

दिनांक: 26.07.2018

**कार्यवृत्त**

आज दिनांक 26.07.2018 को विश्वविद्यालय के बैठक सूचना पत्र क्रमांक 256/अका./अम./पत्रकारिता/2018, दिनांक 25.07.2018 के अनुसार पत्रकारिता एवं जनसंचार विभाग के अध्ययन मण्डल की बैठक आयोजित की गई। बैठक में अध्यक्ष एवं निम्नलिखित सदस्य उपस्थित थे-

- |   |                      |
|---|----------------------|
| 1. डॉ. गोपा बागची, विभागाध्यक्ष, पत्रकारिता एवं जनसंचार विभाग | अध्यक्ष              |
| 2. प्रो. एस.के. बेहरा   | सदस्य/बाह्य विशेषज्ञ |
| 3. डॉ. अमिता, सहायक प्राध्यापक, पत्रकारिता एवं जनसंचार विभाग  | सदस्य                |
- (ई-मेल द्वारा सहमति प्राप्त हुई)

**Agenda-1:** पत्रकारिता एवं जनसंचार स्नातक/स्नातकोत्तर की पाठ्यक्रम (सीबीसीएस पद्धति से निर्मित) निर्धारण संबंधी विचार।

**Resolution:** बैठक के शुरू में अध्यक्ष महोदय ने बैठक के एजेंडे पर प्रकाश डाला तथा बैठक बर्बाद हेतु आमंत्रित किया।

1. पत्रकारिता एवं जनसंचार विभाग के स्नातक पाठ्यक्रम को सीबीसीएस पद्धति के अनुरूप तैयार करके दिनांक 11.07.2018 को ई-मेल के माध्यम से बाह्य विशेषज्ञ प्रो. एस.के. बेहरा को भेजा गया था। दिनांक 25.07.2018 को प्रो. एस.के. बेहरा ने सीबीसीएस पद्धति के अनुरूप तैयार स्नातक पाठ्यक्रम पर ई-मेल के माध्यम से अपनी सहमति व्यक्त की है। अस्वस्थता के कारण बाह्य विशेषज्ञ प्रो. एस.के. बेहरा आज बैठक में उपस्थित नहीं हो सके। उन्होंने डॉ. गोपा बागची, अध्यक्ष, अध्ययन मण्डल से फोन पर बर्बाद के दौरान अगस्त-2018 माह के तृतीय सप्ताह में अध्ययन मण्डल की बैठक हेतु उपस्थिति होने की सहमति दी है।
2. बैठक में उपस्थित अध्यक्ष एवं सदस्य ने सीबीसीएस पद्धति के अनुरूप तैयार स्नातक पाठ्यक्रम को शैक्षणिक सत्र 2018-19 से लागू करने की संस्तुति की।
3. एम.ए. (पत्रकारिता एवं जनसंचार) पाठ्यक्रम में आंशिक संशोधन किया गया, जिसे बैठक में उपस्थित अध्यक्ष एवं सदस्य ने अपनी सहमति व्यक्त की और संस्तुति की। अंक योजना में कोई परिवर्तन नहीं किया गया है। संशोधित पाठ्यक्रम शैक्षणिक सत्र 2018-19 से लागू करने की संस्तुति की गई।

*Bagchi*  
26/7/2018  
डॉ. गोपा बागची  
अध्यक्ष  
विभागाध्यक्ष  
H.O.D.

प्रो. एस.के. बेहरा  
सदस्य/बाह्य विशेषज्ञ

उपरोक्त बिंदुओं पर मुझसे  
किसी भी प्रकार की फीड-बैक  
नहीं हुआ ना ही बैठक विभाग में बर्बाद  
की अमिता को हुआ।  
सदस्य

पत्रकारिता एवं जन संचार विभाग  
Dept. of Journalism & Mass Commun  
गुरु गणेशदास विश्वविद्यालय,  
Guru Ghasidas Vishwavidyalaya,  
दिलीपपुर (छ.ग.) पिन - 495009  
Bilaspur (C.G.) PIN - 495009

सदस्य  
दोपहर ठीक  
मुझे विभागाध्यक्ष  
-युद्ध द्वारा सिर्फ  
हस्ताक्षर करने  
कहा गया।  
*Amita*  
26/07/18  
(3:00 PM)

GURU GHASIDAS VISHWAVIDYALAYA  
BILASPUR, CG  
COURSES OF STUDIES FOR  
M.A (JOURNALISM & MASS COMMUNICATION)

*(Effective from the 1<sup>st</sup> Semester, M.A. (J&MC) Admission during the Academic Session 2018-19)*

**COURSE PLAN**

The Syllabus has been designed in accordance with the guidelines provided by University Grants Commission. It is only applicable to the Department of Journalism and Mass Communication under the Chairman, Post Graduate Council, Guru Ghasidas Vishwavidyalaya, Koni, Bilaspur, CG, 495009 and shall come into effect from the Academic Session 2018-19. Under this Syllabus Master of Arts (Journalism and Mass Communication) examination consists of four Semesters. The 1<sup>st</sup> Semester shall cover the period from June to December and 2<sup>nd</sup> Semester from January to May during the first academic session. Similarly the 3<sup>rd</sup> Semester shall commence from June to December and 4<sup>th</sup> Semester from January to May of the second academic session.

