press;		1	1	O		
	Language of news;		1	Ī .			N
	Robert Gunning: Principles		1	1	N		A
	of clear writing;		1	1			T
	Rudolf Flesch formula-skills						Ι
	to write news.		1	1			O
	Unit 3-Understanding the		1			1	N
	structure and construction of						
	news;		1			1	
	Organizing a news story;		1			1	
	5W's and 1H;		1			1	
	Inverted pyramid; Criteria for news worthiness;		1			1	
	Principles of news selection;		1			1	
	Use of archives,		1			1	
	Sources of news,		1			1	
	Use of internet.		1			1	
	Unit 4-Different mediums-a		1			1	
	comparison;		1			1	
	Language and principles of		2			2	
	writing: Basic differences						
	between print, electronic and						
	online journalism;						
	Citizen Journalism.		1			1	
	Unit 5-Role of Media in a		1			1	

	T _	1	ı	T			1 1
	Democracy;						
	Responsibility to Society;		1			1	
	Press and Democracy;		1			1	
	Contemporary debates and		2			2	
	issues relating to media						
	ethics in journalism.						
	Internal Assessment:						
	Discussions on current						
	affairs, debates, seminar		21	21			
	presentations, PPT						
	presentations, assignments,						
	GD and tests may be held						
	regularly.						
Total			59	41		18	
Paper	Course Content	Marks	No. of	JUL-SEPT		OCT-DEC	
Units			Lectures	Weeks (9-10)		Weeks (7-9)	
				No. of Lectures		No. of Lectures	
Core	Unit 1-Media and Everyday	75	1	1	Ι		E
	Life; Mobile phones,	13	1	1			
II,	Television, Ring tones,		1	1	N		N
Paper	Twitter, The Internet-		1	1	T		D
II,	discussion around media and		1	1	$\mathbf{E}$		
Credit	everyday life;		1	1	R		$\mathbf{S}$
6.	Discussions around		2	2	N		E
	mediated and non mediated		2	2	A		M
	communication.				L		E
	Unit 2-Communication and		2	2	L		
	Mass Communication;		2	2			S
	Forms of Communication;		2	2	$\mathbf{E}$		T
	Levels of Communication;		1	1	X		$\mathbf{E}$
	Mass Communication and its		1	1	A		R
	Process;		1	1	$\mathbf{M}$		
	Normative Theories of the		2	2	I		E
	Press;		2	2	N		X
	Media and the Public		1	1			l .
	Sphere.		1	1	A		A
	Unit 3-Mass Communication		1		T	1	M
	and Effects;		1		I	1	I
	Paradigm Direct Effects;		1		O	1	N
	Mass Society Theory;		1		N	1	A
	Propaganda,		1		11	1	T
	Limited Effects;		1			1	
	Individual Difference		1			1	I
	Theory,		1			1	O
	Personal Influence Theory.		1			1	N
	Unit 4-Cultural Effects and		2			2	
	the Emergence of an						
	Alternative Paradigm;						
			2			2	
	Cultural Effects: Agenda					<u> </u>	
	Setting,		1			1	1
	Spiral of Silence,		1 1			1	1
	Cultivation Analysis,		1 1				
	Critique of the effects,		2			$\frac{1}{2}$	
	Paradigm and emergence of					<u> </u>	
	alternative paradigm.				1		1

Unit 5-Four Models of			
Communication;			
Transmission models,	2		2
Ritual or Expressive models,	2		2
Publicity Model,	2		2
Reception Model.	2		2
Internal Assessment:			
Discussions on current			
affairs, debates, seminar	21	21	
presentations, PPT			
presentations, assignments,			
GD and tests may be held			
regularly.			
Total	61	37	24

