



Barrackpore Rastraguru Surendranath College

B.A. (Journalism and Mass Communication)

CBCS Curriculum

Teaching Plan

2022-23

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION TEACHING

PLAN

CBCS Curriculum-B.A.(Hons.)(Journalism and Mass Communication) 2021-22

SL. No	Paper Code	Title of the Paper	Credits	Class Duration in Hours per week		
				L	T	P
Semester-I						
1	JORACOR01T	Introduction to Journalism	6	5	1	0
2	JORACOR02T	Introduction to media and Communication	6	5	1	0
3	JORHGEC01T	Basics of Journalism (GE-1)	6	5	1	0
Total			18			
Semester-II						
1	JORACOR03T	Reporting and Editing for Print	6	5	1	0
2	JORACOR04T	Media and Cultural Studies	6	5	1	0
3	JORHGEC02T	Photography (GE-2)	6	5	1	0
Total			18			
Semester-III						
1	JORACOR05T	Introduction to Broadcast Media	6	5	1	0
2	JORACOR06T	History of the Media	6	5	1	0
3	JORACOR07T	Advertising and Public Relations	6	5	1	0
4	JORHGEC03T	Film Appreciation (GE-3)	6	5	1	0
5	JORSSEC01M	Radio Production (SEC-1)	2	2	0	0
Total						
Semester-IV						
1	JORACOR08T	Introduction to New Media	6	5	1	0
2	JORACOR09T	Development Communication	6	5	1	0
3	JORACOR10T	Media Ethics and the Law	6	5	1	0
4	JORHGEC04T	Introduction to Documentary (GE-4)	6	5	1	0
5	JORSSEC02M	Documentary Production (SEC-2)	2	2	0	0
Total						
Semester-V						
1	JORACOR11T	Global Media and Politics	6	5	1	0
2	JORACOR12T	Advanced Broadcast Media	6	5	1	0
3	JORADSE01T	Media Industry and Management Print Journalism and Production Photographical Appreciation (Any Two)	6	5	1	0
4	JORADSE02T		6	5	1	0
5	JORADSE03T		6	5	1	0
Total			24			
Semester-V						
1	JORACOR13T	Advanced New Media	6	5	1	0
2	JORACOR14T	Communication Research and Methods	6	5	1	0

3	JORADSE04T	MediaGenderandHumanRights	6	5	1	0
4	JORADSE05T	Multi Media Journalism	6	5	1	0
5	JORADSE06T (DSE)	Introduction to Film Studies (Any Two)	6	5	1	0
			24			

Course Code: JORACOR01T (CC1) Course

Title: Introduction to Journalism

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: The objective of this paper is to understand the basic knowledge of Journalism including history of print Media, Principal of News Organizational structure and Function of Print and Electronic Media, Reporting Skills and introduction to Journalistic skills and its Technology.

Course Outcomes: The outcome of this paper are to make capable to students to get into Media Industry as a fresher as a trainee Journalist after completing this paper students will be able to understand about basic of print and electronic Media and its different responsibilities. Students will understand the basics of Journalistic skills.

Unit	Course Content	Instruction Hours
1	Understanding News; Ingredients of news; News: meaning, definition, nature; The news process: from the event to the reader (how news is carried from event to reader); Hard news vs. Soft news; basic components of a news story; Attribution, embargo, verification, balance and fairness, brevity, dateline, creditline, byline.	18
2	Different forms of print - A historical Perspective; Yellow journalism, Penny press, tabloid press; Language of news; Robert Gunning: Principles of clear writing; Rudolf Flesch formula - skill to write news.	18
3	Understanding the structure and construction of news; Organizing a news story; 5W's and 1H; Inverted pyramid; Criteria for news worthiness; principles of news selection; Use of archives, sources of news, use of internet	18
4	Different mediums - a comparison; Language and principles of writing; Basic differences between print, electronic and online journalism; Citizen Journalism.	18
5	Role of Media in a Democracy; Responsibility to Society; Press and Democracy; Contemporary debates and issues relating to media Ethics in journalism.	18

Internal Assessment:

Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

TotalDuration : 90 Hrs. MaximumScore: 75
 Periods/Week : 6 InternalEvaluation: 25
 Credits : 6 End Semester: 50
 InstructionMode : Lecture/Presentation

CourseObjective:Thecoursegivesthestudentstheunderstandingofthefundamentalsofcommunication,the framework in which they operate and major thoughts /concepts related to Mass Communication.

CourseOutcomes: Throughthis course, the studentsget to learn about the basicsof communication and the major concepts/thoughts related to Mass Communication.

Unit	CourseContent	Instruction Hours
1	Media and Everyday Life; Mobile phones, Television, Ring tones, Twitter, The Internet- discussion around media and everyday life; Discussions around mediated and non mediated communication.	18
2	Communication and Mass Communication; Forms of Communication; Levels ofCommunication; Mass Communication anditsProcess;NormativeTheoriesofthePress;Mediaandthe PublicSphere.	18
3	Mass Communication and Effects; Paradigm Direct Effects; Mass Society Theory; Propaganda, LimitedEffects; IndividualDifference Theory, Personal Influence Theory.	18
4	Cultural Effects and the Emergence of an Alternative Paradigm; Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis, Critique of the effects, Paradigm and emergence of alternative paradigm.	18
5	Cultural Effects and the Emergence of an Alternative Paradigm; Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis,Critiqueoftheeffects,Paradigmmandemergenceof alternativeparadigm.	18
InternalAssessment: Discussions on current affairs, debates, seminar presentations, PPT presentations,assignments, GD and tests may be held regularly.		
ExaminationandEvaluationPattern:InternalAssessment25MarksandEndSemester Examination50Marks.		

Course Code: JORHGEC01T(GE1)

Course Title: Basics of Journalism

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: The objective of this paper is to understand the basic knowledge of Journalism including history of print Media, Principal of News Organizational structure and Function of Print and Electronic Media, Reporting Skills and introduction to Journalistic skills and its Technology.

Course Outcomes: The outcome of this paper are to make capable to students to get into Media Industry as a fresher as a trainee Journalist after completing this paper students will be able to understand about basic of print and electronic Media and its different responsibilities. Students will understand the basics of Journalistic skills.

Unit	Course Content	Instruction Hours
1	Understanding News: Ingredients of news; News: meaning, definition, nature. The news process: from the event to the reader (how news is carried from event to reader). Hard news vs. Soft news, basic components of a news story. Attribution, embargo, verification, balance and fairness, brevity, dateline, creditline, byline.	18
2	Different forms of print - A historical Perspective; Yellow journalism, Penny press, tabloid press, Language of news - Robert Gunning: Principles of clear writing, Rudolf Flesch formula - skills to write news.	18
3	Understanding the structure and construction of news: Organizing a news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet.	18
4	Different mediums - a comparison: Language and principles of writing: Basic differences between the print, electronic and online journalism. Citizen journalism.	18
5	Role of Media in a Democracy: Responsibility to Society press and Democracy, Contemporary debates and issues relating to media Ethics in journalism.	18

Internal Assessment:

Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

SEMESTER-II

Course Code: JORACOR03T(CC3)

Course Title: Reporting and Editing for Print

Scheme of Instruction

Total Duration : 90 Hrs.
 Periods/Week : 6
 Credits : 6
 Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
 Internal Evaluation: 25
 End Semester: 50

Course Objective: The Paper seeks to introduce the students to introductory writing skills in English and Bengali and inform them about the common writing errors, usage of function marks and balanced and objective writings. One of the objectives of this paper is to understand the basic practical knowledge of Print Media including creative writing skills.

Course Outcomes: The learning outcomes of the paper are to make students understand the basic structure of simple but effective writing techniques in the English language. Students will be able to demonstrate their creative writing skills.

