

List of Courses Focus on Employability/Entrepreneurship/
Skill Development

Department : Journalism and Mass Communication

Programme Name : B.A. in JMC

Academic Year : 2020-21

List of Courses Focus on Employability/ Entrepreneurship/Skill Development

| Sr. No. | Course Code | Name of the Course |
|---------|-----------------|------------------------------------|
| 01. | SS/EC/C-501 | Global Media and Politics |
| 02. | SS/EC/C-502 | Advanced Broadcast Media |
| 03. | SS/EC/DSE-501/A | Media Industry and Management |
| 04. | SS/EC/DSE-501/B | Print Journalism and Production |
| 05. | SS/EC/DSE-502/B | Media, Gender and Human Rights |
| 06. | SS/EC/C-601 | Advanced New Media |
| 07. | SS/EC/C-602 | Communication Research and Methods |
| 08. | SS/EC/DSE-603/A | Multimedia Journalism |
| 09. | SS/EC/DSE-603/B | Introduction to Film Studies |
| 10. | SS/EC/PD | Development Journalism |

Scheme and Syllabus

| Course (SEC -2) | | | | | |
|--|---|---|--|------------------|------------|
| SUMMER Internship: 15 days (Optional) | | | | | 28 28 |
| | | Swayam Swachhta / NSS / Industrial/ others | | 2 | 100 |
| V | Core-11 | | | | |
| | Core -11 Tutorial | | Global media and Politics | 5 | 5 |
| | Core -12 | | Tutorial-11 based on Core-11 | 1 | 1 |
| | Core -12 Tutorial | | Advanced Broadcast Media | 5 | 5 |
| | Discipline Specific Elective (DSE-1) | SS/EC/DSE-501A | Tutorial-12 based on Core-12 | 1 | 1 |
| | DSE-1 - Tutorial | | A. Media Industry and Management B. Print Journalism and Production | 5 | 5 |
| | Discipline Specific Elective (DSE-2) | | Tutorial-1 based on DSE-1 | 1 | 1 |
| | DSE-2 - Tutorial | | A. Photography B. Media, Gender and Human Rights | 5 | 5 |
| | | Tutorial-2 based on DSE-2 | 1 | 1 | |
| | | | 24 | 24 | |
| VI | Core-13 | | Advanced New Media | 5 | 5 |
| | Core -13 Tutorial | | Tutorial-13 based on Core-13 | 1 | 1 |
| | Core -14 | | Communication Research and Methods | 5 | 5 |
| | Core -14 Tutorial | | Tutorial-14 based on Core-14 | 1 | 1 |
| | Discipline Specific Elective (DSE-3) | | A Multimedia Journalism B Introduction to Film Studies | 5 | 5 |
| | DSE-3 - Tutorial | | Tutorial-3 based on DSE-3 | 1 | 1 |
| | Discipline Specific Elective (DSE-4) + DSE-4 - Tutorial Or Dissertation/ Project work followed by seminar | SS/EC/PD | A Development Journalism B Dissertation | 5+1=6 Or 5 | 6 |
| | | | Viva-Voce | +1=6 | |
| | | | 24 | 24 | |
| TOTAL Credits | | | 152 + 4 (SI) | | |

As per UGC CBCS guidelines, University / departments have liberty to offer GE and SEC courses offered by any department to students of other departments. The No. of GE course is four. One GE course is compulsory in first 4 semesters each. In present scheme it is proposed to have minimum two GE courses (from one subject) in first two semester after which student shall change two GE for another subject in IIIrd and IVth semester, so that all the student can have exposure of one additional subject. (Subject to approval by the competent authority)

G. Bagchi
26/7/18

SEMESTER V

C11 Global Media and Politics

Course contents:

Unit I:

Media and international communication: The advent of popular media- a brief overview Propaganda in the inter-war years: Radio and international communication

Unit II:

Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America Communication debates: NWICO, McBride Commission and UNESCO ,Unequal development and Third World concerns: North-South, Rich - Poor

Unit III

Global Conflict and Global Media, World Wars and Media Coverage post 1990: Rise of Al Jazeera, The Gulf Wars: CNN's satellite transmission, embedded Journalism, 9/11 and implications for the media

Unit IV:

Media and Cultural Globalization, Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language, Local/Global, Local/Hybrid

Unit V:

Media and the Global market, Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide ,Media conglomerates and monopolies: Ted Turner/Rupert Murdoch ,Global and regional integrations: Bollywood, Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Suggested readings:

- DayaKishanThussu. *International Communication: Continuity and Change*, Oxford University Press ,2003.
- Yahya R, Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow ~ *Many Voices One World* Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and FrancisPublication, 2012.
- DayaKishanThussu. *War and the media : Reporting conflict 24x7*, Sage Publications,2003.
- Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press,2003.
- Yadava, J.S. *Politics of news*, Concept Publishing and Co.1984.
- ZahidaHussain and Vanita Ray. *Media and communications in the third world countries*,Gyan Publications,2007.
- Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.