### SEMESTER II (CBCS), SESSION 2018 – 2019 (HONOURS)

Paper	Course Content	Marks	No. of	JAN-MAR		APR-JUN	
Units			Lectures	Weeks (9-10)		Weeks (7-9)	
				No. of Lectures		No. of Lectures	
Core	Unit 1-Covering news;	75	1	1	I		E
III,	Reporter - role, functions		2	2	N		N
Paper	and qualities;		2	2	Т		D
III,	General assignment		1	1	E		
Credit	reporting/working on a beat;		1	1	R		S
6.	News agency reporting.		1	1	N		E
0.	Covering Speeches,		1	1			
	Meetings and Press		1	1	A		M
	Conferences;		1	1	L		E
	Covering of beats - crime, courts, city reporting, local		1	1			S
	reporting, MCD, hospitals,		1	1	E		T
	health, education, sports.		1	1	X		$\mathbf{E}$
	Unit 2 – Interviewing/Types		1	1	A		R
	of news leads;		2	2	M		
	Interviewing: doing the		1	1	I		$\mathbf{E}$
	research, setting up the		1	1	N		X
	interview, conducting the		1	1	A		A
	interview.		1	1	T		M
	News Leads / intros,		1	1	I		I
	Structure of the News Story–		1	_	_		
	Inverted Pyramid style;		1	1	0		N
	Lead: importance,		1	1	N		A
	Types of lead;		2	2			T
	Body of the story;		1	1			Ι
	Attribution, verification;		1	1			O
	Articles,		1	1			N
	Features,		1	1			
	Types of features and human interest stories,		2	2			
	Leads for features,		1	1			
	Difference between articles		1	1			
	and features.		1	1			
	Unit 3-The Newspaper						
	Omit 3-The Newspaper						

newsroom;	2		2
Newsroom,	1		1
Organizational setup of a	1		1
newspaper,	1		1
Editorial department;	1		1
Introduction to editing:			1
Principles of editing;			1
Headlines; importance,	1		1
functions of headlines,	1		1
typography and style,	1		1
			1
language,	1		1
types of headline,	3		3
style sheet,	1		1
importance of pictures,	1		1
selection of news pictures;			1
Role of sub /copy-editor,			1
News editor and Editor,	2		2
Chief of bureau,	2		2
Correspondents;			2
Editorial page: structure,			
Purpose,	2		2
Edits,	1		1
Middles,	1		1
Letters to the editor,	1		1
Special articles,	1		1
			1
Light leader,			1
Opinion pieces,	2		2
Op. Ed page.	1		1
Unit 4-Trends in sectional	1		1
news,			1
Week - end pullouts,			1
Supplements,	1		1
Backgrounders,	1		1
Columns /columnists.	3		3
Unit 5-Understanding media	1		3
and news;			1
Sociology of news: factors	1		1
affecting news treatment,			
Paid news,	1		1
Agenda setting,			
Pressures in the newsroom,			1
			1
Trial by media,	1		1
Gatekeepers.			1
Objectivity and politics of	2		2
news;			
Neutrality and bias in news.	2		2
Internal Assessment:			
Internal assessment may be	39	39	
based on covering the beats			
and writing reports /			
interviewing personalities,			
celebrities etc. Exercises on			
editing copies, writing			
headlines, writing features,			
structuring a dummy			
editorial page, writing	<u> </u>	<u> </u>	

	editorials etc. Discussions on						
	current affairs, debates,						
	seminar presentations, PPT						
	presentations and tests may						
	be held regularly.						
Total	be held regularly.		123	72		51	
Paper	Course Content	Marks	No. of		1	APR-JUN	1
Units	Course Content	IVICII INS	Lectures	Weeks (9-10)			
Units			Lectures			Weeks (7-9)	
				No. of Lectures		No. of Lectures	
Core	Unit 1-Understanding	75	1	1	I		E
IV,	Culture;				N		N
Paper	Mass Culture,		1	1	T		D
IV,	Popular Culture,		1	1	E		
Credit	Folk Culture;		1	1			C
6.	Media and Culture.		1	1	R		S
	Unit 2-Critical Theories;		2	2	N		E
	Frankfurt School,		1	1	A		M
	Media as Cultural Industries,		1	1	L		E
	Political Economy,		1	1			S
	Ideology and Hegemony.		1	1	E		T
	Unit 3-Representation Media						
	as Texts, Signs and Codes in		2		X	2	E
	Media Discourse Analysis				A		R
	Genres;				M		
	Representation of nation,		3		I	3	E
	class, caste and gender				N		$\mathbf{X}$
	issues in Media.				A		A
	Unit 4-Audiences;		1			1	
	Uses and Gratification		2		T	2	M
	Approach;		_		I	_	I
	Reception Studies;		1		O	1	N
	Active Audiences;		1		N	1	A
	Women as Audiences;		1			1	T
	Sub Cultures;		1			1	Ī
	Music and the popular		1			1	
	Fandom.		1			1	O
	Unit 5-Media and		1			1	N
	Technologies;		1			1	
	Folk Media as a form of		2			2	
	Mass Culture,		2			2	
	Live performance;		1			1	
	Audience in live		1			1	
	Performance,		1			1	1
	Media technologies;		1			1	1
	Medium is the Message;		1			1	
	Technological Determinism;		1			1	
	New Media and Cultural		2			2	
	forms.					<u> </u>	
	Internal Assessment: Discussions on current		21	21			1
			∠1	Δ1			1
	affairs, debates, seminar						1
	presentations, PPT						1
	presentations, assignments,						
	GD and tests may be held						
	regularly.						1