Unit	Course Content	Instruction Hours
1	Covering news; Reporter - role, functions and qualities; General assignment reporting/working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences; covering of beats-crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports	18
2	Interviewing/Types of news leads; Interviewing: doing the research, setting up the interview, conducting the interview. News Leads / intros, Structure of the News Story-Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification; Articles, features, types of features and human interest stories, leads for features, difference between articles and features.	20
3	The Newspaper newsroom; Newsroom, Organizational setup of a newspaper, Editorial department; Introduction to editing: Principles of editing; Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures; Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents; Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, op. Ed page.	24
4	Trends in sectional news, Week-end pullouts, Supplements, Backgrounders, columns / columnists.	10

5	Understanding media and news; Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news; Neutrality and bias in news.	18
Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT		

presentations, assignments, GD and tests may be held regularly.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

Course Code: JORACOR04T(CC4) Course

Title: MediaandCulturalStudies

Schemeof Instruction

TotalDuration : 90 Hrs.

Periods/Week : 6

Credits : 6

InstructionMode : Lecture/Presentation

Schemeof Examination

MaximumScore: 75

InternalEvaluation: 25

End Semester: 50

Course Objective: The Paper seeks to impart knowledge to the students about culture and communication. Students will the persuasive nature of culture, Characteristic of culture and Relation of communication with culture.

CourseOutcomes:Thelearningoutcomesofthepaperaretomakestudentsunderstandthebasicsknowledge about the nature of culture and relation between communication and culture.

Unit	CourseContent	Instruction Hours
1	UnderstandingCulture;MassCulture,PopularCulture,FolkCulture; Media and Culture.	18
2	CriticalTheories;FrankfurtSchool,MediaasCulturalIndustries, Political Economy, Ideologyand Hegemony.	18
3	Representation Mediaas Texts,SignsandCodesinMedia Discourse Analysis Genres; Representation of nation, class, caste and gender issues in Media.	18
4	Audiences; Uses and Gratification Approach; Reception Studies; Active Audiences; Women as Audiences; Sub Cultures; Music and the popular Fandom.	18
5	MediaandTechnologies;FolkMediaasaformofMassCulture,live performance;AudienceinlivePerformance,Mediatechnologies; MediumistheMessage;TechnologicalDeterminism;NewMedia and Cultural forms	18

InternalAssessment:

Discussions on current affairs, debates, seminar presentations, PPT presentations,assignments, GD and tests may be held regularly.

ExaminationandEvaluationPattern:InternalAssessment25MarksandEndSemester Examination50Marks.

Course Code: JORHGEC02T(GE2)

Course Title: Photography

Scheme of Instruction

Total Duration : 90 Hrs.
Periods/Week : 6
Credits : 6
Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
Internal Evaluation: 25
End Semester: 50

Course Objective: The course familiarizes the students with all technical aspects of still Photography equipment, materials, process and image editing with hands on exercise. Moreover course will enable students to learn photography as an expression of art. Students will assess and evaluate the creative work of their peers through both written and verbal critique. Students will research and analyse the creative work of a contemporary artist.

Course Outcomes: On successful completion of this course, the student will be able to understand the digital photographic and its process. They will demonstrate and apply an advanced understanding of the basics of photographic techniques, Students will equip with job-oriented skills in still photography.

Unit	Course Content	Instruction Hours
1	History of Photography: Definition and origin of Photography, The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography.	18
2	Equipments of Photography: Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage.	18
3	Lighting: The different types of lighting - Natural lighting and Artificial Lighting, The reflection of light, recommended equipment for outdoor lighting, Introduction to indoor lighting and photographing.	18
4	Types of Photography and Photo journalism: News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography. The basics of photo journalism and importance of context in photo journalism.	18
5	Editing: Photo editing software: Microsoft Office Picture manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Redeye.	18
Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.		
Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.		

SEMESTER-III

Course Code: JORACOR05T(CC5)

Course Title: Introduction to Broadcast Media

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: After studying this paper, Students will be able to understand how to use microphone on radio, Voice modulation, identify music and sound effects for radio production, Classify the different stages of radio programme production and produce different programme. This paper will enhance their skill in field of Television journalism, The students will be given hands-on practice to the fundamental principles, techniques and to learn for better visual storytellers from anchoring to on camera reporting.

Course Outcomes: After this paper students will be able to develop different types of content for Radio. They can understand how to write for Radio and can communicate well without visual media. Students may be able to news stories/projects derived from their own creativity. They understand the techniques of field reporting, anchoring, copy editing and to know the aesthetic knowledge of producing current affairs TV shows etc.

Unit	Course Content	Instruction Hours
1	Basics of Sound; Concepts of sound - scape, sound culture; Types of sound - Sync, Non-Sync, Natural sound, Ambience Sound; Sound Design - Its Meaning with examples from different forms; Sound recording techniques; Introduction to microphones; Characteristics of Radio as a medium.	18
2	Basics of Visual; what is an image? Electronic image, television image, Digital image, Edited Image (politics of an image); what is a visual? (Still to moving), Visual Culture; Changing ecology of images today; Characteristics of Television as a medium	18
3	Writing and Editing Radio News; Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins; Working in a Radio News Room; Introduction to Recording and Editing sound. (Editing news based capsule only).	18
4	Writing and Editing Television News; Basics of a Camera - (Lens & accessories); Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept); Visual Grammar - Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletin; Basics of Editing for TV - Basic Softwares and Techniques (for editing a news capsule).	18

5	Broadcast News: Critical Issues and Debates; Public Service Broadcasters – AIR and DD News - Voice of India? (Analysis of News on National Broadcasters); Changing Character of Television News; 24 hrs news format, News Production cycle, News 'Lingo', News 'Formulae'?; News as an Event, Performance and Construction.	18
Internal Assessment: 1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.		

2. A case study of radio programmes like *Faujibhaiyonkeliye* and *behnokakaryakram* and *kutchmahilaradio*.
3. Trace the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of 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.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

SEMESTER-III

Course Code: JORACOR07T(CC7)

Course Title: Advertising and Public Relation

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: Advertising and public relation are an ever-growing field with new jobs and research-based opportunities opening up all time. In recent years, the addition of online advertising has opened further possibilities. Students will understand concepts relating to sales, Advertising, Creative design and market research. The main objective of this paper is to equip students with analytical public, private and corporate communication issues from a range of academic and practical perspective as well as to train them to communicate effectively in the business world with the emerging concepts, principals and strategies.

Course Outcomes: After completion of this paper students will have clear understanding of advertising and Market research typically enjoy a wider range of employment opportunities in the field of advertising, consumer behavior, market research product and brand management, public relations. The main outcome of this paper is to train students with clearly and concisely and strategically writing in range of formats and media. Develop a communication campaign or plan that incorporates the key elements of planning, strategies, objective, research and target audience.