Internal Assessment:

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

G. K. S. L.

C12 Advanced Broadcast Media

Course contents:

Unit I-

Public Service Broadcasting, Public Service Model in India (Policy and laws), Global Overview of Public Service Broadcasting, Community Radio, Community Video, Participatory Communication, Campus Radio

Unit II-

Private Broadcasting, Private Broadcasting Model in India; Policy and Laws, Structure, Functions and Working of a Broadcast Channel, Public and Private partnership in television and Radio programming (India and Britain case studies)

Unit III:

Broadcast Genres- Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.

Unit IV:

Advanced Broadcast Production I - (Radio), Writing and Producing for Radio Public Service Advertisements, Jingles, Radio Magazine shows

UNIT V –

Advanced Broadcast Production II - (Television), Mixing Genres in Television Production-. Music Video for social comment/as documentary, Mixing ENG and EFP, Reconstruction in News based Programming

Suggestive projects

- Script writing
- Presentation of experimental genre in Radio/ TV
- Presentation about PSBT and such organizations.
- Script on Music Presentation
- Presentation of Commercial Channel functions.
- Presentation on global broadcasting models & Indian Broadcasting Models

Readings

A. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)

B. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212

C. Ambrish Saxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) . Pg- 92-138, 271-_____307

D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier,FocalPress ,2012) 3-17, 245-257, 279-286

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COURSE 1: (Elective Discipline Specific) Semester V

Media Industry and Management I

Course contents:

UNIT - 1

Media Management: Concept and Perspective

- Concept, origin and growth of Media Management
- Fundamentals of management
- Management School of Thought

UNIT - 2

Media Industry: Issues & Challenges

- Media industry as manufacturers- Manufacturing Consent, news and content management.
- Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
- Changing Ownership patterns

UNIT - 3

Structure of news media organizations in India.

- Role responsibilities & Hierarchy
- Workflow & Need of Management
- Shift Patterns, Circulation & Guidelines

UNIT - 4

Media Economics, Strategic Management and Marketing

- Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

UNIT - 5 Case Studies

- Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.

• Indian and International Media Giants- Case Studies

Suggested Readings

- Vinita KohliKhandeka, Indian Media Business, Sage
- PradipNinan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. Lavine and Daniel B. Wackman, Managing Media Organisation

DSE 2 (Elective Discipline Specific) Semester V

Print Journalism and Production

Course contents:

Unit 1:

Specialized Reporting, Business/economic, Parliamentary, Political

Unit 2:

Trends in Print journalism, Investigative journalism/ Sting operations and related case studies
Impact of Technology on newspapers and Magazines, Ethical debates in print journalism: ownership and con

Unit 3:

Production of Newspaper, Principles of Layout and Design: Layout and format, Typography, Copy preparat
Design process (size, anatomy, grid, design), Handling text matter (headlines, pictures, advertisements) Page
up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 4

Technology and print, Modern Printing Processes, DTP (Desk top publishing)/software for print (Quark Expr
Adobe Photoshop, Adobe InDesign etc.), Picture Editing and Caption Writing,

Unit 5:

Advanced Newspaper and Magazine Editing, Classification of Newspapers and Magazines
Current trends in Newspapers and Magazines with respect to content, Photographs and Cartoons in Newspape
Magazines

Suggested Readings

1. *Editing: A Handbook for Journalists* – by T. J. S. George, IIMC, New Delhi, 1989
2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. *Professional Journalism*, by M.V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N.N. Sarkar, Oxford University Press

DSE 4 (Elective Discipline Specific) Semester V

Media, Gender and Human rights

Course contents:

Unit I

Media and the social world, Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

Unit II

Gender Conceptual Frameworks in Gender studies, Feminist Theory, History of Media and Gender debates in India (Case studies), Media and Gender - Theoretical concerns., Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, "Public sphere" of the disempowered?