Total EF 1 33	32	
1 10121	/. 3	

# SEMESTER III (CBCS), SESSION 2019 – 2020 (HONOURS)

Paper	<b>Course Content</b>	Marks	No. of	JUL-SEPT		OCT-DEC	
Units			Lectures	Weeks (9-10)		Weeks (7-9)	
				No. of Lectures		No. of Lectures	
Core	Unit 1-Basics of Sound;	75	1	1	I		E
V,	Concepts of sound - scape,		1	1	N		N
Paper	sound culture;		1	1	T		D
V,	Types of sound - Sync, Non-		2	2	E		
Credit	Sync,		1	1	R		S
	Natural sound,		1				
6.	Ambience Sound;		1	1	N		E
	Sound Design - Its Meaning		2	2	A		M
	with examples from different				L		$\mathbf{E}$
	forms;						S
	Sound recording techniques;		1	1	E		T
	Introduction to microphones;		2	2	X		$\mathbf{E}$
	Characteristics of Radio as a medium.		2	2	A		R
	Unit 2-Basics of Visual;		1	1	M		
	What is an image?		1	1	I		E
	Electronic image,		1	1	N		X
	Television image,		1				
	Digital image,		1	1	A		A
	Edited Image (politics of an		1	1	T		M
	image);		1	1	I		Ι
	What is a visual? (Still to		2	2	0		N
	moving),				N		A
	Visual Culture;		1	1			T
	Changing ecology of images		1	1			Ι
	today;						O
	Characteristics of Television		2	2			N
	as a medium.						
	Unit 3-Writing and Editing		2			2	
	Radio News;		2			2	
	Elements of a Radio News		_			2	
	Story: Gathering, Writing/Reporting.		2			2	
	Elements of a Radio News		2			2	
	Bulletins;		2			2	
	Working in a Radio News						
	Room;		3			3	
	Introduction to Recording		3			3	
	and Editing sound. (Editing						
	news based capsule only).						
	Unit 4-Writing and Editing		2			2	
	Television News;					_	
	Basics of a Camera - (Lens		2			2	
	& accessories);						
	Electronic News Gathering						
	(ENG) & Electronic field		2			2	
	Production (EFP) (Concept);		<u> </u>				

	V:1 C	I	1		1	1	
	Visual Grammar –		1			1	
	Camera Movement,		2			2	
	Types of Shots,		3			3	
	Focusing,		2			2	
	Visual Perspective.		1			1	
	Elements of a Television		2			2	
	News Story: Gathering,						
	Writing/Reporting.		2			2	
	Elements of a Television		2			2	
	News Bulletin;		3			3	
	Basics of Editing for TV -						
	Basic Soft-wares and		3			3	
	Techniques (for editing a					3	
	news capsule).						
	Unit 5-Broadcast News:		1			1	
	Critical Issues and Debates;		2			2	
	Public Service Broadcasters		2			2	
	– AIR and DD;						
	News - Voice of India?		2			2	
	(Analysis of News on						
	National Broadcasters);					_	
	Changing Character of		2			2	
	Television News;						
	24 hrs news format,		1			1	
	News Production cycle,		3			3	
	News 'Lingo',		2			2	
	News 'Formulae'?;		2			2	
	News as an Event,						
	Performance and		1			1	
	Construction.		3			3	
	Internal Assessment:						
	Discussions on current		21	21			
	affairs, debates, seminar						
	presentations, PPT						
	presentations, assignments,						
	GD and tests may be held						
	regularly.						
Total			109	47		62	
Paper	Course Content	Marks	No. of	JUL-SEPT		OCT-DEC	
Units			Lectures	Weeks (9-10)		Weeks (7-9)	
				No. of Lectures		No. of Lectures	
Core	Unit 1-History of Print	75	2	2	Ι	1100 01 20000100	E
	Media;	'3					
VI,	Media and Modernity: Print		2	2	N		N
Paper	Revolution,				T		D
VI,	Telegraph,		1	1	E		
Credit	Morse Code,		1	1	R		S
6.	Yellow Journalism;		1	1	N		E
	Evolution of Press in United		2	2	A		M
	States,				L		E
	Great Britain and France;		3	3	L		
	History of the Press in India:		2	2			S
	Colonial Period,		2 2	$\frac{2}{2}$	E		T
	National Freedom		$\frac{2}{2}$	$\frac{2}{2}$	X		E
1	Movement: Gandhi and		$\frac{2}{2}$	$\frac{2}{2}$	A		R
		i .	/.	· /			i -

