



# Barrackpore Rastraguru Surendranath College

*M.A. (Journalism and Mass Communication)*

*CBCS Curriculum*

## *Teaching Plan*

**2022-23**

## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION TEACHING

### PLAN

**CBCS Curriculum-M.A.(Journalism and Mass Communication) 2021-22**

SL. No	Paper Code	Title of the Paper	Credits	Class Duration in Hours per week		
				L	T	P
<b>Semester-I</b>						
1	JMCPCOR01T	Mass Communication	4	3	1	0
2	JMCPCOR02T	Specialized Fields of Communication	4	3	1	0
3	JMCPCOR03T	Reporting	4	3	1	0
4	JMCPCOR04T	Editing	4	3	1	0
5	JMCPCOR05P	Making a Lab-Journal	4	0	0	8
6	JMCPAEC01T	Journalistic Writing	2	2	0	0
<b>Total</b>			<b>24</b>			
<b>Semester-II</b>						
1	JMCPCOR06T	Broadcast Journalism	4	3	1	0
2	JMCPCOR07T	Television Journalism	4	3	1	0
3	JMCPCOR08T	Film Journalism, Appreciation and Criticism	4	3	1	0
4	JMCPCOR09M	Videography & Seminar Presentation	4	3	1	0
5	JMCPCOR10P	Video Documentary Production	4	0	0	8
6	JMCP SEC01P	Video Editing	2	0	0	2
<b>Total</b>			<b>24</b>			
<b>Semester-III</b>						
1	JMCPCOR11T	History of Journalism	4	3	1	0
2	JMCPCOR12T	International Journalism and Communication	4	3	1	0
3	JMCPCOR13T	Public Relations & Advertising	4	3	1	0
4	JMCPCOR14M	Communication Research & Dissertation	4	3	1	0
5	JMCPDSE01T	Either Sports Journalism OR Science Journalism	4	3	1	0
6	JMCPGEC01T	Courses for Other Departments Environment Journalism	4	3	1	0
<b>Total</b>			<b>24</b>			
<b>Semester-IV</b>						
1	JMCPCOR15T	Traditional Media & Social Media	4	3	1	0
2	JMCPCOR16T	Media Laws, Ethics & Media Management	4	3	1	0
3	JMCPCOR17M	Photo-journalism	4	3	1	0
4	JMCPDSE02T	Either Women & Media OR Media Culture and Society	4	3	1	0
5	JMCPCOR18M	Making a Documentary	8	0	0	8
<b>Total</b>			<b>24</b>			

## SEMESTER-I

**Course Code:** JMPCOR01T

**Course Title:** Mass Communication

### Scheme of Instruction

Total Duration : 60 Hrs.  
 Periods/Week : 4  
 Credits : 4  
 Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
 Internal Evaluation: 15  
 End Semester: 35

### Course Outcome

Upon successful completion, students will be able to:

1. Use an understanding of the effects of mass media on culture and society in order to make responsible personal and professional decisions.
2. Recognize the connection between journalistic/media freedoms and democracy in order to maintain balance between freedom of the press and freedom of the society.
3. Provide community leadership.
4. Critically and thoughtfully respond to both explicit and implicit communication of media.

Module	Course Content	Instruction Hours
1	Communication – Definition, process, elements, function, barriers, nature and process of human communication, verbal and nonverbal communication, inter-personal, small group, public, mass communication, communication and socialization.	12
2	Models: Aristotle, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley & MacLean, Berlo, Rogers & Shoemakers.	12
3	Nature, process, characteristics, impact of mass communication, media of mass communication and their characteristics, communication behavior, Perception – Cognition – Attitude, Mass Society – Mass Culture, Typology and characteristics of audiences – media-audience relationship – Encoding/Decoding.	12
4	Media Systems and Theories : Types of Media Systems, Individual Differences Theory, Two step & multi step flow, Agenda Setting - convergent and gate keeping, Normative theories, Functional theory, Mass media : public opinion and democracy, Media culture and its production - Propaganda model - Public Sphere and Jürgen Habermas- Media organizations, Media Content, Market-driven Media Content – Effects, Political Economy of Communication.	12

5	Media Effects Theories: News Framing, Media Priming, Social-Cognitive Theory of Mass Communication, Uses and Gratifications, Stereotyping, Public Communication Campaigns, Entertainment and Enjoyment as Media Effects.	12
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35 Marks.		

## SEMESTER-I

**Course Code:** JMPCOR02T

**Course Title:** Specialized Fields of Communication

### **Scheme of Instruction**

Total Duration : 60 Hrs.  
Periods/Week : 4  
Credits : 4  
Instruction Mode : Lecture/Presentation

### **Scheme of Examination**

Maximum Score: 50  
Internal Evaluation: 15  
End Semester: 35

### **Course Outcome**

**Upon successful completion, students will be able to:**

1. Employ critical thinking and intellectual rigor in developing analyses of complex issues in science, including proposing appropriate actions, solutions, or responses
2. Communicate science using a range of appropriate modes and technologies, including oral, visual, and multimedia components
3. Understand the broader societal impacts of effective scientific communication
4. Analyze how rhetorical choices influence the ways science is communicated and understood across genres, contexts, and audiences
5. Reflect on the range and effectiveness of varied communicative strategies for conveying scientific information and crafting persuasive and accessible arguments about science
6. Identify and apply theories of health, disease, and well-being in the planning, implementation, assessment and evaluation of health interventions.
7. Communicate health information in oral and written forms and through a variety of media and technology to diverse audiences.
8. Will be skilled in analyzing various developmental strategies and will be aware of development concepts
9. Recognize and respond to the communication expectations of various corporate stakeholders.
10. Create and implement a strategic corporate communications plan and to utilize a variety of communication tools and techniques.
11. Apply the learning into a real workplace situation for image building of the organization during normal and crisis situations

Module	Course Content	Instruction Hours
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<b>1</b>	<b>Developmentcommunication:</b> Development communication- Definition, Significance, Role of Development Communication in Participatory Democratic Process, Its Impact on Indian Society, Role of Media in Development Communication.	<b>8</b>
<b>2</b>	<b>HealthCommunication</b> HealthCommunication-its modernTrend,NewScopes, Objectives,Characteristics,RoleofIndian Media in Health	<b>7</b>

	Communication	
<b>3</b>	<b>FolkCommunication</b> FolkCommunication-itsculturalroot,Useinthirdworld Countries,moderntrend,Objectives.	<b>7</b>
<b>4</b>	<b>CorporateCommunication</b> CorporateCommunication-Definition,Significance,Roleof CorporateCommunicationinParticipatory Democratic Process, Its Impact on corporate sectors in India.	<b>8</b>
<b>5</b>	<b>VisualCommunication</b> VisualCommunication--Definition,Itsusage,Characteristics,Its Significance,ItsImpactonIndian Society.	<b>8</b>
<b>6</b>	<b>RuralCommunication</b> RuralCommunication-UseinthirdworldCountries,modern trend,Objectives,RoleofIndian Media in Rural Communication, Its Impact on Indian Society.	<b>7</b>
<b>7</b>	<b>UrbanCommunication</b> UrbanCommunication-Definition,Itsusage,Characteristics,Its Significance,ItsImpactonIndian Society, Role of Media in Urban Communication .	<b>7</b>
<b>8</b>	<b>ScienceandTechnologyCommunication</b> ScienceandTechnologyCommunication-Definition,Itsusage, Characteristics, Its Significance,ItsImpactonIndianSociety, RoleofMediainScienceandTechnologicalCommunication	<b>8</b>
ExaminationandEvaluationPattern:InternalAssessment15MarksandEndSemester Examination35Marks.		