Unit	Course Content	Instruction Hours
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- AAAI, ASCI and their codes.	18
2	Advertising through Print, electronic and online media; Types of Media for advertising; Advertising Objectives, Segmentation, Positioning and Targeting; Media selection, Planning, Scheduling; Marketing Strategy and Research and Branding; Advertising department vs. Agency- Structure and Functions; Advertising Budget; Campaign Planning, Creation and Production.	18

3	Public Relations - Concepts and practices; Introduction to Public Relations: Growth and development of PR; Importance, Role and Functions of PR; Principles and Toolsof Public relations; Organization of Public relations: In house department vs. consultancy.PRingovt.andPrivateSectors;Govt'sPrint, Electronic,Publicity,FilmandRelatedMediaOrganizations.	18
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4	PR-Publicsandcampaigns;ResearchforPR;Managingpromotions and functions;PR Campaign -planning, execution, evaluation;Role ofPRinCrisismanagement;EthicalissuesinPR-Apexbodiesin PR-IPRAcode -PRSI,PSPFandtheircodes.	18
5	Social Media Marketing; Social Media Technologies and Management; Integrated Marketing Communication; Developing SocialNetworks;SocialMediaStrategies,TacticsandEthics;Social MediaTools;MeasurementStrategiesandROI.	18
<p>InternalAssessment:</p> <ol style="list-style-type: none"> 1. Designanadcopyfor aproduct. 2. Scriptwritingforelectronicmedia(Radiojingle,TVCommercial). 3. Planning&Designingadvertisingcampaigns. 4. Criticalevaluationofadvertisements. 5. Writingapressrelease. 6. PlanninganddesigningPRcampaign. 7. Assignmentoncrisismanagement. 		
<p>ExaminationandEvaluationPattern:InternalAssessment25MarksandEndSemester Examination50Marks.</p>		

Course Code: JORHGEC03T(GE3)

Course Title: Film Appreciation

Scheme of Instruction

Total Duration : 90 Hrs.
Periods/Week : 6
Credits : 6
Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
Internal Evaluation: 25
End Semester: 50

Course Objective: The course focuses on helping the students appreciate Cinema by understanding its distinct language, its narrative complexity. Students will become acquainted with film form and techniques.

Course Outcome: This paper will allow students to understand, comprehend and appreciate Cinema as a form of popular art.

Unit	Course Content	Instruction Hours
1	Language of Cinema: Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage. Language of Cinema II – Focus on Sound and Colour: Diegetic and Non-Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element. Difference between story, plot, screenplay.	18
2	Film Form and Style: German Expressionism and Film Noir, Italian Neo-realism, French New-Wave, Genre and the development of Classical Hollywood Cinema.	18
3	Alternative Visions: Third Cinema and Non-Fiction Cinema, Introduction to Feminist Film Theory, Auteur-Film Authorship with a special focus on Ray or Kurusawa.	18
4	Hindi Cinema: 1950s- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), The Indian New-Wave, Globalization and Indian Cinema, The multiplex Era Film Culture.	18

Internal Assessment:

Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

SEMESTER-III

Course Code: JORSSEC01M(SEC1)

Course Title: Radio Production

Scheme of Instruction

Total Duration : 30 Hrs.

Periods/Week : 2

Credits : 2

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 25

Internal Evaluation: 15

Radio Production: 10

Course Objective: The main aim of the course is to gain understanding about basic of sound and a functional knowledge of audio production equipment and software. By the end of the course, the student shall acquire a basic understanding of audio procedures and practices.

Course Outcome: Through this course, the students would be able to have a basic understanding of sound, the sound wave, the basic of radio technology and basics radio production.

Unit	Course Content	Instruction Hours
1	Broadcast Formats: Public service advertisements*, Jingles*, Radio magazine Interview*, Talk Show, Discussion, Feature, Documentary*.	10
2	Broadcast Production Techniques: Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing. Personnel in Production process - Role and Responsibilities.	10
3	Stages of Radio Production: Pre-Production - (Idea, research, script), Production - Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges). Editing: Creative use of Sound Editing.	10
Internal Assessment: Producing any Radio format mentioned in the Unit 1. (Duration-5 minutes).		
Examination and Evaluation Pattern: Internal Assessment 15 Marks and 10 Marks for Radio production.		

SEMESTER-IV

Course Code: JORACOR08T (CC8) Course

Title: Introduction to New Media

Scheme of Instruction

Total Duration : 90 Hrs.
 Periods/Week : 6
 Credits : 6
 Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
 Internal Evaluation: 25
 End Semester: 50

Course Objective: The emergence of New Media has affected everyone in today world. The students of Journalism and Mass Communication can ignore the New Media at his/her own peril. Through this course, the students are taught the basic of this medium, the technology involved, its architecture, its variety reach effect and issues.

Course Outcomes: By the end of this paper the student should be able to know web as medium thoroughly. They also must be able to write for this medium. They should be able to write/edit/hyperlink for web journalism. Through this paper the students acquire skills for the ever-expanding job market in the field of web media.

Unit	Course Content	Instruction Hours
1	Key Concepts and Theory; Defining new media, terminologies and their meanings – Digital media, new media, online media <i>et al.</i> ; Information society and new media, Technological Determinism, Computer – mediated - Communication (CMC), Networked Society.	18
2	Understanding Virtual Cultures and Digital Journalism; Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media.	18
3	Digitization of Journalism; Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics.	18
4	Overview of Web Writing; Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures.	18
5	Visual and Content Design; Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.	18

Internal Assessment:

Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.

ExaminationandEvaluationPattern:InternalAssessment25MarksandEndSemester
Examination50Marks.

TotalDuration	:	90 Hrs.	MaximumScore:	75
Periods/Week	:	6	InternalEvaluation:	25
Credits	:	6	End Semester:	50
InstructionMode	:	Lecture/Presentation		

CourseObjective:The main purpose of this paper is to inform students about various aspects of developments and to discuss the origin and growth of development journalism in India. Students will know the various approaches in development journalism.

Course Outcomes: After completion this paper students should be able to define concept of development, discuss various approaches to development, explain the theories of development communication and provide critique of these concepts and theories.

Unit	CourseContent	Instruction Hours
1	Development: Concept, concerns, paradigms; Concept of development: Measurement of development; Development versus growth; Humandevlopment, Developmentasfreedom;Models of development; Basic needs model: Nehruvian model, Gandhian model,Panchayatiraj;Developingcountriesversusdeveloped countries;UNmillenniumdev.goals	18
2	Development communication: Concept and approaches; Paradigms of development: Dominant paradigm, dependency, alternative paradigm; Dev. comm. approaches – diffusion of innovation, empathy, magic multiplier; Alternative Dev. comm. approaches: Sustainable Development, Participatory Development, Inclusive Development,Genderanddevelopment,Developmentsupport comm.-definition,genesis,area,woodstriangle.	18
3	Role of media in development; Mass Media as a tool for development; Creativity, role and performance of each media - comparative study of pre and post liberalization eras; Role, performance record of each medium - print, radio, TV, video, traditional media; Role of development agencies and NGOs in development communication; Critical appraisal of dev. comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev. – e- governance, e chaupal,nationalknowledgenetwork,ICTfordev.;narrowcasting; Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment,poverty,unemployment,energyandenvironment, literacy,consumerawareness,RighttoInformation(RTI).	18

4	Practicing development communication Strategies for designing messages for print, Community radio and dev. Television programmes for rural India (Krishi Darshan) Using new media technologiesfordevelopment.DevelopmentJournalismandrural reportinginIndia.	18
5	RuralJournalism;Informationneedsinruralareas;Useoftraditional	18

	<p>media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues; Specific features of tribal society; Information needs in tribal setting; Critical appraisal of mainstream media's reportage on tribal problems and issues.</p>	
<p>Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.</p>		
<p>Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.</p>		

SEMESTER-IV

Course Code: JORACOR10T (CC10)

Course Title: Media Ethics and Law

Scheme of Instruction

Total Duration : 90 Hrs.
 Periods/Week : 6
 Credits : 6
 Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
 Internal Evaluation: 25
 End Semester: 50

Course Objective: The Learning objectives of this paper are to understand the basics of Indian constitution and its silent features. Another objective is to understand the basic structure of legislature, Executive and Judiciary system of Indian laws related to mass Media.

Course Outcomes: The Learning outcome of the paper are to make student the basics of Indian Constitution and its important features. After completion of this paper students will be able to understand about executive, legislature and Judiciary system. Students will also be able to know about laws and ethics related to mass media.