Ambedkar as Journalists and		2	M		
Communicators.		_	I		E
Unit 2-Media in the Post	2	2			
Independence Era;		_	N		X
Emergency and Post	2	2	A		A
Emergency Era;		-	<b>T</b>		M
Changing Readership,	1	1	I		I
Print Cultures,		1	o		N
Language Press.	3	3	N		A
Unit 3-Sound Media:		3	17	1	
Emergence of radio				2	T
Technology,				2	I
The coming of Gramophone;	1			1	O
	$\begin{bmatrix} 1\\2 \end{bmatrix}$			2	N
Early history of Radio in				2	
India;	3			3	
History of AIR: Evolution of	3			3	
AIR Programming,				2	
Penetration of radio in rural	3			3	
India-Case studies;				2	
Patterns of State Control;	2			2	
Demand for Autonomy;				1	
FM: Radio Privatization.	2			2	
Music: Cassettes to the	1			1	
Internet.					
Unit 4-Visual Media: The	1			1	
early years of Photography,	1			1	
Lithography and	1			1	
Cinema: From Silent Era to	3			3	
the talkies;					
Cinema in later decades;	3			3	
The coming of Television	2			2	
and the State's Development					
Agenda;					
Commercialization of	3			3	
Programming (1980s);					
Invasion from the Skies: The	3			3	
Coming of Transnational					
Television (1990s);					
Formation of Prasar Bharati.	2			2	
<b>Topics for Student</b>					
Presentations (Internal	31	31			
Assessment):					
1. A comparative study of a					
Community Radio project					
and any of AIR's Local					
Radio stations.					
2. A case study of radio					
programs like Fauji bhaiyon					
ke liye and behno ka					
karyakram and kutch mahila					
radio.					
3. Trace the transformation					
of certain traditional musical					
genres like devotional					
music, ghazals and folk					
songs with the advent of					
Soligs with the auvent of	1				

	cassette technology.  4. Compare the history of Cinema with the history of other visual media.  5. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period of Emergency and the debate around censorship of media by the Indian state. 6. Presentations on the importance of archiving. The state of archives of Indian cinema, Newspapers, music and photographs. 7. A discussion on digital archives.						
Total	archives.		99	62		37	
Paper	<b>Course Content</b>	Marks	No. of		<u> </u>	OCT-DEC	Щ.
Units		112442 125	Lectures	Weeks (9-10)		Weeks (7-9)	
0 12108			20000105	No. of Lectures		No. of Lectures	
Core	Unit 1-Introduction to	75			Ι		E
VII,	Advertising: Meaning and		1	1	N		N
Paper	history;		2	2	T		D
VII,	Advertising: Importance and		1	1	E		D
-	Functions;		2	2			C
Credit	Advertising as a tool of		1	1	R		S
6.	communication,				N		E
	Role of Advertising in		2	2	A		M
	Marketing mix,				L		E
	PR;		2	2			S
	Advertising Theories and		2	$\frac{2}{2}$	E		T
	Models - AIDA model,		2 2 2	2 2 2	X		$\mathbf{E}$
	DAGMAR Model, Maslow's Hierarchy Model,				A		R
	Communication theories		2 3	2 3	M		
	applied to advertising,				I		E
	Types of advertising and		3	3	N		X
	New trends,		2	2	A		A
	Economic, cultural,		3	3	T		M
	Psychological and Social		3	3			
	aspects of advertising;				I		I
	Ethical & Regulatory		3	3	0		N
	Aspects of Advertising -				N		A
	Apex Bodies in Advertising		1	1			T
	- AAAI, ASCI and their		3	3			I
	codes.		2	2			0
	Unit 2-Advertising through Print, electronic and online		3	3			N
	media;		2	2			
	Types of Media for		3	3			
	advertising;						
	Advertising Objectives,		1	1			
	Segmentation,		2	2			
	Positioning and Targeting;		3	3			