## SEMESTER-I

**Course Code:** JMPCOR03T

**Course Title:** Reporting

### Scheme of Instruction

Total Duration : 60 Hrs.  
 Periods/Week : 4  
 Credits : 4  
 Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
 Internal Evaluation: 15  
 End Semester: 35

### Course Outcome

Upon successful completion, students will be able to:

1. Develop and Analyze news reports for various sectors
2. Present news, organize and chair intellectual discussions
3. Use various tools and techniques for compilation and presentation of news

Module	Course Content	Instruction Hours
<b>1</b>	<b>Definition and concepts of news</b> News, News values, Objectivity, Elements of News.	<b>5</b>
<b>2</b>	<b>Sources of News</b> Reporter, Chief reporters, News beats, News Sources, Special Correspondent, Bureau Chief.	<b>5</b>
<b>3</b>	<b>Specialization in Reporting</b> Reporting for women and children, Science, Sports, and Entertainment etc. Objective, Interpretive and investigative reporting.	<b>5</b>
<b>4</b>	<b>Interview</b> Principles of Interviewing, Preparation, Guidelines, Different Types, Basic Knowledge for taking Interview.	<b>5</b>
<b>5</b>	<b>Online reporting</b> Online reporting-emerging trend, features, significance	<b>5</b>
<b>6</b>	<b>Feature</b> Definition, Characteristics, Writing Style, Different Types of Features	<b>5</b>
<b>7</b>	<b>Opinion Piece</b> What is Opinion piece? Different Types: Column, Letters to the Editor, Editorial, Review, Column-Types and Styles, Syndication, Editorial Writing-types and style, Review-Writing style, Letters to the Editor.	<b>8</b>
<b>8</b>	<b>Yellow Journalism</b> Yellow Journalism-History, Trend, Impact of it in Journalism	<b>5</b>



<b>9</b>	<b>PhotoJournalism</b> PhotoJournalism-itsfeatures,Qualities,dutiesandresponsibilities ofa Photo-journalist,Different Types of Photos, News Photo Production	<b>5</b>
<b>10</b>	<b>WebJournalism</b> WebJournalism,EmergingTrends,Qualitiesofacontent Writer,ImpactonWorldJournalism	<b>5</b>
<b>11</b>	<b>NewsAgencyReporting</b>	<b>7</b>

	News Agency-Its Definition, activities, special features, Difference between Agency Reporting and Media Reporting, Different News Agency Service	
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35 Marks.		

## SEMESTER-I

**Course Code:** JMPCOR04T

**Course Title:** Editing

### Scheme of Instruction

Total Duration : 60 Hrs.  
 Periods/Week : 4  
 Credits : 4  
 Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
 Internal Evaluation: 15  
 End Semester: 35

### Course Outcome

Upon successful completion, students will be able to:

1. Act as editor, director, producer in a media company
2. Acquaint with setup of print media organizations and editorial working
3. Equip with printing technology and process of print production.

Module	Course Content	Instruction Hours
1	<b>Editing</b> Definition, Objectives, Principles of Editing	7
2	<b>Different Functionaries of Editorial Department</b> Editor, News Editor, News Coordinator, Chief Sub-Editor, Sub-Editor- duties, Responsibilities and qualities	8
3	<b>Headline</b> Headlines: types and characteristics, Use of Headline, Objective	7
4	<b>Different Components of Editing</b> Typography, Lead writing, Proof Reading, Copy Testing, Editing agency copies	8
5	<b>Preparation of Newspaper Page</b> Page planning, Layout; different types and general principles, Computer editing and page designing	8
6	<b>Photo-editing</b> Photo editing- different styles, processes, Duties and Responsibilities of Photo Editor, Modern Trends	7
7	<b>Means of Page Lay-out</b> Use of graphics and illustrations, Use of info-graphics-blurbs, Use of cartoons.	7
8	<b>Editing trends</b> Magazine editing, Recent trends in editing and layout, Web editing.	8
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35 Marks.		

## SEMESTER-I

**Course Code:** JMPCOR05P

**Course Title:** MakingaLabJournal(Practical)

### Schemeof Instruction

Total Duration : 120 Hrs.  
50

Periods/Week : 8

Credits : 4

InstructionMode : Lecture/Presentation

### Schemeof Examination

MaximumScore:

VivaVoce: 15

Project: 35

### CourseOutcome

**Uponsuccessfulcompletion,studentswillbeableto:**

1. tolearnthebasicsofwritinganddesigning.
2. towriteeffectiveheadlines.
3. 3.tolearneffectivestrategiesinjournalisticwriting.
4. 4.toenhancedesigningskills.
5. tolearncreativewritingskills.
6. todemonstrateabilitytodevelopcontentfordifferentformsofwriting.

Module	CourseContent	Instruction Hours
1	<b>Project</b> Production of one Lab-Journal namely 'Reporters' Radiation in English Containing Report ofevents and seminars. General Field visit, report three places. Interview skill, Submission oftwo journalistic,in-depth,writteninterviewsofanytwoeminent personalities	120
ExaminationandEvaluationPattern:35Marksforprojectand15MarksforVivaVoce.		

## SEMESTER-I

**Course Code:** JMC PAECC01T

**Course Title:** Journalistic Writing

### Scheme of Instruction

Total Duration : 30 Hrs.  
 Periods/Week : 2  
 Credits : 2  
 Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
 Internal Evaluation: 15  
 End Semester: 35

### Course Outcome

Upon successful completion, students will be able to:

1. to understand the variety of mass media writing, including news stories, features and press releases, advertisement copy, script for film, script for documentary.
2. to create new media products, including blogs, podcasts, Websites and multi-media

Module	Course Content	Instruction Hours
1	Principles of media writing, what is media writing? Techniques of Reporting, writing and editing, Media writing as communication, Principles of good writing, basic tools of writing, Characteristics of media writings. Revision of grammar, syntax and style. Drafting and revising.	7
2	Types of writing Ideas for writing, Narrative writing, Introduction to narratives, Telling stories, Nonfiction, Engaging the reader Descriptive writing; Explanatory writing; Persuasive writing	8
3	Writing for print lead, intro, Headlines and caption writing. Opinion piece, Feature writing, types of feature, profiles, Article writing. Press Release, Editorial writing. Short story Writing, writing book reviews and film reviews, Film writing; 1-line Concept, Story, Script, Dialogue, Screenplay writing, writing columns. Stylebook, Writing for magazines- Writing for broadcast: Writing for eyes and ears,	7
4	Radio Production Writing; Radio Drama Script, Script for Phone-in programmes. Script for Radio Talk	8
5	News writing for Television, Serial Production, Bulletin Production. TV Serial Scripts.	8
6	Writing for web writing for Web: Characteristics of web writing, technical writing, blogs and twitter posts, Blog Article. Blog News. Creative Writing & Content Writing for Web Portals. Online Journalism.	7
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35 Marks.		

## SEMESTER-II

**Course Code:** JMC PCOR06T

**Course Title:** Broadcast Journalism(Radio)

### Scheme of Instruction

Total Duration : 60 Hrs.  
 Periods/Week : 4  
 Credits : 4  
 Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
 Internal Evaluation: 15  
 End Semester: 35

### Course Outcome

Upon successful completion, students will be able to:

1. Know about the concepts and basics of Journalism
2. Familiarize the operation of broadcast industry.
3. Learn about the Radio and Television News Programs styles.
4. Learn the style, the activities and logistics involved in the process of Broadcast Journalism.
5. To assess the Broadcast News content.
6. Familiarize with Broadcast program and evaluation methods.
7. Provide them an optimum understanding of Radio Journalism, Radio Programming and Operational Management of Commercial FM stations.