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**COURSE STRUCTURE**  
**Master's Programme in**  
**Journalism & Mass Communication**

*Minimum Semesters allowed = 4 Semesters*

**PROGRAMME OBJECTIVES:**

1. To acquaint students with the theory and practice of Journalism and Mass Communication.
2. To impart training to the students in Print / Radio / Television / Web / Media Research. To put communication practices within the realm of Indian and Local cultural context

	Course Code	Core Course	Theory	Internal assessment	Total Marks
<b>Semester I</b>	JMC-CC – 101	History of Journalism	60	40	100
	JMC-CC – 102	Theories of Mass Communication	60	40	100
	JMC-CC – 103	Media Writing	60	40	100
	JMC-CC – 104	Print Media – I (Reporting)	60	40	100
	JMC-CC – 105	Print Media – II (Editing)	60	40	100
		<b>Total Marks</b>			<b>500</b>
		<b>Core Course</b>			


<b>Semester II</b>	JMC-CC – 201	Media Laws & Ethics	60	40	100
	JMC-CC – 202	Mass Communication Research	60	40	100
	JMC-CC – 203	Radio Communication	60	40	100
	JMC-CC – 204	TV Communication	60	40	100
	JMC-CC – 204	Internet Journalism	60	40	100
		<b>Total marks</b>			<b>500</b>

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		Core Course	Theory	Internal assessment	Total Marks
Semester III	JMC-CC – 301	Advertising & Public Relations			100
	JMC-CC – 302	Internship			100
		<b>Core Electives (Any 2 Courses)</b>			
	JMC-CE – 303	Women, Children and Media	60	40	100
	JMC-CE – 304	Human Rights & Media	60	40	100
	JMC-CE – 305	Film Studies	60	40	100
	JMC-CE – 306	Folk Media & Community Media	60	40	100
		<b>CBCT (Any one)</b>			
	JMC-CE – 307	Citizen Journalism	60	40	100
	JMC-CE – 308	Visual Communication and Photography	60	40	100
		<b>Total marks</b>			<b>500</b>

		Core Course	Theory	Internal assessment	Total Marks
Semester IV	JMC-CC – 401	Development Communication	60	40	100
	JMC-CC – 402	Global Communication	60	40	100
	JMC-CC – 403	Dissertation			100
		<b>Core Electives (Any 2 Courses)</b>			
	JMC-CE – 404	Community Radio	60	40	100
	JMC-CE – 405	Documentary Production	60	40	100
	JMC-CE – 406	Corporate Communication	60	40	100
			<b>Total Marks</b>		

1. L= Lecture, T=Tutorial, P= Practical, CH= Contact Hours.
2. **CBCT** - Choice Based Credit Transfer and open for the students of other Departments.
3. Students will undertake the Internship during the summer semester-break after completion of the Second Semester.
4. The Department offers for Allied Elective Courses of inter-disciplinary nature. A student is required to select any one of the following Allied Elective Courses and apply to the HoD in writing, expressing his/her interest. Considering majority of choices of the students and teaching facilities, the HoD in consultation with the teaching staff council may notify the Allied Elective Courses to be taught for that particular session. In this regard the decision of the HoD is final and binding.

  
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## SYLLABUS FOR SEMSTER-I

### JMC-CC - 101 - HISTORY OF JOURNALISM

#### Unit-I

Journalistic practices in ancient civilizations, Invention of printing press, News Books in United Kingdom, Growth of printing in India.

#### Unit-II

Origin of newspapers in India, Hicky's *Gazette*, Growth of language journalism and contribution of Raja Ram Mohan Ray, Bal Gangadhar Tilak and early struggle for freedom of press, Mahatma Gandhi and role of press during the freedom movement, Major trends in post-independence press in India.

#### Unit-III

Growth and development of press in Chhattisgarh, Problems and prospects, Renowned Journalist Of Chhattisgarh – Sri, Madhav Rao Sapre, Sri Swaraj Prasad Triwedi , Sri. Mayaram Surjan etc

#### Unit-IV

Chhattisgarhi Press: History, status, challenges and prospects of Chhattisgarhi Press, Present Scenario of Press in Chhattisgarh, Various awards in the field of Journalism in Chhattisgarh.

#### BOOKS FOR REFERENCE

1. International Commission for Study of Communication, *Many Voices, One World: Communication and Society, Today and Tomorrow*, London: Kogan Page, 1980
2. Krushnamurty, Nadgi, *Indian Journalism (Origin, Growth and Development of Indian Journalism from Ahoka to Nehru)*, Mysore: University of Mysore, 1967.
3. Natrajan, J, *History of Indian Journalism*, New Delhi: Publications Division, 2000 (2<sup>nd</sup> Reprint Edition).
4. Bhatt, S.C. *Indian Press since 1955*, New Delhi: Publication Division, 2000 (Reprint).
5. Press Council of India, *Future of Print Media: A Report*, New Delhi: Press Council of India, 2000
6. Jeffrey, Robin, *India's Newspaper Revolution*, New Delhi : Oxford, 200.
7. Rajan, Nalini: *21<sup>st</sup> Century Journalism in India*, New Delhi , Sage Publications, 2007.

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## **JMC-CC-102 THEORIES OF MASS COMMUNICATION**

### **Unit-I**

Human communication: meaning, definition, nature, process, elements; Verbal and non-verbal Communication; Types of communication settings-intrapersonal, interpersonal, small group and mass communication, characteristics of audience, Functions and characteristics of mass communication.

### **Unit-II**

Models of Communication: Aristotle, Lasswell, Shannon and Weaver, Osgood, Schramm, Dance, Berlo, Gerbner, Newcomb, Melvin, DeFleur, Westly and Mclean and Kincaid's convergence model.