	1 2		
Media selection, Planning,	3	3	
Scheduling;	2	2	
Marketing Strategy and	3	3	
Research and Branding;	3	3	
Advertising department vs.	3	3	
Agency - Structure and	1	1	
Functions;	1	1	
	3	3	
Advertising Budget;		3	
Campaign Planning,	2	2 3	
Creation and Production.	3	3	
Unit 3-Public Relations -	1		1
Concepts and practices;	2		2
Introduction to Public	1		1
Relations: Growth and	1		1
development of PR;	2		2
Importance,	2		2
Role and Functions of PR;	3		3
Principles and Tools of	3		3
Public relations;			
Organization of Public	2		2
relations: In house			
	1		1
department vs. consultancy.	1		1 2
PR in govt. and Private	3		3
Sectors;			
Govt's Print, Electronic,	3		3
Publicity, Film and Related	3		3
Media Organizations.	1		1
Unit 4-PR - Publics and	3		3
campaigns;			
Research for PR;	3		3
Managing promotions and	2		2
functions;			2
The state of the s			2
PR Campaign - planning,	2 2		2
execution, evaluation;			2
Role of PR in Crisis	3		3
management;			
Ethical issues in PR - Apex	1		1
bodies in PR - IPRA code -	2		2
PRSI, PSPF and their codes.	3		3
Unit 5-Social Media	2		2
Marketing;	2		2
Social Media Technologies	$\frac{1}{2}$		2
and Management;			
Integrated Marketing	2		2
Communication;			<u> </u>
1 · · · · · · · · · · · · · · · · · · ·			
Developing Social	2		2
Networks;			
Social Media Strategies,	1		1
Tactics and Ethics;	2		2
Social Media Tools;	2		2
Measurement Strategies and	2		2
ROI.			
List of Projects (Internal			
Assessment):	31	31	
1. Design an ad copy for a			
product.			
producti	1		1

	2. Script writing for					
	electronic media (Radio					
	jingle, TV Commercial).					
	,					
	3 Planning & Designing					
	advertising campaigns.					
	4. Critical evaluation of					
	advertisements.					
	5. Writing a press release.					
	6. Planning and designing					
	PR campaign.					
	7. Assignment on crisis					
	management.					
Total			178	111	67	
Paper	<b>Course Content</b>	Marks	No. of	JUL-SEPT	OCT-DEC	
Units			Lectures	Weeks (9-10)	Weeks (7-9)	
			<b>Lectures</b>	No. of Lectures	No. of Lectures	
GE G I	H'AD A E	25	1		No. of Lectures	-
SEC I	Unit 1-Broadcast Formats:	25	1	$\frac{1}{2}$		I
Paper	Public service		2	2		N
I,	advertisements*,					T
Credit			1	1		E
2.	Radio magazine Interview*,		2	2		R
	Talk Show,		2	2		
	Discussion,		2	2		N
	Feature,		2	2 2		A
	Documentary*.		2	2		L
	Unit 2-Broadcast Production		1	1		_
	Techniques: Working of a			_		_
	Production Control Room &		2	2		E
	Studio:		1	1		X
	Types and functions,		2	2		A
	Acoustics,		1	1		M
	*					
	Input and output chain,		2	2		I
	Studio console: recording		3	3		N
	and mixing.		_			A
	Personnel in Production		2	2		T
	process – Role and					I
	Responsibilities.		2	2		
	Unit 3-Stages of Radio		1		1	O
	Production: Pre-Production		1		1	N
	- (Idea, research, Radio		2		2	
	script),		2		2	
	Production – Creative use of		2		2	
	Sound;		1			
	Listening, Recording,		2		2	
	Using archived sounds,		1		1	
	(Execution, requisite,		2		2	
	challenges).					
	Editing: Creative use of		3		3	
	Editing: Creative use of		3		3	
	Sound Editing.					
	Suggested Exercise					
	(Internal Assessment) -					
	Producing any Radio		21		21	
	format mentioned in the					
	Unit 1. (Duration – 5		1			
	minutes).	<u> </u>				
			1		ı	

	*Only introductory in nature. These formats will be dealt with in detail in				
	Advanced Broadcast paper.				
Total		67	30	37	