Unit	Course Content	Instruction Hours
1	Ethical Framework And Media practice; Freedom of expression (Article 19(1)(a) and Article 19(1)(2); Freedom of expression and defamation - Libel and slander; Issues of privacy and Surveillance in Society; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media ethics and cultural dependence.	18
2	Media Technology and Ethical Parameters; Live reporting and ethics; Legality and Ethicality of Sting Operations, Phone Tapping etc. Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court); Discussion of Important cases- e.g. - Operation Westend. Some Related laws - Relevant sections of Broadcast Bill, NBA guidelines.	18
3	Representation and ethics: Advertisement and Women Pornography; Related Laws and case studies - Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc.	18
4	Media and Regulation: Regulatory bodies, Codes and Ethical Guidelines; Self-Regulation; Media Content - Debates on morality and Accountability: Taste, Culture and Taboo; Censorship and media debates.	18

5	Media and Social Responsibility: Economic Pressures; Media reportage of marginalized sections-children, dalits, tribals, Gender; Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition - incitement to violence, hate Speech. Relevant Case Studies- Muzaffarpur Riots, Attack on civil liberties of individuals and social activists.	18
<p>Internal Assessment:</p> <ol style="list-style-type: none"> 1. Photocopied material for Study Packs in India; Aaron Swartz. 2. Attack on Freedom of artists and authors. 		

3. Tehelka's Westend.
4. School Teacher Uma Khuranacase.
5. Students will submit on above mentioned topics.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

SEMESTER-IV

Course Code: JORHGEC04T(GE4)

Course Title: Introduction to Documentary

Scheme of Instruction

Scheme of Examination

Total Duration : 90 Hrs.

Maximum Score: 75

Periods/Week : 6

Internal Evaluation: 25

Credits : 6

End Semester: 50

Instruction Mode : Lecture/Presentation

Course Objective: The paper introduces key issues, debates and movements in documentary film, internationally illustrated the screening of selected documentary classics. It also aims to sensitize students to the formal elements and changing language of documentary film. It also explores the history of Documentary film in India, locating it in the context of shifting discourse on state, nation, gender and development.

Course Outcomes: Students will know the basic techniques of documentary production, how to generate an idea, script writing and visualize it. They will be able to make a documentary proposal and will understand the ethical considerations as a documentarian. Moreover, they will be able to know how to plan and research a story, identify a secure interviewee and how to shoot and edit the documentary film.

Unit	Course Content	Instruction Hours
1	Understanding the Documentary: Introduction to the debate on realism, Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic. Ethical Debates in the Documentary Encounter, Defining the Subject / Social Actor / Participant. Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker & Audience Camcorder Cults Documentary.	25
2	Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography. Writing a concept: telling a story. Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching. Issues of Primary and Secondary Audience.	25
3	Documentary Production: Post-Production. Grammar of editing, Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration and marketing of DVD and issues of piracy. Distribution and Exhibition Spaces (Traditional and Online). Festivals and International Market Box office documentaries.	20
4	Hindi Cinema: 1950s-Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), The Indian New-Wave, Globalization and Indian Cinema, The multiplex Era Film Culture.	20

Internal Assessment:

Making a short documentary (5 -10 minutes).

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester

Examination 50 Marks.

SEMESTER-IV

Course Code: JORSSEC02M(SEC2)

Course Title: Documentary Production

Scheme of Instruction

Total Duration : 30 Hrs.

Periods/Week : 2

Credits : 2
50

Scheme of Examination

Maximum Score: 25

Internal Evaluation: 15

Short Film Production: 1
0

Instruction Mode : Lecture/Presentation

Course Objective: The paper introduces key issues, debates and movements in documentary film, internationally illustrated the screening of selected documentary classics. It also aims to sensitize students to the formal elements and changing language of documentary film. It also explores the history of Documentary film in India, locating it in the context of shifting discourse on state, nation, gender and development.

Course Outcomes: Students will know the basic techniques of documentary production, how to generate an idea, script writing and visualize it. They will be able to make a documentary proposal and will understand the ethical considerations as a documentarian. Moreover, they will be able to know how to plan and research a story, identify a secure interviewee and how to shoot and edit the documentary film.

Unit	Course Content	Instruction Hours
1	Understanding the Documentary: Introduction to Realism Debate, Observational and Verité documentary, Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.	15
2	Documentary Production: Pre - Production; Researching the Documentary; Research: Library, Archives, location, lifestories, ethnography; writing a concept: telling a story, Treatment, Writing a proposal and budgeting.	15
Internal Assessment: Shooting a short film (5-6 minutes) and editing the same.		
Examination and Evaluation Pattern: Internal Assessment 15 Marks and 10 Marks for Short film production.		

SEMESTER-V

Course Code: JORACOR11T (CC11)

Course Title: GlobalMediaandPolitics

Schemeof Instruction

TotalDuration : 90 Hrs.
 Periods/Week : 6
 Credits : 6
 InstructionMode : Lecture/Presentation

Schemeof Examination

MaximumScore: 75
 InternalEvaluation: 25
 End Semester: 50

Course Objective: The main objective of the paper is to make students abreast with communication at international level. Different International media organization and their role also taught.

Course Outcomes: By the end of this course the student shouldbe able to know about International communication, the problems issues and challenges related to international communication and Media organization.

Unit	CourseContent	Instruction Hours
1	Media and international communication: The advent of popular media - a briefoverview. Propaganda in the inter - war years: Nazi Propaganda, Radio andinternationalcommunication.	18
2	Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, VoiceofAmerica. Communicationdebates: NWICO, McBride Commission and UNESCO; Unequal development and Third World concerns: North - South, Rich - Poor.	18
3	Global Conflict and Global Media: World Wars and Media Coverage post 1990: Rise of Al Jazeera; The Gulf Wars: CNN's satellitetransmissionembedded Journalism, 9/11 andimplications forthe media.	18
4	MediaandCulturalGlobalization: CulturalImperialism, Cultural politics: mediahegemonyandGlobalcultures, homogenization, the English language Local/Global, Local/Hybrid.	18
5	Media and the Global market: Discourses of Globalization: barrier - free economy, multinationals, technological developments, digital divide; Media conglomerates and monopolies: Ted Turner/Rupert Murdoch; Globalandregionalintegrations: ZeeTVasaPan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes - KBC/Big Boss/Others.	18

Internal Assessment:

The internal assessment will be based on assignments, group discussions and tests conducted in class.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

Total Duration	:	90 Hrs.	Maximum Score:	75
Periods/Week	:	6	Internal Evaluation:	25
Credits	:	6	End Semester:	50
Instruction Mode	:	Lecture/Presentation		

Course Objective: After successful completion of this paper, Students will be able to understand how to use microphone on radio, Voice modulation, identify music and sound effects for radio production, Classify the different stages of radio programme production and produce different programmes. This paper will enhance their skill in the field of Television Journalism, The students will be given hands-on practice to the fundamental principles, techniques and to learn for better visual storytellers from anchoring to on camera reporting.

Course Outcomes: After this paper students will be able to develop different types of content for Radio. They can understand how to write for Radio and can communicate well without visual media. Students may be able to write news stories/projects derived from their own creativity. They understand the techniques of field reporting, anchoring, copy editing and to know the aesthetic knowledge of producing current affairs TV shows etc.

Unit	Course Content	Instruction Hours
1	Public Service Broadcasting; Public Service Model in India (Policy and laws); Global Overview of Public Service Broadcasting; Community Radio, Community Video, Participatory Communication, Campus Radio.	18
2	Private Broadcasting: Private Broadcasting Model in India; Policy and Laws: Structure, Functions and Working of a Broadcast Channel, Public and Private partnership in television and Radio programming (India and Britain case studies).	18
3	Broadcast Genres - Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre; Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, primetime and daytime.	18
4	Advanced Broadcast Production I - (Radio); Writing and Producing for Radio; Public Service Advertisements, Jingles, Radio Magazine shows.	18
5	Advanced Broadcast Production II - (Television); Mixing Genres in Television Production - Music Video for social comment/as documentary Mixing; ENG and EFP; Reconstruction in News based Programming.	18

Internal Assessment:

1. Scriptwriting.
2. Presentation of experimental genre in Radio/TV.
3. Presentation about PSBT and such organizations.
4. Script on Music Presentation
5. Presentation of Commercial Channel functions.
6. Presentation on global broadcasting models & Indian Broadcasting Models.