### **Unit-III**

Theories of Communication: Magic Bullet Theory, Two-step flow and Multistep Flow, Agenda Setting, Individual difference theory, Selectivity and Gate-keeping, Diffusion of Innovation, Personal Influence theory, Cultivation theory.

### **Unit-IV**

Normative theories: Authoritarian, Libertarian, Communist media, Social Responsibility, Development media, Democratic participant theory, Media and communication policy in India, Communication convergence and its impact.

### **BOOKS FOR REFERENCE**

1. Ghosh, Subir. *Mass Communication Today*
2. Agarwal, Virbala. *Handbook of Journalism and Mass Communication*
3. Narula, Uma. *Handbook of Communication*
4. Narula, Uma. *Mass Communication Theories*
5. Mc.Quaill, Dennis. *Mass communication*
6. Narula, Uma. *Mass Communication-Theory & Practice*
7. Murty, D.V.R. *Media and Accountability- An overview*
8. Sharhe, Dhiraj. *Communication in the IT age*
9. De.Fleur, Melvin. *Human Communication*
10. Fiske, John. *Introduction to Communication Studies*
11. Ault, Emery, Agee. *An Introduction to Mass Communication*
12. Verma, Dr Shalini. *Body Language*
13. Rayndu, C.S. *Communication*
14. Vilanilam, J.V. *Mass Communication in India*
15. Rajan, Nalini. *21<sup>st</sup> Century Journalism in India*

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## **JMC-CC - 103 Media Writing**

This course is designed to impart skills of journalistic writing for different media platforms to the students. The course incorporates changes in the nature of media professions and the need to adapt to convergence of media productions and technologies and also to acquire the ability to work on multiple platforms.

### **Unit I**

**What is media writing?** Media writing as communication, engaging the reader. Research and writing, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing.

Principles of good media writings With revision of visual grammar, syntax and style. Drafting and revising.

### **Unit II**

**Ideas for writing,** Explaining ideas and processes, News structure, concept of inverted pyramid, lead paragraph, quotations and back grounding, Headlines and caption writing.

### **Unit III**

**Writing for Print:** Principles of news writing, News values, News story, Feature writing, types of feature, profile writing, book reviews and film reviews, writing columns. News sources, freelance, Writing for magazines - Writing for broadcast: Writing for eyes and ears.

### **Unit IV**

**Writing for Web:** Characteristics of web writing, technical writing, blogs, online journalism.

**Practical:** Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release.

### **Books**

1. Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.
2. Stovel J. (2006). *Writing for Mass Media*, 6<sup>th</sup> edition. Allyn and Bacon.

### **References**

1. Melvin Mencher (2006). *News Reporting and Writing*. 10<sup>th</sup> edition. McGraw-Hill.
2. Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.
3. Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.
4. Raman, Usha (2009). *Writing for the Media*, OUP.

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**JMC-CC - 104 - Print Media - I (Reporting)**

**Unit - I**

News: Definition, values, structure of news report, Lead writing and kinds of lead, Objectivity and sources, Qualities of a reporter.

**Unit I**

Reporting (a) Accident, (b) Crime, (c) Disaster, (d) Speech, (e) Politics, (f) Legislature, (g) Court, (h) Conflict, (i) Commerce, (j) Sports, (k) Gender, (l) Science, (m) Rural, (n) City life and (o) Human Interest Stories.

**Unit - III**

Interpretative reporting: purposes and techniques; Investigative reporting: purposes, sources, styles and techniques, Columns and columnists; Dairies, Obituary.

**Unit - IV**

Interviewing- kinds, purpose and techniques, Reviews and criticism: Films, TV programmes, dramas, Feature writing.

**BOOKS FOR REFERENCE**

1. Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.
2. Kamath, M.V. *Journalists Handbook*.
3. Srivastava, K.M. *News Reporting & Editing*
4. Fedlen, F. *Reporting for Print Media*
5. Charnley, Mitchell V. *Reporting*
6. Kamath, M.V. *Professional Journalism*
7. Puri, G.K. *Journalism*
8. Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

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**JMC-CC - 105 - Print Media - II (Editing)****Unit - I**

Introduction to printing technology. Offset printing method. Types and families of typefaces. Fundamentals of copy editing. Proof reading. Newspaper style sheet. Editing. Different types of copies: news agencies. Correspondents. Local reporters. Rural reporters. Press releases and publicity materials. Glossary of journalistic terms.

**Unit - II**

Newsroom organization. Editorial staff pattern and division of work. Edition planning. News Editor and Sub Editors: their role as gatekeepers. Contents of the editorial page: editorials, features, columns and letters to the editor, planning editorial content for magazines.

**Unit - III**

Headlines: types and techniques of writing, typography, Headlines for magazines. Principles of newspaper page make-up, mechanics of dummies, kinds of page layout, planning the front page and inside pages, designing special pages, supplements and tabloids. Designing magazine pages.

**Unit - IV**

Concept of photo journalism, types and sources, legal and ethical aspects of photography. Photo cropping and captioning, cartoons.

**BOOKS FOR REFERENCE**

1. Baskette, Floyd & Jack Sissors. New York: MacMillan Publishing Co. Inc, 1977.
2. Butcher, Judith. *Copy Editing* Cambridge: Cambridge University Press, 1975.
3. Keeble, Richard (Ed). *Print Journalism: A Critical Introduction*. London: Routledge, 2005
4. Harcup, Tony. *Journalism: Principles and Practice*, New Delhi: Vistaar Publications, 2005.
5. Saxena, Sunil. *Headline Writing*. New Delhi, Sage Publications, 2006.
6. Rivers, Willa m L. *News in Print : Writing & Reporting* New York : Harper & Raw Publishers Inc., 1984.
7. Mencher, Melvin. *News Reporting and Writing*. McGraw-Hill, 2006.