Module	Course Content	Instruction Hours
1	<b>Radio-its Origin and Development</b> History of Radio, Development of Broadcasting system in India	6
2	<b>Different types of Radio Programme</b> Radio Feature, Newsreel, Radio talk, Rural Programme, Magazine Programme etc. Radio News	6
3	<b>Concept of Radio Studio</b> Radio Studio (News and Programme), Specifications, Radio Monitoring System, Audio Equipments	6
4	<b>Organizational Structure</b> Organizational Structure of Radio Station- Governmental and Private in India	6
5	<b>Radio Interview</b> Radio Interview, Different Types, Techniques of Radio Interviewing, Do's and Don'ts	6
6	<b>Radio-writing</b> Writing for Radio- Talk, Feature, Report, Newsreel, Docu-feature, Drama and Special Audience Programme etc,	6

<b>7</b>	<b>Different types of Radio format</b> FM Radio, Community Radio, Ham Radio, Analog and Digital Audio Communication System, Satellite Broadcasting	<b>6</b>
<b>8</b>	<b>Audience Research Unit</b> Audience Research Unit-Activities, Its utility	<b>6</b>
<b>9</b>	<b>Foreign Radio Channels</b>	<b>6</b>

	Foreign Radio Channels-BBC, Voice of America, Satellite Radio Stations	
<b>10</b>	Radio Jockey-its qualities, duties and Responsibilities, Modern Trend, As a profession future of Radio Jockey in India	<b>6</b>
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35 Marks.		



## SEMESTER-II

**Course Code:** JMC PCOR07T

**Course Title:** Television Journalism

### Scheme of Instruction

Total Duration : 60 Hrs.  
 Periods/Week : 4  
 Credits : 4  
 Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
 Internal Evaluation: 15  
 End Semester: 35

### Course Outcome

Upon successful completion, students will be able to:

1. Expose them to the latest digital audio-video technologies, social media and new media tools
2. Train them in the art and craft of TV Journalism and equip them with skills and practices so that they are fully ready to take up journalistic and production jobs in TV News Channels.

Module	Course Content	Instruction Hours
1	<b>Television-its Origin and Development</b> History of Television, Development of Television in India, Television and Indian Society	7
2	<b>Different types of Television Programme</b> Different types of TV Programme- TV Documentary, TV News, Tele Serial, Tele Film, TV Feature, Magazine Programme, TV Show etc.	8
3	<b>Concept of Television Studio</b> Television Studio (News and Entertainment), Specifications, OB van, Editing Console, Online Editing, Video Equipments, different types of TV camera, OB van	10
4	<b>Doordarshan vs. Private TV channels</b> Television-Private and Governmental Control	7
5	<b>TV Interview</b> TV interview, Different types, Techniques of TV Interviewing, Do's and Don'ts, Vox Populi, Imaginary Line	8
6	<b>Television-writing</b> Writing for Television- TV News, TV Documentary, TV Feature, Telefilm, Television Reporting	8
7	<b>Television Shots</b> Different types of TV shots- impact of TV shots, Significance of every TV shot, Use of TV shots	7
8	Organizational Structure	5

ExaminationandEvaluationPattern:InternalAssessment15MarksandEndSemester  
Examination35Marks.

## SEMESTER-II

**Course Code:** JMC PCOR08T

**Course Title:** Film Journalism, Appreciation and Criticism

### Scheme of Instruction

Total Duration : 60 Hrs.  
Periods/Week : 4  
Credits : 4  
Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
Internal Evaluation: 15  
End Semester: 35

### Course Outcome

**Upon successful completion, students will be able to:**

1. Recognize types of films, their impact on society and their roles in our lives and society.
2. Recall the concepts behind storytelling, Mise en Scène and Cinematography.
3. Identify ways sound contributes to movies.
4. List the roles of directors and critics in the film industry.
5. Identify types of movie genres and various editing styles.
6. expose them to the latest digital audio-video technologies, social media and new media tools.

Module	Course Content	Instruction Hours
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<p><b>1</b></p>	<p>Definition of Film, Fiction and Non-fiction-- Characteristics of film media -- Language of Cinema : image and sound codes --Image Codes: (i) Codes rooted in the image (iconic codes), Codes of iconic nomination, pictorial codes, analogical codes. (ii) Codes rooted in photographically produced image: angle, Scale, Filters, focal length, diaphragm. (iii) Codes rooted in the sequencing of images : logical relations (i.e. flashback) aesthetic codes. Large syntagmatique. (iv) Codes rooted in the moving picture: Flashback, flash forward, freeze, animation, dissolve, fade in, out, slow and fast motion. (v) Codes rooted in the movement and in the image : movements of the camera. Zoom. Sound Codes : diegetic, non-diegetic, sync/non sync, components, on-screen/ off-screen, sound counterpoint, relation between sound and image (eg. Difference between image mood and sound mood/ objective image and subjective sound), functions of music in cinema, silence. Forms : Entertainment, information, persuasion, records/ archival, experimental; Formats: Regular 8 mm, Super 8mm, 16 mm, 35 mm, 70 mm, 3D. Plot in Cinema; Narrative and Plot : structure, conventions and variations, alternatives to narrative fiction - documentary and avant-garde; Conflict as a plot element; Character as a plot element.</p>	<p><b>15</b></p>
<p><b>2</b></p>	<p>Mise-en-Scene and compositional elements: visual and spatial attributes; Lighting: high key, low key, Rembrandt, Chiaroscuro, exposure ( Realism in Cinema, mise-en-scene in German</p>	<p><b>10</b></p>

	Expressionist Cinema, French Poetic Realism); Cinematography : the camera intime and space-proxemics, focus, lens, movement and angles (lenses in creation of space, depth of field; focal length); Editing in Cinema: attributes of editing, story-centred editing, tempo, graphics, transitions; creating meaning outside the story, continuity and disrupting the rules; Russian montage versus decoupage classique style editing; Jump-cut and match-cut; Colour : Theory & Practice.	
<b>3</b>	Film History: (a) Brief history of the development of film in Europe, U.S.A. and India. (b) film style: classical, realist and formalist. (c) important directors, film companies and films : (i) Period of institutionalization of cinema and after: D.W. Griffith; ii) Russian socialist realism: S. Eisenstein; iii) Italian Neo-Realism : Vittorio De Sica, Rossellini, Fellini; iv) Cinema & Modernism: The Lumiere Brothers, George Melies, Charlie Chaplin, Buster Keaton; Orson Welles, F .W. Murnau, Fritz Lang, & Jean Cocteau; v) The French Masters: Jean Renoir, Robert Bresson; New Wave: Jean luc Godard, Alain Resnais and Francois Truffaut; vi) Auteurs: Alfred Hitchcock; vii) Postwar Japanese Cinema: Akira Kurosawa, Ozu, Nagisa Oshima; viii) Latin American Cinema : Imperfect Cinema, Aesthetics of Hunger, Ideas about First, Second and Third Cinema; Indian Cinema: D.G. Phalke, V. Shantaram, Satyajit Ray, Ritwik Ghatak, Raj Kapoor, Guru Dutt, Adoor Gopalakrishnan, Shyam Benegal, Mrinal Sen, Tapan Sinha, Tarun Majumdar, Rajen Tarafdar, Ajoy Kar, Bimal Roy, Hrishikesh Mukherjee, Basu Bhattacharya, Basu Chatterjee, Gulzar, Girish Karnad, Mani Ratnam. Prabhat, New Theatres, Bombay Talkies, etc. Raja Harishchandra, Alam Ara, Sant Tukaram, Kalpana, Do Bigha Zameen, Pather Panchali, Charulata, Bhuvanashome, New Indian Cinema.	<b>15</b>
<b>4</b>	Fiction and non-fiction, documentary-definition--evolution, forms, distinction from other creative modes like narrative fiction and avant-garde; Analyzing documentary texts-subject and ideologies, viewpoints, forms, production methods, audience-experience; Four Traditions of documentary -newsreel, propagandist, naturalist, realist; different stylistic traditions-verite, direct etc.; Documentary precursors to cinema and television : war photography, BBC radio; some successors of documentary: non-fiction novels, new journalism and reality tv; Documentary in the 21st century.	<b>10</b>