ExaminationandEvaluationPattern:InternalAssessment25MarksandEndSemester
Examination 50 Marks.

Course Code: JORADSE01T(DSE01)

Course Title: Media Industry and Management

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objectives: This course intends to familiarize the students with the Management practices of Media organizations and special characteristics of Media organization.

Unit	Course Content	Instruction Hours
1	Media Management: Concept and Perspective; Concept, origin and growth of Media Management; Fundamentals of management; Management School of Thought.	18
2	Media Industry: Issues & Challenges; Media industry as manufacturers - Manufacturing Consent, news and content management. Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts. Changing Ownership patterns.	18
3	Structure of news media organizations in India. Role, responsibilities & Hierarchy; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines.	18
4	Media Economics, Strategic Management and Marketing: Understanding Media Economics - Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces.	18
5	Case Studies: Visionary Leadership - Media Entrepreneurs, Qualities and Functions of media managers. Indian and International Media Giants - Case Studies.	18
Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.		
Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.		

SEMESTER-V

Course Code: JORADSE02T (DSE02)

Course Title: Print Journalism and Production

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: The main objective of this paper is to understand the basic knowledge of news. Will understand the setup of print Media editorial Desk. Moreover, another objective of this paper is to discuss in detail about the content editing process and the software's.

Course Outcome: The main outcome of this paper is to make capable students to get entry in Media industries. Students will understand the responsibilities of Media and Media persons. Understanding the nature of Media organisations and its working style.

Unit	Course Content	Instruction Hours
1	Specialized Reporting: Business/economic, Parliamentary, Political.	18
2	Trends in Print journalism: Investigative journalism/Sting operations and related case studies; Impact of Technology on newspapers and Magazines; Ethical debates in print journalism: ownership and control.	18
3	Production of Newspaper: Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design); Handling text matter (headlines, pictures, advertisements); Page make-up (Print and Electronic copy): Front page, Editorial page and Supplements.	18
4	Technology and print: Modern Printing Processes; DTP (Desktop publishing)/software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.); Picture Editing and Caption Writing.	18
5	Advanced Newspaper and Magazine Editing: Classification of Newspapers and Magazines; Current trends in Newspapers and Magazines with respect to content Photographs and Cartoons in Newspapers and Magazines.	18
<p>Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.</p>		
<p>Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.</p>		

SEMESTER-V

Course Code: JORADSE03T (DSE03)

Course Title: Photographical Appreciation

Scheme of Instruction

Scheme of Examination

Total Duration : 90 Hrs.

Maximum Score: 75

Periods/Week : 6

Internal Evaluation: 25

Credits : 6

End Semester: 50

Instruction Mode : Lecture/Presentation

Course Objective: The course familiarizes the students with all technical aspects of still Photography equipment, materials, process and image editing with hands on exercise. Moreover course will enable students to learn photography as an expression of art. Students will assess and evaluate the creative work of their peers through both written and verbal critique. Students will research and analyse the creative work of a contemporary artist.

Course Outcomes: On successful completion of this course, the student will be able to understand the digital photographic and its process. They will demonstrate and apply an advanced understanding of the basics of photographic techniques, Students will equip with job-oriented skills in still photography.

Unit	Course Content	Instruction Hours
1	Introduction to Photography: A brief History of Photography - Camera Obscura to the daguerreotype process; Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). The photographic process (The Silver Halide Photography Process); A brief glimpse into the Dark Room, Development of a Photograph; Modernization of Photography and its use in Mass Media.	18
2	Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR); Lenses (types and their perspective/angle of view); Aperture (f-stop & T-stop); Shutters (Focal plane & Lens shutter); Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field.	18
3	Understanding Light and Shadow: Natural light and Artificial Light; The Nature of Light - Direct Light, Soft light, Hard light, Directional Light. Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes. Lighting equipment (Soft boxes, umbrellas, Fresnel, Skimmers, reflectors, etc). Three Point Lighting Technique and Metering for Light. Filters and Use of a Flash Unit.	18

4	Digital Photography and Editing: Sensor Sizes, Formats and Storage; Introduction to Editing and Digital Manipulation; Brightness, Contrast, Midtones, Highlights, Colour tones; Basics of Photoshop; Photo editing software: (Microsoft Office Picture Manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)).	18
5	Photojournalism: Brief History – Global & Indian; Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc.,	18

	Copyright Law etc.); Approaches to documenting reality - (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation); War Photojournalism.	
<p>Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.</p>		
<p>Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.</p>		

SEMESTER-VI

Course Code: JORACOR13T (CC13)

Course Title: AdvancedNewMedia

Scheme of Instruction

Total Duration : 90 Hrs.
 Periods/Week : 6
 Credits : 6
 Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
 Internal Evaluation: 25
 End Semester: 50

Course Objective: The emergence of New Media has affected everyone in today world. The students of Journalism and Mass Communication can ignore the New Media at this/her own peril. Through this course, the students are taught the basic of this medium, the technology involved, its architecture, its variety reach effect and issues.

Course Outcomes: By the end of this paper the students should be able to know web as medium thoroughly. They also must be able to write for this medium. They should be able to write/edit/hyperlink for web journalism. Through this paper the students acquire skills for the ever-expanding job market in the field of web media.

Unit	Course Content	Instruction Hours
1	Basics of New Media: Frameworks – Genres and Environments, Understanding New Media Ecologies, Trans - medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, et al.; guerrilla media; curating media, festival, media spaces.	18
2	Sociology of the Internet and New Media: Social Construction of Technology, Utopian - Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.	18
3	Critical New Media: Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cyber security and issues of privacy, the Internet and public sphere-politics and public sphere in the digital age.	18
4	Participatory culture: Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media-digital media and identities, new media campaigns.	18
5	Project and Production: Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening.	18

Internal Assessment:

1. Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge.
2. They must also undertake a web-based art project or installation where they will experiment with cross-platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution.

3. An observational field project on use of new media in Panchayats / rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended.
4. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

SEMESTER-VI

Course Code: JORACOR14T (CC14)

Course Title: Communication Research and Methods

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: The objectives of this paper is to understand the basics of operational research and understand different aspects of media research.

Course Outcomes: By the end of this paper is to make students capable to understand and carry the short research related to media issues. After completion of this paper, students will be able to do basic research work in any Media organization or Houses.

Unit	Course Content	Instruction Hours
1	Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature).	18
2	Methods of Media Research: Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.	18
3	Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data- Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.	18
4	Methods of analysis and report writing; Data Analysis Techniques; Coding and Tabulation, Non - Statistical Methods (Descriptive and Historical); Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography, Writing the research report.	18
5	Ethnographies and other Methods: Readership and Audience Surveys; Ethnographies, textual analysis, discourse analysis, Ethical perspectives of mass media research.	18

Internal Assessment:

Discussions

on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.

ExaminationandEvaluationPattern:InternalAssessment25MarksandEndSemester
Examination50Marks.

SEMESTER-VI

Course Code: JORADSE04T (DSE04)

Course Title: Media, Gender and Human Rights

Scheme of Instruction

Total Duration : 90 Hrs.
 Periods/Week : 6
 Credits : 6
 Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
 Internal Evaluation: 25
 End Semester: 50

Course Objective: All segments of the society need to understand the provisions of UDHR and how these international standards affect governments and individuals. They also need to understand the interdependence of rights, civil, political, social, economic, cultural and gender.

Course Outcomes: Human rights as a subject is a natural complement to studies in political science, philosophy, international relations, social work, Journalism, History, development studies and sustainability. This may be helpful to the students looking to work in the field of human resources development, charitable institutions and government agencies.