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## SYLLABUS FOR SEMSTER- II

**JMC-CC - 201 - MEDIA LAW AND ETHICS****Unit I**

**Indian Constitution** - Basic principles of the Preamble, Fundamental rights, freedom of speech and expression and their Reasonable Restrictions, Directives Principles of State Policy, provisions of declaring emergency and their effects on media.

**Unit II**

**Media Ethics** - Media's ethical problems including privacy, communal writing and sensational and yellow journalism, Conflict of Interest. Paid Journalism, Role of press or media councils, ombudsmen, Ethical reporting on Children.

**Unit III**

**Press Council of India and Press Commissions of India** - broad guidelines and codes. Accountability and independence of media. Covering Conflict and International Humanitarian law, Code of Conduct by Associations of Media professionals.

**Unit IV**

**Press Laws** - Contempt of Courts Act 1971 - civil and criminal, defamation, sedition, crime against women and children; obscenity; Official Secrets Act 1923, RTI, Press and Registration of Books Act 1867, Cinematography Act 1953, Prasar Bharati Act, Copyright Act, IT Act, Cable and Television Regulation Act.

**Textbooks**

1. Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.
2. Guha Thakurta, Paranjoy (2011). *Media Ethics: Truth, Fairness and Objectivity*, 2<sup>nd</sup> Second, New Delhi: OUP.
3. Manna, B. (2006). *Mass Media and Related Laws in India*, Academic Publishers.

**References**

1. Singh, P.P. et. al. (1998). *Media, Ethics and Laws*, Anmol.
2. Prabhakar, M. et. al. (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.
3. Fackler, Mark et. al. (1995). *Media Ethics -Cases and Moral Reasoning*, Longman.

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**JMC-CC - 202 - MASS COMMUNICATION RESEARCH****Unit I**

**Definition and Elements of Research.** Research methods and Approaches in Social Sciences. Mass media research and Scientific methods. Importance of communication research – Indian scenario. Formulation of research problem, review of literature, hypothesis, research design.

**Unit II**

**Qualitative and Quantitative Research Methods:** Ethnography, Ethno methodology, Symbolic Interactionism, Policy and archival research. Communication Policy Analysis. Analyzing Visual: still and moving images., grounded Theory, Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

**Unit III**

**Tools of Data Collection** – observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. 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, levels of measurement.

**Unit IV**

**Data Analysis and Report writing** – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – univariate, bi-variate, multi-variate tests of significance — central tendency –preparation of research reports/project reports/dissertations, Referencing and Citation Style.

**Textbooks**

1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
2. Wimmer and Domnick, (2011) *Mass Media 'Research: An Introduction*, 10<sup>th</sup> edition. Boston: Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.

**References**

1. Reinard, John C. (2006). *Communication Research Statistics*, California State University: Sage publication.
2. Fink, Arlene & Kos, J. B. (2005). *How to Conduct Surveys, A Step-By-Step Guide*, 3rd Edition. University of California: Sage publication.

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**JMC-CC - 203 - RADIO COMMUNICATION****Unit - I**

Development of radio as a medium of mass communication. Emergence of All India Radio. Growth of radio in the post-independence era. FM Radio: state and private initiatives. Radio broadcasting in Chhattisgarh.

**Unit - II**

Studio and operating facilities for radio programme production. AM and FM transmission, Internet Radio. Microphones and recorders. Field recordings and voice dispatches.

**Unit-III**

Evolving formats for radio programmes, role of demographics. News and current affairs, entertainment, business, sports, programmes for special audience and commercials. Organization of radio newsroom, structure and types of radio news bulletins. Writing radio scripts. Print punctuation vs. broadcast punctuation.

**Unit-IV**

Performers for radio: announcers, newscasters, commentators, talk show hosts and entertainers including disc jockeys. Broadcasting ethics, codes and social responsibilities Radio in education and development. Community Radio movement.

**BOOKS FOR REFERENCE**

1. Parthasarathy, Rangaswamy. *Here is the New*. New Delhi: Sterling Publishers Pvt. Ltd., 1994.
2. Chatterji, P.C. *Broadcasting in India*. New Delhi: Sage Publications, 1987.
3. Srivastava, K.M. *Radio and TV Journalism*.
4. Rabindran, R.K. *Handbook of Broadcast Journalism*.
5. Hilliard, Robert. *Radio Broadcasting*. New York: Long man.
6. Hansman, Carl, Philip Benoit & Lewis B. O'Donnell *Radio Production: production, programming and performance*. Belmont: Wadsworth / Thomson Learning, 2000.

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**JMC-CC - 204 - TELEVISION COMMUNICATION**

**Unit I**

Introduction to Television and visual composition - basic rules of composition, television aspect ratio, different video tapes and standards, different formats, classification of shots, basic movements of camera.

**Unit II**

Anatomy of Camera - different parts of camera, working of camera, support and accessories of camera, different Lenses for camera, focus, aperture, depth of field, shutter speed, summing up. Lighting- importance of lighting, visual treatment, different lighting methods, sources of light, different types of lights and Instruments for studio and out-door.

**Unit III:**

Sound- production equipment for sound, audio recording systems, functions of sound, types and uses of microphones, advantages of different microphones in shooting locations, sound effects.

**Unit IV**

Single Camera Production- understanding ENG and EFP, understanding pre-production, production and post-production, developing a news idea into a news story and Packaging, basic interviewing and news writing techniques, shot planning, coordination between cameraperson and the reporter, piece to the camera, cut-away and uses, shooting for written script, set design, editing news story, dubbing and subtitling sound bites, signature tune.