5	<p>Film Business and Industry--Stages of film production from idea and script to post-production--Economics, Finance and business of film- Film distribution, import and export of films-- Regional films. Film Criticism: (a) Film criticism : Classical, structural, psychoanalytical, political, sociological and social &amp; feminist; Genre, Auteur; Audience and Reception. (b) Reception theories: Theories of Louis Althusser, Janet Staiger and Stuart Hall, Intertextuality in Casablanca (1942), Interpretation and reception in The Matrix (1999), Film Society: (a) Influences of Indian cinema, cultural of Indian cinema, (b) Report of the film enquiry committee, report of the working group on National Film Policy, (c) Dilemma of film censorship: Khosla Committee report on</p>	10
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	ensorship.(d)Institutions:Filmsdivision,NFDC(FFC),FTII, NFAI,FilmFestivalsAuthorityofIndia, CensorBoard.(e)Film Society Movement, (f) National and State awards for films.	
ExaminationandEvaluationPattern:InternalAssessment15MarksandEndSemester Examination35Marks.		

## SEMESTER-II

**Course Code:** JMC PCOR09M

**Course Title:** Videography and Seminar Presentation

### Scheme of Instruction

Total Duration : 60 Hrs.  
 Periods/Week : 4  
 Credits : 4  
 Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
 Internal and Presentation: 25  
 End Semester: 25

### Course Outcome

**Upon successful completion, students will be able to:**

1. Understand communication, expression, and storytelling in media, organizational, interpersonal and social context.
2. Develop an aesthetic understanding of media production and technical proficiency in areas such as video and visual production, writing and digital media development.
3. Students will become capable of creatively using various ICT devices and digital platforms.

Module	Course Content	Instruction Hours
<b>1</b>	<b>Video as a Medium</b> Video as a medium of Group and Mass Communication, Video as a medium of Advertising and Public Relation and propaganda, Still Photography and Videography, History of Videography	<b>7</b>
<b>2</b>	<b>Video Equipments</b> Video Camera – Different Types, Video Tape/Cassette- Classification, Light and sound, Pre-production and Post-Production, Audio equipments, Equipments for Videography	<b>8</b>
<b>3</b>	<b>Video Editing</b> Video Editing, Editing Console, Tele-Serial Production	<b>5</b>
<b>4</b>	<b>Studio for Video Production</b> Function of Video-Studio, Its specification, Characteristics	<b>5</b>
<b>5</b>	<b>Different Video production Formats</b> Video Documentary Making, Tele Magazine Programme, Community Based Video Production, Video production in Local Cable Channel, Digital and Analog Video Production, Video Film, Music Video	<b>8</b>
<b>6</b>	<b>Use of Video in Modern Communications system</b> Use of Video in Interactive websites, Video-Conferencing	<b>5</b>
<b>7</b>	<b>Video Production</b> Sounds and Special effects in Video Production, Video Parlour, Video Film	<b>7</b>



<b>8</b>	<b>Video Piracy</b> Video film and Piracy, Action taken by Govt.	<b>5</b>
<b>9</b>	<b>SEMINAR PRESENTATION</b> Microsoft PowerPoint Create Presentations and Slideshows Create Presentations Use Templates, Apply a Slide Master, Slide Layouts, Add Background Images, Insert Headers and Footers,	<b>10</b>

	<p>Insert Charts, Modify Chart Type Create Custom Configure Slideshow Options, Rehearse Timing, Modify Slide Order Insert and FormatMedia. Adjust Media Window Size, Set Start/Stop Times, LinktoExternalMediaApplyTransitionsandAnimations.Apply Transitions between Slides, Apply Animations to Shapesand Text, Set Timing for Transitions and Animations, Use the Animation Pane</p>	
<p>ExaminationandEvaluationPattern:InternalAssessment15MarksandEndSemester Examination35Marks.</p>		

## SEMESTER-II

**Course Code:** JMC PCOR10P

**Course Title:** Video Documentary Production

### Scheme of Instruction

Total Duration : 120 Hrs.  
Periods/Week : 8  
Credits : 4  
Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
Internal Evaluation: 15  
Video Documentary: 35

### Course Outcome

Upon successful completion, students will be able to:

1. Learn and understand the grammar of the visual language content creation.
2. Specialize in screen and Television directing screenwriting.

Module	Course Content	Instruction Hours
1	Basics of video production, Pre-Production, Documentary storytelling, Researching and basics of writing scripts for documentaries	60
2	Videography and lighting, sound and music, design and video editing.	60
Examination and Evaluation Pattern: Internal Assessment 15 Marks and 35 Marks for video Documentary Production.		

## SEMESTER-II

**Course Code:** JMC PSEC01P

**Course Title:** VideoEditing(Practical)

### Schemeof Instruction

TotalDuration : 30 Hrs.  
Periods/Week : 2  
Credits : 2  
InstructionMode : Lecture/Presentation

### Schemeof Examination

MaximumScore: 50  
InternalEvaluation: 15  
Scripting & Short film:35

### CourseOutcome

**Uponsuccessfulcompletion,studentswillbeableto:**

1. Plan, design,and create digital video projects incorporating graphic and audio elements.
2. Transfer and capture digital video and audio from various cameras and external devices.
3. Edit and compress video for use in various delivery modes of digital media using standard digital video editing software.
4. Evaluate digital video projects, identify items for improvement, and implement changes.

Module	CourseContent	Instruction Hours
1	Writing for video script, Making a proposal for Video Documentary Film for NFDC, Short FilmMaking Minimum for 15Minutes(compulsory)	15
2	NecessarySoftware–AdobePremire–Pro,PinnacleStudio (LatestVersion)AdobePhotoshop ,CS2, Sonny Vegus , Macro–Media,Flash—Player,FlashProg.	15
ExaminationandEvaluationPattern:InternalAssessment15Marksand35MarksforShortFilm productionandScriptwriting.		

## SEMESTER-III

**Course Code:** JMC PCOR11T

**Course Title:** History of Journalism

### Scheme of Instruction

Total Duration : 60 Hrs.  
 Periods/Week : 4  
 Credits : 4  
 Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
 Internal Evaluation: 15  
 End Semester: 35

### Course Outcome

Upon successful completion, students will be able to:

1. apprise of the growth of print media in India in historical perspective
2. enable to analyze the trends in contemporary journalism.
3. Deconstruct national media systems and socio-environmental issues and practices in the context of globalisation.
4. Develop intercultural intelligence and global communication competencies.
5. Produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues.

Module	Course Content	Instruction Hours
1	Social, cultural, economic and political background of the development of media; Origin of the press (newspapers) in different parts of the world--developments in Europe and the USA--emergence of telecommunication system and its impact -- Development of typesetting and printing technologies and their impact--special reference to India - early efforts to publish newspapers (both English language and Indian language) in different parts of India - Hicky - Rammohun Roy - Derozians - Harish Chandra Mukherjee--post-1857 developments Development of mass circulated press in India--repressive press laws by the colonial rulers.	15
2	The Indian press and the movement for national Independence - social, political and economic issues and the Indian press - conflict with colonial rule-- important personalities of Indian journalism (both English and Indian language)--major Indian newspapers--birth of journalists' organizations -commercialization of press - changing ownership pattern- developments as a profession-- establishment of organizations like IJA, INS, AINE etc.	12

<b>3</b>	Development of news agency system - Havas, Reuters, AP etc. - origin and development of news agencies in India - Reuter's monopoly—nationalist interventions—development of photo journalism—special reference to India;	<b>13</b>
<b>4</b>	Major trends after Independence—Radio—Television—Satellite	<b>15</b>

	TV,CableTV,Internet—Trends in print media (both English and Indian languages)-modernization and diversification —PressCommissions—PressCouncilofIndia--monopolizationand corporate control -changing context of media freedom-Indian media and Globalization—Foreign DirectInvestment in Indian mediaindustry—Developmentofjournalismandcommunication educationwithspecialreferencetoIndia.	
<b>5</b>	Historical development of Indian films - major film production centres—Bombay, Chennai,Kolkataetc.- Major filmpersonalities developments after Independence—Film censorship—effect of Globalization;Growthofregionalfilmindustries;Popularityof Indianfilmsintheinternationalmarket.	<b>15</b>
ExaminationandEvaluationPattern:InternalAssessment15MarksandEndSemester Examination35Marks.		