Unit	Course Content	Instruction Hours
1	Media and the social world: Media impact on individual and society; Democratic Polity and mass media; Media and Cultural Change; Rural-Urban Divide in India; Grass-roots media.	20
2	Gender: Conceptual Frameworks in Gender studies; Feminist Theory; History of Media and Gender debates in India (Case studies); Media and Gender - Theoretical concerns. Media and Masculinity.	25
3	Media: Power and Contestation; Public Sphere and its critique—Public sphere of the disempowered? Media and Social Difference: class, gender, race etc. Genres—Romance, Television, Soap Opera, Sport etc.	25
4	Media and Human Rights: Human Rights-Theoretical perspectives, Critique; Universal Declaration of Human Rights; Human Rights and Media (Case Studies).	20

Internal Assessment:

1. Watch an Indian TV Soap Opera/ reality show for a week and for representation of Family.
2. Project on use of internet by the marginalized groups.
3. Representation of Human Rights issues and violations in International and National media.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

SEMESTER-VI

Course Code: JORADSE05T (DSE05)

Course Title: Multi-Media Journalism

Scheme of Instruction

Total Duration : 90 Hrs.
 Periods/Week : 6
 Credits : 6
 Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
 Internal Evaluation: 25
 End Semester: 50

Course Objective: The main objective of this paper is to make understand students about different multimedia activities, print production process, and audio video content creation for online and mobile journalism.

Course Outcomes: After successful completion of this paper students will be able to work for multimedia journalism. They can produce different online media contents. Most importantly they can utilize their mobile phone for journalism.

Unit	Course Content	Instruction Hours
1	Introduction to Multimedia: Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media – media law, ethics, multicultural sensitivity.	18
2	Print: Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.	18
3	Photograph: Photo on Screen: Rule of thirds, focal point, Composition, Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photo journalism in today's journalism, Photography and cut lines as an important part of storytelling. Placements & Visual Design.	18
4	Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting / webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.	18

5	Mobile journalism: Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites,webfeaturestories,keypointsforwebinteractive:narrative, interactiveusersvs.linearnarratives,elementsofaninteractive writer.	18
<p>InternalAssessment: Finalprojectincorporatingelementsfromtheentirepreviousunit —takingastoryandadding audio, photo and video to compliment it for online publication.</p>		
<p>ExaminationandEvaluationPattern:InternalAssessment25MarksandEndSemester Examination50Marks.</p>		

SEMESTER-VI

Course Code: JORADSE06T (DSE06)

Course Title: Introduction to Film Studies

Scheme of Instruction

Total Duration : 90 Hrs.
Periods/Week : 6
Credits : 6
Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
Internal Evaluation: 25
End Semester: 50

Course Objective: This course focuses on helping the students appreciate cinema by understanding its distinct language, its narrative complexity. Students will become acquainted with film forms and techniques.

Course Outcome: This paper will allow students to understand, comprehend and appreciate cinema as a form of popular art.

Unit	Course Content	Instruction Hours
1	Language of Cinema: Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage; Language of Cinema II – Focus on Sound and Colour: Diegetic and Non-Diegetic Sound; Off-Screen Sound; Sync Sound; the use of Colour as a stylistic Element; Genre and the development of Classical Hollywood Cinema.	25
2	Film Form and Style: German Expressionism and Film Noir Italian Neo-realism; French New-Wave.	20
3	Alternative Visions: Third Cinema and Non-Fiction Cinema; Introduction to Feminist Film Theory; Auteur -Film Authorship with a special focus on Ray or Kurosawa.	20
4	Hindi Cinema: Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema Film Culture.	25
Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.		
Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.		

B.A.(General)

CBCSCURRICULUM

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION TEACHING

PLAN

CBCS Curriculum-B.A.(Gen.)(Journalism and Mass Communication)2021-22

SL. No	Paper Code	Title of the Paper	Credits	Class Duration in Hours per week		
				L	T	P
Semester-I						
1	JORGCOR01T	Basics of Journalism	6	5	1	0
		Total	06			
Semester-II						
1	JORGCOR02T	Photography	6	5	1	0
		Total	06			
Semester-III						
1	JORGCOR03T	Film Appreciation	6	5	1	0
2	JORSSEC01M	Radio Production (SEC-1)	2	2	0	0
		Total	08			
Semester-IV						
1	JORGCOR04T	Introduction to Documentary	6	5	1	0
2	JORSSEC02M	Documentary Production (SEC-2)	2	2	0	0
		Total	08			
Semester-V						
1	JORGDSE01T	Media Industry and Management	6	5	1	0
2	JORGDSE02T (DSE)	Print Journalism and Production (Any One)	6	5	1	0
3	JORGGEC01T	Multimedia Journalism	6			
		Total	18			
Semester-VI						
1	JORGDSE03T	Photographical Appreciation	6	5	1	0
2	JORGDSE04T (DSE)	Media Gender and Human Rights (Any One)	6	5	1	0
3	JORGGEC02T	Introduction to Film Studies	6			
		Total	18			

SEMESTER-I

Course Code: JORGCOR01T(CC1)

Course Title: Basics of Journalism

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: The objective of this paper is to understand the basic knowledge of Journalism including history of print Media, Principal of News Organizational structure and Function of Print and Electronic Media, Reporting Skills and introduction to Journalistic skills and its Technology.

Course Outcomes: The outcome of this paper are to make capable to students to get into Media Industry as a fresher a trainee Journalist after completing this paper students will be able to understand about basic of print and electronic Media and its different responsibilities. Students will understand the basics of Journalistic skills.

Unit	Course Content	Instruction Hours
1	Understanding News; Ingredients of news; News: meaning, definition, nature; The news process: from the event to the reader (how news is carried from event to reader); Hard news vs. Soft news; basic components of a news story; Attribution, embargo, verification, balance and fairness, brevity, dateline, creditline, byline.	18
2	Different forms of print - A historical Perspective; Yellow journalism, Penny press, tabloid press; Language of news; Robert Gunning: Principles of clear writing; Rudolf Flesch formula - skill to write news.	18
3	Understanding the structure and construction of news; Organizing a news story; 5W's and 1H; Inverted pyramid; Criteria for news worthiness; principles of news selection; Use of archives, sources of news, use of internet	18
4	Different mediums - a comparison; Language and principles of writing; Basic differences between print, electronic and online journalism; Citizen Journalism.	18
5	Role of Media in a Democracy; Responsibility to Society; Press and Democracy; Contemporary debates and issues relating to media Ethics in journalism.	18

Internal Assessment:

Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

Course Code: JORGCOR02T(CC2)

Course Title: Photography

Scheme of Instruction

Scheme of Examination

Total Duration : 90 Hrs.

Maximum Score: 75

Periods/Week : 6

Internal Evaluation: 25

Credits : 6

End Semester: 50

Instruction Mode : Lecture/Presentation

Course Objective: The course familiarizes the students with all technical aspects of still Photography equipment, materials, process and image editing with hands on exercise. Moreover course will enable students to learn photography as an expression of art. Students will assess and evaluate the creative work of their peers through both written and verbal critique. Students will research and analyze the creative work of a contemporary artist.

Course Outcomes: On successful completion of this course, the student will be able to understand the digital photographic and its process. They will demonstrate and apply an advanced understanding of the basics of photographic techniques, Students will equip with job-oriented skills in still photography.

Unit	Course Content	Instruction Hours
1	History of Photography: Definition and origin of Photography, The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography.	18
2	Equipments of Photography: Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage.	18
3	Lighting: The different types of lighting - Natural lighting and Artificial Lighting, The reflection of light, recommended equipment for outdoor lighting, Introduction to indoor lighting and photographing.	18
4	Types of Photography and Photo journalism: News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography. The basics of photo journalism and importance of context in photo journalism.	18
5	Editing: Photo editing software: Microsoft Office Picture manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Redeye.	18
Internal Assessment: Discussion on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.		
Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.		