**BOOKS FOR REFERENCE**

1. Zettl, H.(2006). *Handbook of Television Production*. Wadsworth.
2. Shelley, S.L. (1999). *A Practical Guide to Stage Lighting*. Focal Press.
3. Srivastava, K.M. *Radio and TV Journalism*
4. Kaushik, S. *Introduction to TV Journalism*
5. Kumar, S. *Radio and TV Journalism*
6. Kumar, S. *Broadcast Journalism*
7. Rabindran, R.K. *Handbook of Broadcast Journalism*
8. Raiteni, Charles. *Writing for Broadcast News: A Story telling Approach to crafting TV and Radio News Reports*.
9. Masani, Mehar. *Broadcasting and the people*.

**References**

1. Compesi, Ronald J. and et.al. (1997). *Video field Production and Editing*. Allyn & Bacon.
2. Burrows, Thomas D. and et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

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**JMC-CC - 205 - INTERNET JOURNALISM**

**Unit - I**

Development of information technology and its impact on media, Evolution and growth of Internet, Internet penetration in India, Platforms for Internet Journalism.

**Unit- II**

Characteristics of Internet Journalism; Multimedia, Hypertext, Interactivity, Archives and Virtuality, Computer assisted reporting and editing, messaging through mobile phones, convergence.

**Unit -III**

Social Networking Sites: Twitter, Instagram, Facebook, LinkedIn, Broadcast news vs Print news, Feature of net: email, www, directories, Internet addressing; search engine optimization.

**Unit - IV**

Social Media, types of social media, future of social media in journalism. Citizen Journalism. Civil Society, Political Economy and the Internet, Advertising on the Internet, censorship.

**BOOKS FOR REFERENCE**

1. Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. New York, London: New York University Press.
2. Hassan Robert (2004). *Media, Politics and the Network Society*, Open University Press.
3. Hahn, Harley. *The Internet: Complete Reference*. New Delhi: Tata McGraw-Hill Publishing Company Ltd, 1997.
4. Sengupta, Aditya. *Electronic Journalism: Principles and Practices*. New Delhi: Author Press, 2006.
5. Sexena, Sunil. *Breaking News: The Craft and Technology of Online Journalism* New Delhi: Tata McGraw-Hill Publishing Company Ltd, 2004.
6. Ramanujam, Dr R.C. *Multimedia Journalism*, New Delhi: APH Publishing Corporation, 2006.

**References**

1. Hassan Robert, Thomas Julian (2006). *The New Media Theory Reader*. Open University Press.
2. Warschauer Mark (2004). *Technology and Social Inclusion: Rethinking the Digital Divide*. MIT Press (MA).
7. Marshall P David (2004). *New Media Cultures*, Hodder Stoughton Educational.
8. Hamelink Cees J. (2001). *Ethics of Cyberspace*. Sage Publications.

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## SYLLABUS FOR SEMSTER- III

### JMC-CC - 301 - ADVERTISING & PUBLIC RELATIONS

#### **Unit I**

Evolution and growth of advertising: Definitions, Preparing advertisements for various media, Theories and Models of Advertising – Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; advertising agency, various departments, agency-client interface.

#### **Unit- II**

Advertising campaign, product analysis, media planning, copy writing, various stages of creative process, advertising appeals, language of advertising. Brand management and brand positioning. Ethical and legal aspects of advertising, Apex bodies in advertising-AAAI, ASCI etc.

#### **Unit III**

Public Relations: Concept, definition, nature and scope. Public Relations and allied disciplines. Publicity, Propaganda; Historical development of Public Relations; Recent trends in PR. Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations.

#### **Unit IV**

Public Relations; Public opinion, Principles and methods of persuasion; Tools of Public Relations; Public Relations campaign for government and corporate sectors, PR Agencies and functions, PR Departments; Role, qualities and qualifications of PR executives, PR ethics and codes, PRSI.

### **BOOKS FOR REFERENCE**

1. Dr Varma and Agarwa I. *Advertising Management*
2. Vilanila m, J.V, and A.K.Verghese. *Advertising Basics*
3. Chunawala and Sethia. *Foundation of Advertising*
4. Chauhan. *Essentials of Advertising*
5. Mohan, Mahendra. *Advertising Management*
6. Jethwaney, Jaishri & Jain, Shruti (2012). *Advertising Management*. OUP.
7. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*. OUP.
8. Jethwaney, Jaishri N. & N.N. Sarkar. *Public Relations*. New Delhi: Sterling Publishers Pvt. Ltd.
9. Black, Sam. *Practical Public Relations*.
10. Sahai, Baldeo. *PR: A Scientific Approach*
11. Sardana, C.K. *The Challenge of P.R*
12. Kanl, J.M. *Public Relations in India*
13. Mehta, D.S. *Handbook of PR in India*



**JMC-CC – 302 - INTERNSHIP**  
**Internship (Minimum 4 weeks)**

Students will undertake a four-week internship in media and communication organisations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

**JMC-CE – 303 - WOMEN, CHILDREN & MEDIA**

**Unit-I**

Media and social issues, problems of girl child and women-female infanticide and feticide, child marriage; dowry, divorce, widowhood, rape, prostitution, domestic violence, problems elderly women,

**Unit-II**

Rights of children and adolescents, child labour, exploitation of children and reform process.

**Unit-III**

single women and working women, gender discrimination, media and women empowerment, Impact of media on women and children, women and children in advertising.