## SEMESTER-III

**Course Code:** JMC PCOR12T

**Course Title:** International Journalism and Communication

**Scheme of Instruction**

**Scheme of Examination**

Total Duration : 60 Hrs.

Maximum Score: 50

Periods/Week : 4

Internal Evaluation: 15

Credits : 4

End Semester: 35

Instruction Mode : Lecture/Presentation

**Course Outcome**

**Upon successful completion, students will be able to:**

Module	Course Content	Instruction Hours
<b>1</b>	International communication-definition—history and development of communication as an international phenomenon - intercultural and cross-cultural communication—International communication during pre-colonial period—Colonial Structures of Communication - International communication during colonial age—growth of international telegraphic network - growth of news agency system - Grand alliance of news agencies	<b>15</b>
<b>2</b>	Advancement during World War I and World War II—Role of the League of Nations- origin of international communication as an academic discipline.	<b>12</b>
<b>3</b>	Supranational communication; satellite communication - its historical background - status - progress - effects - satellite communication and shrinking world, Impact of ICT, Role of UN, UNESCO, ITU, WTO etc.	<b>13</b>
<b>4</b>	Debate on New International Information and Communication Order--NIICO and New International Economic Order - MacBride Commission's report - Efforts by the Non-aligned nations- Internet and online media—effects - Convergence of media - Problems and options- -Contemporary issues related to transnational broadcasting and its impact on culture- Media Policies in an International Context.	<b>15</b>



5	Effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct - protection of cultural diversity - Universal Declaration of Cultural Diversity - present issues - position of the developing countries - India's position and approach to international communication issues.	15
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35 Marks.		

TotalDuration : 60 Hrs. MaximumScore: 50  
 Periods/Week : 4 InternalEvaluation: 15  
 Credits : 4 End Semester: 35  
 InstructionMode : Lecture/Presentation

**CourseOutcome**

**Upon successful completion, students will be able to:**

1. Unpack trans-national communication and public relations practices
2. Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style.
3. Perform event management and advertising activities
4. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

<b>Module</b>	<b>CourseContent</b>	<b>Instruction Hours</b>
<b>1</b>	<b>PublicRelation-concepts</b> PR-Definition, Objectives, PR: Publicity, Propaganda, and Public Opinion, History of PR, Growth as a communication function, PR as a management function, PR Principles, PR Counseling, PR and Advertising.	<b>4</b>
<b>2</b>	<b>PRPlanning</b> PRPlanning, Implementation, Research, Evaluation	<b>4</b>
<b>3</b>	<b>PublicRelationOfficer</b> PRO-Qualification and function, Employee relations, Government Relations plus Lobbying, PRO and employee welfare, Publics in PR	<b>4</b>
<b>4</b>	<b>PRTools</b> Media Relations, Press Releases, Press Conference, Press Rejoinder, Press Communiqué, Ombudsman,	<b>3</b>
<b>5</b>	<b>PR in Public and Private Sectors</b> PR in India Public and private sectors- Characteristics, Differences, objectives	<b>3</b>
<b>6</b>	<b>PR Organizations</b> PR Agencies; PRSI, IPRA	<b>3</b>

7	PR Activities Making of House Journal, Video House Journal, Corporate Films, Marketing Communications, Editorial Services Speech Writing, Development of Writing papers and Backgrounders, Organizing Exhibition, Fair, Press Tour, Other PR Tools	3
8	<b>Special kind of PR</b>	3

	Corporate P.R, Financial PR, PR and Management, PR for Hospitals, Charitable institutions, NGO, Political Parties, Crisis management,	
<b>9</b>	<b>PR Ethics</b> PR Ethics-India and abroad, do's and don'ts, guidelines	<b>3</b>
<b>10</b>	<b>Recent trends of PR</b> PR and New Technology, Emerging Trends in PR,	<b>3</b>
<b>11</b>	<b>Event Management</b> Event management- duties and Responsibilities of Event Manager	<b>3</b>
<b>12</b>	<b>PR Research</b> P.R. Research- Goal Setting, PR audit etc.	<b>3</b>
<b>Advertising</b>		
<b>1</b>	Advertising- definitions and concepts - evaluation of advertising - relevance of advertising - types - with special reference to India - advertising as an industry, professional and art form - current trends in India - the social and cultural extent of Indian advertising - international advertising - multinational companies, global marketing, trading and advertising strategies, global and local approach, multinational agencies.	<b>4</b>
<b>2</b>	Brand building & brand positioning - role of advertising in brand building - definition & concepts - components of a brand. Importance of brand power - brand strategy & structure - case studies in brand positioning. Advertising creativity - concept & definition - creative process - copy writing - language & its significance in creativity - use of appeals - interface of copy writing & visual creativity.	<b>4</b>
<b>3</b>	Marketing communication - need for integrated communication - the value chain system in marketing : choosing value, deciding value, communicating value - consumer behaviour: environmental influences, personal influence, decision process - marketing strategies : Market segmentation, targeting, positioning - importance of marketing mix - role of advertising in marketing, role of advertising in different product categories - consumer, industrial, corporate, service, financial, social marketing etc., lifestyle advertising - budgeting - advertising goals and strategies : importance of marketing - advertising and sale promotion goals and segmentation and positioning strategies, media strategies, SP strategies, developing brand personality, preparing the advertising plan.	<b>5</b>

4	Advertising research : Importance of research in advertising – pre and post testing of advertisement – qualitative and quantitative research strategies – use of AIDA, DAGMAR etc., other diagnostic tests – limitation of research strategies. - advertising planning and decision making – importance of research inputs – market research and situation analysis, consumer behaviour, product and behaviour analysis budgeting – advertising goals and strategies.	4
5	Advertising creativity: the creative brief and strategy – elements of good advertising – creative strategy at work – copy and art – importance of visual thinking – guidelines for writing – visibility	4

	- identity - promise and simplicity, Campaign planning - process of campaign planning - case studies of contemporary campaigns : Governmental & Non-Governmental, product, institutional & public service etc. Defining a problem for working out a campaign.	
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35 Marks.		

## SEMESTER-III

**Course Code:** JMC PCOR14M

**Course Title:** Communication Research and Dissertation

**Scheme of Instruction**

**Scheme of Examination**

Total Duration : 60 Hrs.

Maximum Score: 50

Periods/Week : 4

Internal & End Sem.: 25

Credits : 4

Dissertation: 25

Instruction Mode : Lecture/Presentation

**Course Outcome**

**Upon successful completion, students will be able to:**

1. Identify and understand methods for conducting communication research common in strategic communication practice.
2. Understand and evaluate academic research using common communication research methodologies.
3. Analyzed data from qualitative and quantitative perspectives.
4. Use qualitative and quantitative data to inform communication strategy.

