

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

ACADEMIC CALENDAR

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

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

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

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

Total		55	32		23	
-------	--	----	----	--	----	--

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

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

	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,		2			2	
	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						
	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);		2			2	
	Changing Character of						
	Television News;		1			1	
	24 hrs news format,		3			3	
	News Production cycle,		2			2	
	News 'Lingo',		2			2	
	News 'Formulae'?;		2			2	
	News as an Event,		1			1	
	Performance and		3			3	
	Construction.						
	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 Units	Course Content	Marks	No. of Lectures	JUL-SEPT Weeks (9-10) No. of Lectures		OCT-DEC Weeks (7-9) No. of Lectures	
Core VI, Paper VI, Credit 6.	Unit 1-History of Print Media;	75	2	2	I N T E R N A L E X A		E N D S E M E S T E R
	Media and Modernity: Print Revolution,		2	2			
	Telegraph,		1	1			
	Morse Code,		1	1			
	Yellow Journalism;		1	1			
	Evolution of Press in United States,		2	2			
	Great Britain and France;		3	3			
	History of the Press in India:		2	2			
	Colonial Period,		2	2			
	National Freedom		2	2			
	Movement: Gandhi and		2	2			

	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			99	62		37	
Paper Units	Course Content	Marks	No. of Lectures	JUL-SEPT Weeks (9-10) No. of Lectures		OCT-DEC Weeks (7-9) No. of Lectures	
Core VII, Paper VII, Credit 6.	Unit 1-Introduction to Advertising: Meaning and history; Advertising: Importance and Functions; Advertising as a tool of communication, Role of Advertising in Marketing mix, PR ; Advertising Theories and Models - AIDA model, DAGMAR Model, Maslow's Hierarchy Model, Communication theories applied to advertising, Types of advertising and New trends, Economic, cultural, Psychological and Social aspects of advertising; Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAI, ASCI and their codes. Unit 2-Advertising through Print, electronic and online media; Types of Media for advertising; Advertising Objectives, Segmentation, Positioning and Targeting;	75	1 2 1 2 1 2 2 2 2 2 3 3 2 3 3 3 1 3 2 3 2 2 3 1 2 3	1 2 1 2 2 2 2 2 2 3 3 2 3 3 3 1 3 2 3 2 2 3 1 2 3	I N T E R N A L E X A M I N A T I O N		E N D S E M E S T E R E X A M I N A T I O N

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

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