**Unit-IV**

Women as news makers, women and children's magazines, role portrayal of women in media, programmes on women and children on radio and TV, children's films, Women Journalists.

**BOOKS FOR REFERENCE**

1. Publication Division. *Women in Mass Media*
2. Kaplan, E. Ann; *Women & Film: Both sides of the Camera*, New York: Methnen, 1983.
3. Cowil, Elizabeth. *Representing the Women: Cinema and Psychoanalysis*. London: Macmillan Press Ltd, 1997.

G. Bagle



**JMC-CE – 304 - HUMAN RIGHTS & MEDIA****Unit-I**

Evolution of human rights, universal declaration of human rights, media and human rights in international perspective.

**Unit-II**

Thought and expression, freedom of speech and expression under Indian constitution, Freedom of press, right to know. Freedom of speech, right to privacy.

**Unit-III**

Writing on human rights-types of reports, sources of news, trends in Indian press, problems of writing about human right issues. Right to Information Act.

**Unit-IV**

The role of media in protecting human rights violations, investigative journalism, persuasive journalism and media activism. Media lobbying. Politics of Human Rights.

**BOOKS FOR REFERENCE**

1. Department of Public Affairs, United Nations. *Universal Declaration of Human Rights*.
2. Papademas, Diana (Ed). *Human Rights & Media*.
3. Guruswamy, S. *Human Rights & Gender Justice*
4. Kar, P.K and P.P. Panda. *Awareness of Womens Rights: Projection in Mass Media*

G. R. Singh

## JMC-CE - 305 - FILM STUDIES

### Unit-I

Origin and development of cinema-film language and theories, aesthetic theories, Soviet formalist theories, semiotic theories and ideological theories. Film and society, film movements, new wave films.

### Unit-II

film shooting, sound recording, set designing and set lighting, camera movements. Film crew- Director, Producer, Film star, Writer, Music director, Choreographer, Editor, Cinematographer, Art Director, Costume designer and others, Techniques of script writing.

### Unit-III

Film audiences, Film Censorship, Regulation and finance of film production, film magazines, film festivals, film awards, reviews of select Indian and foreign films.

### Unit-IV

Regional Cinema- history and technological developments, personalities of Regional cinema, cinema and local culture, problems of Chhatisgarhi cinema. Review of selected Chhatisgarhi films.

## BOOKS FOR REFERENCE

1. Robinson, David. *World Cinema: A Short History 11895-1980*. London: Eyre Methnen, 1973
2. Barnouw, Erik & S.Krishnaswamy. *Indian Film*. New York: Columbia University Press, 1963
3. Dickinson, Thorold. *A Discovery of Cinema*. London: Oxford University Press, 1971.
4. Robert, Stam & Toby Millev (Ed). *Film and Theory: An Anthology*. Malden : Blackwell Publishers Inc, 2000.
5. Andrew, J Dudley. *The Major Film Theories: An Introduction*. London: Oxford University Press, 1976.
6. Mast, Gerald & Marshall Cohen. *Film Theory and Criticism: Introductory Readings*. London: Oxford University Press, 1976.
7. Nichols, Bill (Ed). *Movies and Methods*. Calcutta: Seagull Books, 1993.
8. Mamer, Bruce. *Film Production Technique*. Belmont: Wadsworth/Thomson Learning, 2000.
9. Beltetini, Gianfranco. *The Language & Technique of the Film*. Hagne: Monton, 1973.
10. Bondanella, Peter (Ed). *Federico Fellini: Essays in Criticism*. New York: Oxford University Press, 1978.
11. Ray, Satyajit. *Our Films, Their Films*. Hyderabad: Orient Longman Ltd, 1976.
12. Ghatak, Ritwik. *Cinema and I*. Calcutta: Rupa & Co., 1987.
13. Hill, John & Gibson, Pamela Church. (2000). *Oxford Guide to Film Studies*. Oxford University Press.
14. Stam, Robert. (2000) *Film Theory: An Introduction*. BlackWell Publishers

G. Baglu

**JMC-CE – 306 - FOLK AND COMMUNITY MEDIA****Unit I**

**Culture and Tradition** -Meaning of Culture, Tradition, Folklore, oral tradition, Different Folk Media in India and Odisha, Devotional and religious forms, voicing public opinion and creating awareness through folk media.

**Unit II**

**Community:** Definitions, concept and characteristics of a community; Community norms, customs and institutions in contemporary India, Community social capital, Communities as stakeholders in development.

**Unit III**

**Understanding community media-** Case study of select community media initiatives. Community media in India and Chhatisgarh. **Community Radio in India:** Introduction, History and Recent development.

**Unit IV**

**Participatory techniques-** Community participation, Participatory data collection techniques.

**Practical** – Community media production in collaboration with a community in any format such as Street play, Puppetry, Radio, Video etc.

**Textbooks**

1. Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage
2. Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage

**References**

1. Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.
- Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang

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## JMC-CE-307 – Citizen Journalism

### Course Objectives:

- understand the similarities and differences between mainstream, alternative and citizen produced journalism
- know their ethical and legal responsibilities as content producers
- develop hands-on skills in using social media tools, such as blogs, Twitter, Flickr and YouTube.
- have a basic understanding of the state of journalism today

#### Unit-I

Citizen Journalism: Concept, Background, Basics of news selection, Interviews: type and techniques, Platforms for Citizen Journalism, Introduction to Social Media.

#### Unit-II

ICT in journalism, Social Collaboration: Virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing, Blogs, Copyright and Censorship: Threats Facing Open Source Journalism.