Module	Course Content	Instruction Hours
<b>1</b>	Definition and Elements of Research; Research methods and Approaches in Social Sciences. Administrative and Critical Traditions; Mass media research and Scientific methods. Importance of communication research — Indian scenario; Research Process: Formulation of research problem, review of literature, hypothesis, types of research designs.	<b>15</b>
<b>2</b>	Qualitative Research: Case Studies — Ethnography Ethno methodology, Symbolic Interactionism, Policy and archival research—Participant Observation and Non-Participant Observation—Focus Group— Ground Theory Methods, Action Research, Historical research, Content analysis; Communication Policy Analysis; Analyzing Visuals: still and moving images, Use of Software for Qualitative Research	<b>12</b>
<b>3</b>	Tools of Data Collection—observation, interview schedules, questionnaire, field studies, telephone surveys, online polls. Sampling methods, Media research—evaluation, feedback—feed forward—media habits—public opinion surveys—pre-election studies and exit polls, Attitude Measurement—Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, level of measurement, Reliability and Validity Measurements.	<b>13</b>

<b>4</b>	Introduction to statistics; Use of Statistics in Media Research; inferential and parametric, nonparametric, uni-variate, bi-variate, multivariate statistics, correlations, linear regression, logistics regression, factor analysis, Principal Component Analysis, Anova, Structural Equation Modeling; Use of SPSS. Context.	<b>15</b>
<b>5</b>	Data Analysis and Report writing – data analysis techniques –	<b>15</b>



	Experimental Research; preparation of research reports/project reports/dissertations, Referencing and Citation Style, Ethical perspectives of mass media research; Effects research – Strengths and Limitations.	
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 10 Marks and 25 Marks Dissertation		

## SEMESTER-III

**Course Code:** JMCDSE01T

**Course Title:** Science Journalism Or Sports Journalism

### Scheme of Instruction

Total Duration : 60 Hrs.  
Periods/Week : 4  
Credits : 4  
Instruction Mode : Lecture/Presentation

### Scheme of Examination

Maximum Score: 50  
Internal Evaluation: 15  
End Semester: 35

### Course Outcome

Upon successful completion, students will be able to:

1. gain improved quality of science coverage and improved health, agricultural practices and environment and stimulus to economic development.
2. get more science-literate populations who can take part in and respond to development challenges.
3. get more informed decision-making about science and technology issues and options, at both personal and policy levels.
4. gaining greater access to scientific information for all.
5. Get greater coverage of science in the media.

Module	Course Content	Instruction Hours
<b>Science Journalism</b>		
1	Introduction to Science journalism: history of science journalism (global context), history of science journalism in India, science journalism present trends, need and significance of science communication, its importance in present day context.	15
2	Science Writing: Writing Science news, qualities of science news reporter, sources of scientific information, writing science features and articles, suitable examples of science features and articles.	15
3	Science News: Science News, report and reportage, Features and Articles, sources of scientific information-primary, secondary and tertiary, strengths and weaknesses of various formats	15

4	Media and Science Communication : Science Communication Media and Science Popularization programs, Print media, audio- visual media, folk media, Interactive media Science Popularization -programmes, organizations, individuals, Methods of science popularization, Scientific Temperament	15
	<p style="text-align: center;"><b>Sports Journalism</b></p> <p><b>Course Outcome</b> <b>Upon successful completion, students will be able to:</b></p>	

	<ol style="list-style-type: none"> <li>1. producesport-relatedarticlesofpublicationstandard.</li> <li>2. demonstrate their understanding of the different writing styles (i.e. match reports,previews, reviews, profiles and features) as they apply to sports journalism byproducing publication standard articles.</li> <li>3. demonstratetheirabilitytoundertakethepracticalaspects of covering sportingevents.</li> <li>4. evaluatetheimpactofsocietalissuesonsportsreporting.</li> </ol>	
<b>1</b>	Sports–itsgrowingpopularity,sportsineducationalcurriculum--Sports AuthorityofIndia–objectivesandcontribution--organizational structure of Indian sports--Corporatization of sports – sponsorship – ethical issues-- Indian experience.	<b>12</b>
<b>2</b>	Majorinternationalsportsevents--Olympics,Asiad,Commonwealth games,SARC games, World Cup Soccer, World Cup Crickets, Wimbledon etc.—India and international sports events--Major Sports Events in India-- Outstanding sports personalitiesin India andabroad---Ruralandtribalsports-history,socialandpolitical impact	<b>12</b>
<b>3</b>	Origin, history Rules and regulations of different games and sports football,cricket, tennis, table tennis, badminton ball, volley,hooky,archeryetc.–officialsofdifferentgamesandtheir standards.	<b>12</b>
<b>4</b>	Development of sports journalism with special reference to India – print media,radio, TV, digital media etc -- Sports photography in magazines. Sports magazines and theirimportance, fields and degree of specialization required- role and importancein popularizing sports. Sports department in popular dailies-- sports editor–reporter–subeditor–sportspage–specialpages–sports column	<b>12</b>
<b>5</b>	Sportscoveragebyradio--sportsreportingforradio—techniques--radio’s contribution to popularization of sports. Management of Sports and itsmodern formats; Sports coverage by TV -- preparing televisionprogrammesonsports--SportsTVchannelsandtheir impact;Sportspresenterandtheirspecificrequirements.	<b>12</b>
ExaminationandEvaluationPattern:InternalAssessment15MarksandEndSemester Examination35		

## SEMESTER-III

**Course Code:** JMC P GEC01T

**Course Title:** Environment Journalism

**Scheme of Instruction**

**Scheme of Examination**

Total Duration : 60 Hrs.

Maximum Score: 50

Periods/Week : 4

Internal Evaluation: 15

Credits : 4

End Semester: 35

Instruction Mode : Lecture/Presentation

**Course Outcome**

**Upon successful completion, students will be able to:**

1. Understand the specialization of Environmental Journalism and its role in an informed citizenry, including both watchdog and storytelling roles.
2. Evaluate pressing environmental issues with objectivity and fairness.
3. Analyze sources and differentiate among them, including ranges of scientific, policy, activist and corporate sources and their press releases; and including the ability to discern manipulation such as greenwashing from scientifically valid solutions.
4. Critique a range of non-fiction environmental communications, from film to photography and from activist to scientific communications.

Demonstrate ability to communicate in-depth the environmental issues in journalistic form to lay

Module	Course Content	Instruction Hours
<b>1</b>	Define Environment Journalism, Difference of Environmental Journalism with other modes of journalism, Trend of Environmental journalism and coverage in India with case studies environment protection and the role of media---Environmental journalism today—Skills for environmental journalism	<b>15</b>
<b>2</b>	Global Environmental Picture and international summits - Major global environmental issues and their coverage with focus on climate change, air pollution and biodiversity Major environmental summits—Stockholm, Johannesburg and Rio Climate conferences (CoP) –major landmark events, India's role	<b>15</b>
<b>3</b>	Environmental Reporting -- Environmental Reporting-technique & presentation mode ; Designing of Environmental campaign with examples Reporting about Science, Policy and Public Health Environmental reporting - in print, audiovisual and online National and local environmental issues and their media coverage	<b>15</b>
<b>4</b>	Environment and Society--Environmental journalism and society, Major environmental movements in India, Role of NGOs) in environmental conservation popularization, Scientific Temperament	<b>15</b>
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35		

## SEMESTER-IV

**Course Code:** JMC P COR15T

**Course Title:** Traditional Media and Social Media

**Scheme of Instruction**

**Scheme of Examination**

Total Duration : 60 Hrs.

Maximum Score: 50

Periods/Week : 4

Internal Evaluation: 15

Credits : 4

End Semester: 35

Instruction Mode : Lecture/Presentation

**Course Outcome**

**Upon successful completion, students will be able to:**

1. communicate understanding of the relevant ethical and legal issues in written and oral forms.
2. create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
3. get an idea about the role of social media in society.
4. to respond creatively to New Media platforms such as Social media and web media
5. to write report and edit content for print and online media
6. create and maintain a blog using a common blogging platform.
7. compare and contrast the purpose and features of different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites.
8. utilize multiple forms of social media to publish real-time updates and engage with relevant communities.
9. create different social media templates for developmental communication
10. frame new media concepts for creative ideas.
11. effectively apply social media and produce contemporary convergent media platforms.