SEMESTER-III

Course Code: JORGCOR03T(DSC1)

Course Title: FilmAppreciation

Scheme of Instruction

TotalDuration : 90 Hrs.
 Periods/Week : 6
 Credits : 6
 InstructionMode : Lecture/Presentation

Scheme of Examination

MaximumScore: 75
 InternalEvaluation: 25
 End Semester: 50

CourseObjective:ThecoursefocusesonhelpingthestudentsappreciateCinemabyunderstandingitsdistinct language, Its narrative complexity. Students will become acquainted with films form and techniques.

CourseOutcome:Thispaperwillallowstudentstounderstand,comprehendandappreciateCinemaasaform of popular art.

Unit	CourseContent	Instruction Hours
1	Language of Cinema: Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage. Language of Cinema II – Focus on Sound and Colour: Diegetic and NonDiegetic Sound; Off Screen Sound; Sync Sound;theuse ofColourasastylisticElement. Differencebetween story,plot,screenplay.	18
2	FilmFormandStyle:GermanExpressionismandFilmNoir,Italian Neo-realism,FrenchNew-Wave,GenreandthedevelopmentofClassical Hollywood Cinema.	18
3	AlternativeVisions:ThirdCinemaandNonFictionCinema,Introductio ntoFeministFilmTheory,Auteur-FilmAuthorshipwitha specialfocusonRay orKurusawa.	18
4	HindiCinema: 1950s-CinemaandtheNation(GuruDutt,Raj Kapoor,Mehboob),TheIndianNew-Wave,GlobalizationandIndian Cinema, The multiplex Era Film Culture.	18
<p>InternalAssessment: Discussionsoncurrentaffairs,debates,seminarpresentations,PPTpresentations,assignments, GD and tests may be held regularly.</p>		
<p>ExaminationandEvaluationPattern:InternalAssessment25MarksandEndSemester Examination50Marks.</p>		

SEMESTER-III

Course Code: JORSSEC01M(SEC1)

Course Title: Radio Production

Scheme of Instruction

Total Duration : 30 Hrs.

Periods/Week : 2

Credits : 2

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 25

Internal Evaluation: 15

Radio Production: 10

Course Objective: The main aim of the course is to gain understanding about basics of sound and a functional knowledge of audio production equipment and software. By the end of the course, the student shall acquire a basic understanding of audio procedures and practices.

Course Outcome: Through this course, the students would be able to have a basic understanding of sound, the sound wave, the basic of radio technology and basics radio production.

Unit	Course Content	Instruction Hours
1	Broadcast Formats: Public service advertisements*, Jingles*, Radio magazine Interview*, Talk Show, Discussion, Feature, Documentary*.	10
2	Broadcast Production Techniques: Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing. Personnel in Production process - Role and Responsibilities.	10
3	Stages of Radio Production: Pre-Production - (Idea, research, script), Production - Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges). Editing: Creative use of Sound Editing.	10

Internal Assessment:

Producing any Radio format mentioned in the Unit 1. (Duration-5 minutes).

Examination and Evaluation Pattern: Internal Assessment 15 Marks and 10 Marks for Radio production.

SEMESTER-IV

Course Code: JORGCOR04T(DSC)Course

Title: IntroductiontoDocumentary

Schemeof Instruction

TotalDuration : 90 Hrs.
Periods/Week : 6
Credits : 6
InstructionMode : Lecture/Presentation

Schemeof Examination

MaximumScore: 75
InternalEvaluation: 25
End Semester: 50

Course Objective: The paper introduces key issues, debates and movements in documentary film, internationally illustrated the screening of selected documentary classics. It Also aims to sensitize students to theformalelements and changing languageofdocumentary film.It also exploresthehistory of Documentary film inIndia, locating it in the context of shifting discourseon state,nation, gender anddevelopment.

Course Outcomes: Students will know the basic techniques of documentary production, how to generate an idea,scriptwritingandvisualizeit.Theywillbeabletomakeadocumentaryproposalandwillunderstandthe ethicalconsiderationasadocumentarian.Moreover,theywillbeabletoknowhowtoplanandresearchastory, identify a secure interviewee and how to shoot and edit the documentary film.

Unit	CourseContent	Instruction Hours
1	UnderstandingtheDocumentary: Introductiontothedebateon realism, Six Modesof Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic. Ethical Debates in the Documentary Encounter, Defining the Subject / Social Actor / Participant.VoiceintheDocumentary:Problematicof_'VoiceofGod' Narrator & Different Posturing of the Narration, Participant,Filmmaker & Audience Camcorder Cults Documentary.	25
2	Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography. Writing a concept: telling a story. Writing a Treatment, ProposalandBudgetingStructureandscriptingthedocumentaryIssue s of Funding and Pitching. Issues of Primary and Secondary Audience.	25
3	Documentary Production: Post-Production. Grammar of editing, Transitions:ScenicRealism&SoundEffectsandVisualEffects,Aspect Ratio,Language, Durationandmarketing ofDVDandissues ofpiracy. DistributionandExhibitionSpaces(TraditionalandOnline).Festivals andInternationalMarketBoxofficedocumentaries.	20
4	HindiCinema:1950s-CinemaandtheNation(GuruDutt,RajKapoor, Mehboob), The Indian New-Wave, Globalization and Indian Cinema, The multiplex Era Film Culture.	20

Internal Assessment:

Making a short documentary (5 -10 minutes).

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester

Examination 50 Marks.

SEMESTER-IV

Course Code: JORSSEC02M(SEC2)

Course Title: Documentary Production

Scheme of Instruction

Total Duration : 30 Hrs.

Periods/Week : 2

Credits : 2
50

Scheme of Examination

Maximum Score: 25

Internal Evaluation: 15

Short Film Production: 1
0

Instruction Mode : Lecture/Presentation

Course Objective: The paper introduces key issues, debates and movements in documentary film, internationally illustrated the screening of selected documentary classics. It also aims to sensitize students to the formal elements and changing language of documentary film. It also explores the history of Documentary film in India, locating it in the context of shifting discourse on state, nation, gender and development.

Course Outcomes: Students will know the basic techniques of documentary production, how to generate an idea, script writing and visualize it. They will be able to make a documentary proposal and will understand the ethical considerations as a documentarian. Moreover, they will be able to know how to plan and research a story, identify a secure interviewee and how to shoot and edit the documentary film.

Unit	Course Content	Instruction Hours
1	Understanding the Documentary: Introduction to Realism Debate, Observational and Verité documentary, Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.	15
2	Documentary Production: Pre - Production; Researching the Documentary; Research: Library, Archives, location, lifestories, ethnography; writing a concept: telling a story, Treatment, Writing a proposal and budgeting.	15
Internal Assessment: Shooting a short film (5-6 minutes) and editing the same.		
Examination and Evaluation Pattern: Internal Assessment 15 Marks and 10 Marks for Short film production.		

SEMESTER-V

Course Code: JORGDSE01T (DSE01)

Course Title: Media Industry and Management

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objectives: This course intends to familiarize the students with the Management practices of Media organizations and special characteristics of Media organization.

Unit	Course Content	Instruction Hours
1	Media Management: Concept and Perspective; Concept, origin and growth of Media Management; Fundamentals of management; Management School of Thought.	18
2	Media Industry: Issues & Challenges; Media industry as manufacturers - Manufacturing Consent, news and content management. Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts. Changing Ownership patterns.	18
3	Structure of news media organizations in India. Role, responsibilities & Hierarchy; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines.	18
4	Media Economics, Strategic Management and Marketing: Understanding Media Economics - Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces.	18
5	Case Studies: Visionary Leadership - Media Entrepreneurs, Qualities and Functions of media managers. Indian and International Media Giants - Case Studies.	18
<p>Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.</p>		
<p>Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.</p>		

SEMESTER-V

Course Code: JORGDSE02T (DSE02)

Course Title: Print Journalism and Production

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: The main objective of this paper is to understand the basic knowledge of news. Will understand the setup of print Media editorial Desk. Moreover, another objective of this paper is to discuss in detail about the content editing process and the software's.