#### Unit-III

Cyber activism: Concept and Case Studies, Social Collaboration: virtual community, wikis, instant messaging, collaborative office and crowd sourcing, Social publishing: Flickr, Youtube, Sound cloud.

#### Unit-IV

Web design, integrating multimedia content, Audio clips, Podcasting and citizen Journalism, basics of digital photography and basics of videography.

#### Practical -

Creating and designing Blogs, developing web designs, Cell phone reporting, Publishing multimedia content in the internet and web version of lab journals.

#### References:

1. Citizen Journalism, Global Perspectives. Stuart Allan and Einar Thorsen (Eds). NY: Peter Lang, 2009.
2. Readings: Text: Citizen Journalism, Global Perspectives, Chapters 15 & 18.
3. Text: Citizen Journalism, Global Perspectives. Chapters 2, 3 & 4. Online: Social Media, Human Rights, and Political Change by Sarah Joseph
4. *We the media: grassroots journalism by the people for the people* by Dan Gillmor. 1st edition, July 2004.
5. *We've got blog: how weblogs are changing our culture*. Perseus publishing
6. Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.
7. Mirabito, M., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press
8. Ward, M.(2002). Journalism Online, Focal Press.
9. Citizen Witnessing: Revisioning Journalism in Times of Crisis. Stuart Allan, NY: Peter Lang, 2013.

*G. Joseph*

### **JMC-CE-308 VISUAL COMMUNICATIONS AND PHOTOGRAPHY**

The course aims at helping the students to understand the importance of visuals and graphics in communication. It introduces students to communicate effectively and create powerful messages through visuals. The theoretical aspects of visual communication and the principles of design are dealt elaborately. In addition students would be taught the basics of photography.

#### **Unit I**

**Concept of Art:** What is Art? Structure, Form and Meaning of Art, Art as Commerce, Art as Commodity, Reality and constructed Images

#### **Unit II**

**The Visual Image** - Visual modes of communication. The visual elements- space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity. Perception- depth, height etc. Creative process- the ability to create, transform and arouse curiosity.

#### **Unit III**

**Theories of Visual Communication**- its application in analyzing visual elements in media. Visual analysis: Introducing Semiotics, Interpreting images from different perspectives.

#### **Unit IV**

**Photography**-history, principles of photography, Pinhole camera, basics of camera operation, parts of the camera, Digital versus Analogue camera, SLR, Point and Shoot camera.  
**Basic elements of Composition**, Perspectives, Depth of field, Rule of the third, Focal length. Types of Lenses- normal, wide, telephoto, filters. Branches of photography- Nature, Still, Architecture, Wedding, Sports, Photo Journalism etc. Basics of Typography, selection and combination of fonts, color for fonts, using fonts for different forms of media.

**Practical:** Posters/Brochure design, and Photography exhibition

#### **Textbooks**

1. Smith Kenneth L., et.al. (2011). *Handbook of Visual Communication: Theory, Methods, and Media*. Routledge.
2. Messaris, Paul (1996). *Visual Persuasion – Role of Images in Advertising*. Sage.

#### **References**

1. Hodge, Gavin, et. al. (1990). *In Introduction to Photography*. Sandstone Publishing.
2. Wileman, Ralph E. (1993). *Visual Communicating*, Educational Technology Publication.
3. Bergstrom, Bo. (2009). *Essentials of Visual Communication*. Thames and Hudson.
4. Drew, Helen. (2005). *The Fundamentals of Photography*. AVA Publishing.
5. McCartney, Susan. (2001). *Mastering the Basics of Photography*. Allworth Press.

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## SYLLABUS FOR SEMSTER- IV

### JMC-CC - 401 - DEVELOPMENT COMMUNICATION

#### **Unit I**

Development: concept, process and approaches; role of communication; paradigms; concept and models of Development Communication.

#### **Unit II**

Strategies and tools in Development Communication; social, cultural and economic barriers to Development Communication; Democratic Decentralization-Planning at national, state and regional levels.

#### **Unit III**

Diffusion of Innovations; Role of media in Development Communication-print, electronic and folk media.

#### **Unit IIII**

Designing messages for Development Communication; Alternative Media; Community Newspapers; Multi-media approach to Development Communication.

#### **BOOKS FOR REFERENCE**

1. Narula, Uma. *Development Communication*.
2. Murty, DVR. *Development Communication-Theory & Practice*.
3. Gupta, V.S. *Communication Technology, Media Policy and National Development*.
4. Mody, Bela. *Designing Messages for Development Communication*.
5. Mathur, K.B. *Communication for Development and Social change*.
6. Gupta, V.S. *Communication, Development and Civil Society*.
7. Joshi, Uma. *Understanding Development Communication*.
8. Gupta, V.S. *Communication and Development*

G. Bagchi

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**JMC- CC-402 –Global Communication**

This course aims to give the theories of perspectives of communication as applied in political fields and also at international level so as to understand the role of communication both in resolving international disparities and reinforcing the existing power relations between and within nations. The course in fact, is designed combining what was seen as two different perspectives into one course because of the changing global and national communication and media context and commonalities in theoretical trajectories.

**Unit I**

**International dimensions of Political Communication.** Globalization of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication.

Communication as a human right – UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

**Unit II**

**Introduction to identity politics and its relation to nation-building** - local assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns - conflict of interests between economic and environmental concerns.

**Unit: III**

**Political, Economic and Cultural dimensions of International Communication** - communication and information as a tool of equality and exploitation, international news flow, imbalance in media growth – international, regional and internal disparities. Impact of ICT on news flow, information super highways – international telecommunication and regulatory organizations.