Module	Course Content	Instruction Hours
1	<b>Origin and Development of Traditional Media</b> History of Traditional Media, History of Folk Media, Culture and Development of Ancient Society,	5
2	<b>Different Types</b> Different Types of Folk Media- Folk Song, Folk Dance, Folk art, Folk Drama, Folk festival etc.	5
3	<b>Folk Song</b> Folk Song- Baul, Kartabhaja, Bhatiali, Bhawaiya, Kirtan and other folk and traditional Songs.	5
4	<b>Folk Dance</b> Folk Dance- Kathakali, Kuchipuri, Rananritya, Wardance, Chhou, Ballad, Bounritya etc.	5
5	<b>Folk Drama</b> Folk Drama- Alkaap, Gaajan, Gambhira, Tamasha etc.	5
6	<b>Folk Art</b> Folk Art- Patochitra, Wall Painting, Alpana etc.	5

<b>7</b>	<b>Folk Festival</b> Folk Festival-Shiber Gaajan, Bihu, Banbibi, Dakshinray, Shikar Utsav,	<b>5</b>
<b>8</b>	History and Evolution of Social Media Understanding the fundamental working principles of Social Media, User profiles, User Applications, Social Media for growth and progressive society.	<b>5</b>
<b>9</b>	Nature, Characteristics, Applications of Social Media Social Media Terminologies, Websites, Blogs, Microblogs, User Generated Social Media Content (YouTube), Social Networking Sites for professional Linkages (Facebook, LinkedIn), Over the Top Messaging Systems (WhatsApp), Voice over Internet Protocol (Skype, FaceTime), USSD, Mobile Calls/SMS, Emails, Mobile Apps.	<b>5</b>
<b>10</b>	Culture and Social Media Economics and Ownership, Privacy, Law and Ethics, Central Issues in Social Media Identity and reputation, Visuality, Case studies and review of published articles.	<b>5</b>
<b>11</b>	Measuring, Monitoring and Analysing Social Media trends and Impact Application Domains, Case studies and review of published articles.	<b>5</b>
<b>12</b>	Social Media, Crowd Sourcing and The News, Social Media Organizations- Social Media Activism Case studies and review of published articles.	<b>5</b>
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35		

## SEMESTER-IV

**Course Code:** JMC P COR16T

**Course Title:** Media Laws, Ethics and Media Management

**Scheme of Instruction**

**Scheme of Examination**

Total Duration	: 60 Hrs.	Maximum Score:	50
Periods/Week	: 4	Internal Evaluation:	15
Credits	: 4	End Semester:	35
Instruction Mode	: Lecture/Presentation		

**Course Outcome**

**Upon successful completion, students will be able to:**

1. Communicate across teams verbally, visually and by writing
2. Students will understand and be able to apply relevant case law involving journalism, the First Amendment, and other mass media issues
3. Deconstruct national media systems and socio-environmental issues and practices in the context of globalization.
4. Develop intercultural intelligence and global communication competencies.

Module	Course Content	Instruction Hours
<b>1</b>	Media ethics – concept– comparing media ethics and media laws– media ethics, media freedom – media’s social responsibility and accountability –self-regulation – trial by media–Media’s ethical problems including privacy, – sting operation– right to reply, covering communal disturbances, atrocities on women, elections– - yellow journalism– cheque book journalism– Paid news -- Plagiarism-- ethical issues related with ownership of media – Ombudsman-- Press Council of India and its guidelines and codes— Guidelines and/or Codes suggested for media/press by other national and international organizations – Election Commission guidelines for media.	<b>7</b>
<b>2</b>	History of press/media laws in India – Press and Registration of Books Act, 1867-- Registration of newspapers— Constitution of India Fundamental rights – Freedom of speech and expression and their limits–Provisions of declaring emergency and their effects on media – Provisions for legislature reporting; Parliamentary privileges and media; Universal Declaration of Human Rights–relevant Unesco initiatives; Contempt of parliament and journalistic defense; Parliament privileges.	<b>6</b>
<b>3</b>	Defamation and journalistic defense – Contempt of court and journalistic defense ---- relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity - Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Indecent Representation of Women Act, 1986--WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act – Right to Information Act 2005- Whistle blower Protection Act (2011).	<b>6</b>



<b>4</b>	Cinematograph Act 1953 --PrasarBharati Act --Regulation of Private TV Channels--Cable TVRegulations Act – Policy Guidelines for Setting up Community Radio Stations in India – Community Radio Licence Procedure-- Community Radio regulationsinIndia--BroadcastingCodeforAIRandDoordarshan, Self-regulationofprivateTVchannels;Codesforradio,television, advertisingandpublicrelations.	<b>7</b>
<b>5</b>	PressFreedomintheDigitalAge;NewChallenges;cyberfreedom-Surveillance; Privacy;Laws and regulations related to online media--InformationTechnologyAct 2000;Wiki Leaks —challengesbeforefreemedia,Ethicalissuesrelatedtocybermedia; Social Media Trolling;Communication Policy for the Digital Age.	<b>6</b>
<b>6</b>	Management –principles – scope –Overviewof medialandscape in India—Print, Radio,Television, Digital media- New media and its impact--mediaeconomywithspecialreferencetoIndianmarket--media as an industry and profession; Introduction to Media Economics.	<b>5</b>
<b>7</b>	Indian media consumer- Principles ofmedia management andtheir significance –Foreign equity in Indian media (including print media)–Newchallenges,SourcesofRevenueforPrint, Electronic andDigital Media. Strategyto boostadvertisements – competition with other media management of advertisement department–advertisementmanager–responsibilities–apex bodies:DAVP,INSandABC.	<b>6</b>
<b>8</b>	Print Media Management—Ownership patterns, structure of newspaper organization &functions of various departments & personnel. Emerging marketing strategies, CustomerRelationship Management (CRM) in print, FDI in Media; Strategy to boost circulation–circulationdepartment–functions–circulation manager – need of all round ability –coordination with other departments.	<b>6</b>
<b>9</b>	Broadcast Management – TV & Radio: Ownership Pattern--FM: OrganizationalStructure,StructuralHierarchy,Functionsofvarious departmentsandpersonnel.Programmingconsiderations, Audience research, Programming strategies, Programme promotion, Marketing programmes. FM radio in India, The market and the audiences,ananalysis,issuesofbroadcastmanagement, Managementofcommunityradio–principlesandscope.	<b>6</b>
<b>10</b>	Employee/employer and customer relations services; Marketing strategies – brand promotion (space/time, circulation)–reach–promotion – Event management — marketsurvey techniques – humanresearchdevelopmentformedia,Strategiesfor monetization;VentureCapitalinMedia.	<b>5</b>
ExaminationandEvaluationPattern: InternalAssessment15MarksandEndSemester Examination35		

## SEMESTER-IV

**Course Code:** JMC P COR17M

**Course Title:** PhotoJournalism

**Scheme of Instruction**

**Scheme of Examination**

Total Duration : 60 Hrs.

Maximum Score: 50

Periods/Week : 4

Internal Evaluation: 15

Credits : 4

End Semester: 35

Instruction Mode : Lecture/Presentation

**Course Outcome**

**Upon successful completion, students will be able to:**

1. Learn what is a good photograph
2. Learn how photographs are used to communicate in different media including: newspapers, magazines, books and online websites
3. Learn how to distinguish between the demands of journalistic photography and those of fine art photography
4. Learn how to distinguish between the demands of journalistic photography and those of fine art photography
5. Learn how journalistic ethics apply to photojournalism, especially in a world of digital photography
6. Learn how to write captions Not forgetting that the image is the important element there,
7. How to reinvent the profession of photojournalist in a world where the print media is shutting newspapers and magazines at an ever-increasing rate.