Course Outcome: The main outcome of this paper is to make capable students to get entry in Media industries. Students will understand the responsibilities of Media and Media persons. Understanding the nature of Media organisations and its working style.

Unit	Course Content	Instruction Hours
1	Specialized Reporting: Business/economic, Parliamentary, Political.	18
2	Trends in Print journalism: Investigative journalism/Sting operations and related case studies; Impact of Technology on newspapers and Magazines; Ethical debates in print journalism: ownership and control.	18
3	Production of Newspaper: Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design); Handling text matter (headlines, pictures, advertisements); Page make-up (Print and Electronic copy): Front page, Editorial page and Supplements.	18
4	Technology and print: Modern Printing Processes; DTP (Desktop publishing)/software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.); Picture Editing and Caption Writing.	18
5	Advanced Newspaper and Magazine Editing: Classification of Newspapers and Magazines; Current trends in Newspapers and Magazines with respect to content Photographs and Cartoons in Newspapers and Magazines.	18
<p>Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.</p>		
<p>Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.</p>		

SEMESTER-VI

Course Code: JORGEC01T (GE1)

Course Title: Multi-Media Journalism

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: The main objective of this paper is to make understand students about different multimedia activities, print production process, and audio video content creation for online and mobile journalism.

Course Outcomes: After successful completion of this paper students will be able to work for multimedia journalism. They can produce different online media contents. Most importantly they can utilize their mobile phone for journalism.

Unit	Course Content	Instruction Hours
1	Introduction to Multimedia: Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media – media law, ethics, multicultural sensitivity.	18
2	Print: Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.	18
3	Photograph: Photo on Screen: Rule of thirds, focal point, Composition, Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photo journalism in today's journalism, Photography and cut lines as an important part of storytelling. Placements & Visual Design.	18
4	Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting / webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.	18
5	Mobile journalism: Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive: narrative, interactive users vs. linear narratives, elements of an interactive writer.	18

InternalAssessment:

Finalprojectincorporatingelementsfromtheentirepreviousunit —takingastoryandadding audio, photo and video to compliment it for online publication.

ExaminationandEvaluationPattern:InternalAssessment25MarksandEndSemester Examination50Marks.

SEMESTER-VI

Course Code: JORGDSE03T (DSE03)

Course Title: Photographical Appreciation

Scheme of Instruction

Scheme of Examination

Total Duration : 90 Hrs.

Maximum Score: 75

Periods/Week : 6

Internal Evaluation: 25

Credits : 6

End Semester: 50

Instruction Mode : Lecture/Presentation

Course Objective: The course familiarizes the students with all technical aspects of still Photography equipment, materials, process and image editing with hands on exercise. Moreover course will enable students to learn photography as an expression of art. Students will assess and evaluate the creative work of their peers through both written and verbal critique. Students will research and analyse the creative work of a contemporary artist.

Course Outcomes: On successful completion of this course, the student will be able to understand the digital photographic and its process. They will demonstrate and apply an advanced understanding of the basics of photographic techniques, Students will equip with job-oriented skills in still photography.

Unit	Course Content	Instruction Hours
1	Introduction to Photography: A brief History of Photography - Camera Obscura to the daguerreotype process; Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). The photographic process (The Silver Halide Photography Process); A brief glimpse into the Dark Room, Development of a Photograph; Modernization of Photography and its use in Mass Media.	18
2	Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR); Lenses (types and their perspective/angle of view); Aperture (f-stop & T-stop); Shutters (Focal plane & Lens shutter); Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field.	18
3	Understanding Light and Shadow: Natural light and Artificial Light; The Nature of Light - Direct Light, Soft light, Hard light, Directional Light. Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes. Lighting equipment (Soft boxes, umbrellas, Fresnel, Skimmers, reflectors, etc). Three Point Lighting Technique and Metering for Light. Filters and Use of a Flash Unit.	18

4	Digital Photography and Editing: Sensor Sizes, Formats and Storage; Introduction to Editing and Digital Manipulation; Brightness, Contrast, Midtones, Highlights, Colour tones; Basics of Photoshop; Photo editing software: (Microsoft Office Picture Manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)).	18
5	Photojournalism: Brief History – Global & Indian; Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc.,	18

	Copyright Law etc.); Approaches to documenting reality - (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation); War Photojournalism.	
<p>Internal Assessment: Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.</p>		
<p>Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.</p>		

SEMESTER-VI

Course Code: JORGDSE04T (DSE04)

Course Title: Media, Gender and Human Rights

Scheme of Instruction

Total Duration : 90 Hrs.
 Periods/Week : 6
 Credits : 6
 Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75
 Internal Evaluation: 25
 End Semester: 50

Course Objective: All segments of the society need to understand the provisions of UDHR and how these international standards affect governments and individuals. They also need to understand the interdependence of rights, civil, political, social, economic, cultural and gender.

Course Outcomes: Human rights as a subject is a natural complement to studies in political science, philosophy, international relations, social work, Journalism, History, development studies and sustainability. This may be helpful to the students looking to work in the field of human resources development, charitable institutions and government agencies.

Unit	Course Content	Instruction Hours
1	Media and the social world: Media impact on individual and society; Democratic Polity and mass media; Media and Cultural Change; Rural-Urban Divide in India; Grass-roots media.	20
2	Gender: Conceptual Frameworks in Gender studies; Feminist Theory; History of Media and Gender debates in India (Case studies); Media and Gender - Theoretical concerns. Media and Masculinity.	25
3	Media: Power and Contestation; Public Sphere and its critique—Public sphere of the disempowered? Media and Social Difference: class, gender, race etc. Genres—Romance, Television, Soap Opera, Sport etc.	25
4	Media and Human Rights: Human Rights-Theoretical perspectives, Critique; Universal Declaration of Human Rights; Human Rights and Media (Case Studies).	20

Internal Assessment:

1. Watch an Indian TV Soap Opera/ reality show for a week and for representation of Family.
2. Project on use of internet by the marginalized groups.
3. Representation of Human Rights issues and violations in International and National media.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.

SEMESTER-VI

Course Code: JORGEC02T (GE2) Course

Title: Introduction to Film Studies

Scheme of Instruction

Total Duration : 90 Hrs.

Periods/Week : 6

Credits : 6

Instruction Mode : Lecture/Presentation

Scheme of Examination

Maximum Score: 75

Internal Evaluation: 25

End Semester: 50

Course Objective: This course focuses on helping the students appreciate cinema by understanding its distinct language, its narrative complexity. Students will become acquainted with film forms and techniques.

Course Outcome: This paper will allow students to understand, comprehend and appreciate cinema as a form of popular art.

Unit	Course Content	Instruction Hours
1	Language of Cinema: Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage; Language of Cinema II – Focus on Sound and Colour: Diegetic and Non-Diegetic Sound; Off-Screen Sound; Sync Sound; the use of Colour as a stylistic Element; Genre and the development of Classical Hollywood Cinema.	25
2	Film Form and Style: German Expressionism and Film Noir Italian Neo-realism; French New-Wave.	20
3	Alternative Visions: Third Cinema and Non-Fiction Cinema; Introduction to Feminist Film Theory; Auteur -Film Authorship with a special focus on Ray or Kurosawa.	20
4	Hindi Cinema: Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema Film Culture.	25

Internal Assessment:

Discussions on current affairs, debates, seminar presentations, PPT presentations, assignments, GD and tests may be held regularly.

Examination and Evaluation Pattern: Internal Assessment 25 Marks and End Semester Examination 50 Marks.