**Unit: IV**

**UNESCO's efforts in removal of Imbalance in News flow** – NWICO, MacBride Commission's report, NANAP, Issues in international communication, democratization of information flow and media systems, cultural imperialism – criticisms; violence against media persons, transnational media ownership and issues of sovereignty and security.

**Textbooks**

1. Thussu, Daya Kishan (2006). *International Communication: Continuity and Change*, 2<sup>nd</sup> second. Hodder Arnold Publication.
2. Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.

**References**

1. Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books.
  2. Seator, Jean. (1998). *Politics and the Media*, Blackwell.
  3. Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.
- Thussu, DayaKishan (2009), *International Communication: A Reader*, Routledge

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JMC-CC - 403- DISSERTATION & VIVA-VOCE

Every student will have to prepare a dissertation in any area of Journalism and Mass communication detailed in the curriculum under the guidance of faculty members. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavor to create new knowledge in any area of Journalism and Mass Communication. The guide(s) to supervise such dissertations will be appointed by the Head of the Department from among the faculty members of the Department. The guide(s) should certify that the dissertation is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department within clear 15 days (including holidays) before commencement of the Fourth Semester examination for onward transmission to the Controller of Examination. The students at their own cost should carryout preparation of the dissertation. The dissertation will be evaluated both by the internal and external examiners and marks shall be communicated to the Controller of the Examination through the Head of the Department.

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**JMC -CE-405- DOCUMENTARY PRODUCTION**

The course is designed to enable students to make documentary films. They would have an understanding on fiction and non-fiction in film language, also the social relevance of documentaries in the society. The students are exposed to theoretical understanding of the production techniques and types of documentaries, production and post-production of documentaries.

**Unit I**

Introduction to Non-fiction- Introduction, understanding the Non-fiction genre, History of actualities, Types of documentaries, early documentaries.

**Unit II**

Production process of Documentary- Pre-production of documentary, Approaches to documentary production, Developing Ideas, Research on the subject, Recce, zeroing on the subject, Development of script, Scheduling, Budgeting.

**Unit III**

Essential elements of Script- understanding the Visual elements, modes of recording the Sound, and understanding the sound elements, different approaches to the Story and its elements, understanding the Point of view.

**Unit IV**

Production of Documentary- Field production of documentary, Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews, understanding the role of interviewee, different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities.

**Unit V**

Post- Production- Types of editing software's, Logging to system, Shots identification, rough cut, Final cut, Use of narration, importance of music, use of effects, titling, advantages of subtitling acknowledgments.

**Practical – Shooting and Editing**

**Textbooks**

1. Rabinger, Michael (1998). *Directing the Documentary*, Focal Press.
2. Zettl, H.(2006) *Handbook of Television Production*, Wadsworth.

**References**

1. Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.
2. Compesi, Ronald J et.al (1997) *Video field Production and Editing*, Allyn & Bacon
3. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

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**JMC-CE-404 COMMUNITY RADIO**

This is a practical oriented course designed with a view to provide the students an understanding of the concept and process of Community Radio Broadcasting. The course will introduce to the latest developments in the field of Community Radio. The main emphasis of the course will be on production with the involvement of the local community.

**Unit I**

Need, Origin, Concept, Philosophy and Policy of CRS. CR as an alternative mass medium.

**Unit II**

CRS worldwide, AMARC, Different Forums of CRS, Role of CR in development.

**Unit III**

Growth and development of CR in India, CR in Chhattisgarh, Community Radio versus Campus Community Radio, News and Current Affairs in Community Radio in India.

**Unit IV**

Production Techniques in CRS, Studio layout, Outdoor Broadcast, Narrow casting.

**Practical**

Students would plan, produce and broadcast programmes of different genres in coordination with various communities in the broadcast area.

**Textbooks**

1. Tabing Louie. (2002). *How to do community radio*. Unesco Publication, New Delhi.
2. Fraser, Colin & Estrada Rastrepo Sonia. (2001). *Community Radio Handbook* UNESCO

**References**

1. Andrew Boyd., Peter Stewart & Ray Alexander. *Broadcast Journalism*. Focal Press, New York and London
2. Pavarala, V & Malik, K. (2007) *Other Voices -Struggle for community Radio in India*. Sage.

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## **JMC-CE – 406 - CORPORATE COMMUNICATIONS**

### **Unit I**

**Corporate Communication** – Defining Corporate Communication, evolution of Corporate Communication, roots of Corporate Communication in India, Corporate Communication vis-à-vis Public Relations, Scope, functions, trinity in Corporate Communication.

### **Unit II**

**Media Relations** - Understanding media relations, Benefits of media relations, Public Relations and Media, Media Relations tools and techniques, Essentials of Media Relations, Writing for media and media relations.

### **Unit III**

**Corporate Reputation Management and Crisis Communication** – Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Facing crisis, kinds of crises, and the basics of crisis management. Crisis management - crisis vs. problem, typology of crisis phases, Guidelines for preparedness and planning, Crisis Response Strategy.

### **Unit IV**

**Various applications of Corporate Communication** - Community Relations and CSR, Employee Communication, Investor Relations, Government Relations, Customer, dealer and vendor relations, Corporate Communication in Brand Promotion, IMC.

### **Unit V**

**Legal, Ethical issues and emerging Trends** –Corporate Communication and ethics, Legal aspects of Corporate Communication, Corporate laws, Professional bodies in PR/ Corporate Communication – PRSI, IPRA, Professional code of ethics; new trends in PR, digital platforms, Social Media.

### **Textbooks**

1. Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*, Oxford University Press.
2. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.

### **References**

1. Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.
2. Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*.