Module	Course Content	Instruction Hours
1	Definition and concept Text Vs Photograph – history of photo journalism in India and abroad scope and importance in modern newspapers-- News photo – main characteristics- Photo agencies – news agency services – Foreign photo agency – AFP, AP, Reuters -- PTI & UNI –Photo Division- Government of India. Essentials of a press photograph Qualities of a good photojournalist.	15
2	Photography department of a newspaper's house – Photojournalist – duties and responsibilities – qualities – role as a working journalist – working in photography department.	12
3	News photo – main characters , Choosing the right spot, right angle and right moment for an appropriate composition, Principles of cropping and photo editing, relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for various purposes, Photo editing – principles and techniques – picture photo. Caption, Composition – fundamentals – viewpoint – shape and form – perspective – pattern and texture etc.	15
4	Photography in the age of electronic imaging, from analog to digital	13

	digital images, a post-photography era, digital encoding, digital simulation, multimedia digital, editing interactivity and media convergence, technical challenge and cultural continuity.	
<b>5</b>	Photographs and Photo feature in Different Situations - Photographing People - Portrait and Still, Wildlife, Environment, Landscape, Industrial Disasters, Photography for entertainment and Advertising, Sports, Conflicts, War, Political and Social Photography.	<b>15</b>
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35		

## SEMESTER-IV

**Course Code:** JMCPDSE02T

**Course Title:** Women & Media Or Media Culture and Society

**Scheme of Instruction**

**Scheme of Examination**

Total Duration : 60 Hrs.

Maximum Score: 50

Periods/Week : 4

Internal Evaluation: 15

Credits : 4

End Semester: 35

Instruction Mode : Lecture/Presentation

**Course Outcome**

**Upon successful completion, students will be able to:**

1. Define and explain the practices of the field of Women's and Media Studies
2. Identify major concepts and assumptions of feminist study
3. Describe major theories and theorists in Women's and Gender Studies.
4. Construct a project related to a research area in Women's and Gender Studies, making sure to identify, appropriately select, and implement diverse epistemological and methodological approaches in the construction of a paper or project in response to a well-developed research question.
5. Identify, categorize, and distinguish elements of the main theories associated with Women's and Media Studies in order to engage in classroom discussion, papers, and projects appropriate for the discipline.
6. Evaluate the reliability and comparative work of competing quantitative and qualitative information resources and their contributions to the field of Women's and Media Studies.
7. Incorporate multiple information resources presented in a variety of media and properly cite these sources.
8. Discuss the importance of context for understanding and interpreting women's and men's experiences.
9. Recognize societal institutions and power structures that occur within patriarchal society, and analyze the ways in which these institutions and structures impact the material realities of women's and men's lives differently.
10. Recognize the ways feminist theory invites us to understand gender, human behavior, political institutions and oppression in a new light, with a reflection on how these factors operate in the one's own life.
11. Develop ways to address societal and power inequalities to improve women's status
12. Recognize and analyze the ways societal institutions and power structures within a patriarchal society impact the material realities of women's and men's lives differently in response to not only gender, but also race, ethnicity, national origin, religion, class, ability, sexuality, age, etc.
13. Apply knowledge for social transformation and citizenship.
14. Engage in critical self-reflection, promoting self-awareness.

Module	Course Content	Instruction Hours

**Women&Media**

1	Women's Empowerment-Social and Economic: brief historical perspective, Women and Globalization	15
2	Depiction in Mass media--print, audio-visual, online, impact on society.	15
3	Women in advertisements-print, audio-visual, online, impact on society	15
4	Women in media-Portrayal of gender: the power of images, status of women working in media industry .	15
<b>Media, Culture and Society</b>		
<p><b>Course Outcomes</b>  <b>On successful completion of this course a student will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Learn about the role of communication and the media in the shaping and development of culture and society</li> <li>2. Learn about the role of the media in the lives of individuals</li> <li>3. get an awareness of the relationship between the media and various social problems and aspects of society , Skills and capacities</li> <li>4. an ability to critically appreciate and discuss the cultural and social role of the media</li> <li>5. know the capacity to see and analyse media performance and content from a gender perspective</li> <li>6. Evaluative capacity and approach recognize the cultural and moral responsibility of media</li> <li>7. an understanding for the political/democratical potential of mass media.</li> </ol>		
1	Concept of Culture--meaning, dimensions--the basic theoretical framework. Counter cultures, women, youth, and minorities. Critical Cultural Theory; Frankfurt School; Communication Technology and Culture, Mass Media and Postmodern Culture, Culture industries.	
2	Media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Feminist critiques of media. Media and the minorities. National culture and communication policy. Mass Society; Political Economy; Functionalism; Technology Determinism; Information Society.	
3	Audience theory: Goals of audience research — Alternative traditions of research—Audience issues of public concern—Types of audience: The audience as a group or public — The gratification set as audience—The media audience—Audience as defined by channel or content	
4	Media Organization: The media organization-- in a field of social forces Relations with society; Relations with pressure and interest groups; Relations with owners and clients; Relations with the audience; Aspects of internal structure and dynamics	
5	Media Content: Critical perspectives on content; Structuralism and semiology; Media content as information; Media performance discourse; Objectivity and its measurement; Questions of research method.	
Examination and Evaluation Pattern: Internal Assessment 15 Marks and End Semester Examination 35		

## SEMESTER-IV

**Course Code:** JMPCOR18M (Project)

**Course Title:** Video Documentary Making (Practical project)

**Scheme of Instruction**

**Scheme of Examination**

Total Duration	: 120 Hrs.	Maximum Score:	100
Periods/Week	: 8	Synopsis and Script:	50
Credits	: 8	Production & Post Production:	35
Instruction Mode	: Lecture/Presentation		

**Course Outcome**

**Upon successful completion, students will be able to:**

1. Understand and apply the various formats make Professional Documentary to create social impact.
2. Get efficiency in documentary production and evaluate documentary films.
3. Learn techniques of Documentary production and editing.
4. Learn about research mechanism and treatment of idea to transform into script
5. Evaluate documentary films.

Module	Course Content	Instruction Hours
<b>1</b>	Documentary writing-subset of Non-fiction film and video-subjectivity in storytelling-story basics-formats-documentary subject identification-Review of basic documentary videos.	<b>6</b>
<b>2</b>	Dramatic story-telling-Documentary story-Evaluation Story ideas - Developing the story-shots for documentary-Approaches in documenting-Review of documentary videos	<b>6</b>
<b>3</b>	Docu-fiction-Mocumentary-Experimental Videos-Popular documentary formats and Review of docu-fiction and experimental videos	<b>6</b>
<b>4</b>	Documentary research basics-Types of researches-Casting - Hosts and Narrators-Documentary proposal writing-case studies.	<b>6</b>
<b>Production and Post Production</b>		
<b>1</b>	Script-writing for documentary/educational/short-fiction/ advertisement programmes; Modes of presentation; Programmer research; Planning, budgeting and scheduling.	<b>6</b>
<b>2</b>	Screening and evaluation of typical programmes. Identifying and researching topics; Writing.	<b>6</b>
<b>3</b>	Introduction to video camera techniques.	<b>6</b>
<b>4</b>	Introduction to lighting; Shooting indoors/outdoors; Television studio operations/personnel.	<b>6</b>
<b>5</b>	Editing, Graphics, Audio techniques.	<b>6</b>
<b>6</b>	Production stages-pre-production/production/post-production.	<b>6</b>

ExaminationandEvaluationPattern:InternalAssessment15MarksandEndSemester  
Examination35