Unit III

Media and Social Difference: class, gender, race etc. Genres – Romance, Television, Soap Opera, Sports
Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

Unit IV

Media and Human Rights, Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Right, Human Rights and Media (Case Studies)

Presentation: Representation of Human Rights issues and violations in International and media

Essential Readings

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137

Readings:

1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thames Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening

SEMESTER VI

C13 Advanced New Media

Course contents:

UNIT 1

Basics of New Media Frameworks – Genres and Environments, Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality, et al.; guerrilla media; festival, media spaces

UNIT 2

Sociology of the Internet and New Media Social Construction of Technology, Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.

UNIT 3

Critical New Media ,Who controls New Media, Questions surrounding net neutrality and related issues. Surveillance and the state, Cyber security and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.

UNIT 4

Participatory culture, Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media- digital media and identities, new media campaigns.

UNIT 5

Project and Production ,Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and micro blogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening

Things to Do:

1. Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge.
2. They must also undertake a web based art project or installation where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution.
3. An observational field project on use of new media in Panchayats/rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended.
4. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign.

Readings:

“New Media and New Technologies” by Lister Dovey, Giddings, Grant & Kelly, (2003).
Rosen, J. “The People Formerly Known as the Audience” What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.

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C14 Communication Research and Methods

Course contents:

Unit I –

Introduction to Research-Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II –

Methods of Media Research, Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III –

Sampling-Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV-

Methods of analysis and report writing, Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography, Writing the research report

Unit V –

Ethnographies and other Methods, Readership and Audience Surveys, Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

Readings:

- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies*, Routledge Publications, 1982.
- David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.
- Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods: Audiences, institutions, Texts*. New York: Palgrave

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SEM VI

DSE 5: Multi-Media Journalism

Course contents:

Unit 1

Introduction to Multimedia, Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit 2

Print Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.

Unit 3

Photograph

Photo on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. placements & Visual Design

Unit 4

Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5

Mobile journalism

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer. Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.

Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.

Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson, 2005.

Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006.

PSE 6:

Introduction to Film Studies

Course contents:

Unit I -

Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Genre and the development of Classical Hollywood Cinema

Unit II -

Film Form and Style, German Expressionism and Film Noir, Italian Neorealism , French New-Wave

Unit III -

History of Chhattisgarhi Cinema, problems and prospects of Chhattisgarhi Cinema, Future of Chhattisgarhi cinema

Unit IV -

Hindi Cinema, Early Cinema and the Studio Era 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave, Globalisation and Indian Cinema, Film Culture

Recommended Screenings or clips

Unit I

- o *Rear Window* by Alfred Hitchcock (Language of Cinema)
- o *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema)
- o *Pather Panchali* by Satyajit Ray
- o *The hour of the Furnaces* by Fernando Solanas

Unit IV

- o *Nishant* by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
- o *Pyasa* by Guru Dutt

Suggested Readings:

- Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol.1* Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in *Ideology of Hindi Film* by Madhava Prasad.. New Delhi: Oxford University Press. 1998
- Global Bollywood* by Anandam P. Kavoori and Aswin Punanthebekar Eds. New York: New York University Press. 2008

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DSE 7:

Development Journalism

Course contents:

Unit 1

Concept of Development

The meaning of development; first world, second world and third world; models of development, major development paradigms - dominant paradigm - its rise and fall - alternative paradigm - participatory approach.

Unit 2

Development Journalism, Definitions, nature and scope, evolution of development journalism, agriculture extension, development support communication, information dissemination and education, behavior change, social marketing, social mobilization, Communication for social change, media advocacy, new age media and development journalism, Participatory development journalism development journalism pre and post liberalization

Unit 3-

Development stories: Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads. Research and planning, Developing a strong news sense, recognizing a good story, packaging of the development story, development feature writing. Conflict of interests, mobilizing support for development.

Unit 4-

Media specific development coverage: The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines, Development communication agencies and websites.

Unit 5-

Issues in development: Economic development, liberalization, privatization and globalization. Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport.

Suggested Readings:

Manual of Development Journalism - Alan Chalkley.
Participatory Communication, Working for change and development - Shirley A. White, K
Sadanandan Nair and Joseph Ascroft.
Development Communication and Media Debate - Mridula Meneon.
India, the Emerging Giant - Arvind Panagariya.
Participatory Video, Images that Transform and Empower - Shirley A. White
(Editor).

C. Raju