

**Central University of Punjab, Bathinda**



**Course Scheme & Syllabus**

**Department of Mass Communication and Media  
Studies**

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

**Session: 2018-20**

### Semester-I

Course Code	Course Name	Course Type	L	T	P	Total credits
JMC.506	Introduction to Communication	Compulsory Foundation	4	---	---	4
JMC.507	History of Media	Core	3	1	---	4
JMC.508	Writing for Media	Core	4	---	---	4
JMC.509	Basics of Photography	Core	2	---	---	2
JMC.510	Writing for Media Practical	Practical	----	---	2	1
JMC.511	Basics of Photography Practical	Practical	----	---	2	1
	IDC(from other disciplines )		2	--	--	2
	Value-based Course		1	--	--	1
<b>Discipline Electives (to choose any one)</b>						
JMC.512	Media Management		3	--	--	3
JMC.513	Traditional Media		3			3
	Total Credits					22

### Semester-II

Course Code	Course Name	Course Type	L	T	P	Total Credits
JMC.521	Introduction to Communication Research	Compulsory Foundation	4	----	----	4
JMC.522	Reporting & Editing	Core	4	----	----	4
JMC.523	Television Production	Core	4	---	----	4
JMC.524	Advertising and Public Relations	Core	4	...	....	4
JMC.525	Reporting and Editing Practical	Practical	---	----	4	2
JMC.526	Television Production Practical	Practical	---	----	4	2
	IDC(from other disciplines )		2	--	--	2
<b>Discipline Electives (to choose any one)</b>						
JMC.527	Page Make Up and Layout Designing		3	--	--	3
JMC.528	Political Reporting		3			3
	Total Credits					25

### Semester-III

Course Code	Course Name	Course Type	L	T	P	Total Credits
JMC.551	Development Communication	Core	4	--	----	4
JMC.552	Advanced Theories of Communication and Research	Core	4	----	----	4

JMC.553	Radio Production	Core	2	----	---	2
JMC.554	New Media-I	Core	2	----	----	2
JMC.555	Radio Production Practical	Practical	---	--	4	2
JMC.556	New Media-I Practical	Practical	---	--	2	1
JMC.599	Research Project	Research Project	---	6	---	6
JMC.543	Seminar-I	Seminar	---	1	---	1
<b>Discipline Electives (to choose any one)</b>						
JMC.557	International Communication/MOOC		3	--	--	3
JMC.558	Audio Video Editing		3	--	--	3
	Total Credits					24

### Semester-IV

	Paper	Course Type	L	T	P	Total Credits
JMC.571	New Media-II	Core	2	--	--	2
JMC.572	Media Laws & Ethics	Core	4	--	--	4
JMC.573	New Media-II Practical	Practical	--	--	2	1
JMC.599	Research Project		--	6	--	6
JMC.544	Seminar –II		--	1	--	1
JMC.574	Internship	Internship	--	--	--	4
	Value-based Course		1	--	--	1
<b>Discipline Electives (to choose any one)</b>						
JMC.575	Documentary and Film Production		3	--	--	3
JMC.576	Cinema Studies		3	--	--	3

### Interdisciplinary Courses

Course Code	Paper	L	T	P	Total Credits
JMC.514	Basics of Photography	2	----	----	2
JMC.529	Introduction to Journalism	2	----	----	2

### JMC.506 Introduction to Communication

#### Objectives of the course:

- Introduce students to evolution of human communication, its concepts, origin and development.
- Make them familiar with various elements, types, functions and process.
- Introduce them to various Communication theories and models communication
- Make them familiarise with the contrast of western and eastern perspectives of communication.

**Unit I Introduction of Communication** **15 hours**

- Evolution of human communication
- Elements and functions of communication
- Various levels and forms of communication
- Communication barriers, seven Cs of communication

**Unit II Models of Communication** **15 hours**

- Aristotle's model, SMCR model, Lasswell's model (1948), Braddock's model (1958)
- Shannon and Weaver's model (1949), Schramm & Osgood's model (1954)
- Newcomb's model (1953), Gerbner's model (1956), Berlo's model (1960)
- Dance's model (1967), Westley MacLean's model (1957), Spiral of Silence model (1974), Convergence model (1981), Ecological Model (2004)

**Unit III Theories of Communication** **15 hours**

- Individual Difference theory – Selective Exposure, Selective Attention, Selective Perception and Selective Retention
- Personal influence theories - Two-step flow and Multi-step flow
- Sociological theories – Cultivation theory, Agenda Setting theory, Diffusion of Innovation
- The Uses and Gratification theory, Dependency theory, Critical theory, Behavioural Theory

**Unit IV Asian Perspectives of Communication** **15 hours**

- Concepts of communication in ancient Indian texts
- The concept of *Sadharanikaran*
- Modern Indian thoughts on communication
- Asian perspectives of communication

**Suggested Readings**

1. Denis McQuail, Mass Communication Theory, Sage Publication, 2010
2. R. John Bittner, Mass Communication, an introduction, Theory and practice of mass media in society, Prentice Hall, 1989
3. Rowland Lorimer and Paddy Scannell, Mass Communications: A Comparative Introduction, Manchester University Press, 1994
4. Melvin DeFleur, Understanding Mass Communication: A Liberal Arts Perspective, Houghton Mifflin (T) Publisher, 1993
5. Arthur Asa Berger, Essentials of Mass Communication Theory, Sage Publication Inc, 1995.
6. VijayaSomasundaram, Principles of Communication, Authors Press, 2006.
7. Uma Narula, Dynamics of Mass Communication (Theory and practice), Atlantic Publisher, 2006.
8. समकालीन संचार सिद्धांत, सुष्मिता बाला, डीपीएस पब्लिशिंग हाउस, नई दिल्ली, 2007
9. जनसंचार विश्वकोष, प्रो. रमेश जैन, नेशनल पब्लिशिंग हाउस, नई दिल्ली, 2007
10. जनसंचार माध्यमों का वैचारिक परिपेक्ष, जवरीमल्ल पारख, ग्रंथ शिल्पी, नई दिल्ली, 2000

**Web Resources:**

1. [www.zeepedia.com](http://www.zeepedia.com)
2. [www.manage.gov.in](http://www.manage.gov.in)
3. [www.sagepub.in](http://www.sagepub.in)

**JMC.507 History of Media****Objectives of the course:**

- Introduce students to evolution of Press in India.
- Make them familiar with various phases of Indian Cinema.
- Introduce students with the growth and development of Electronic Media.
- Analysing the various phases of history of media India.

**Unit I: Newspapers****15 hours**

- Origin and growth of newspapers in India - pre and post-independence era
- Introduction to main newspapers and pioneers of Indian journalism
- Development of Indian and global news agencies
- Growth of magazines in India

**Unit II: Cinema****15 hours**

- Early days of Indian cinema: silent era and talkies
- Major trends in the history of Indian cinema
- Significant movements in Indian and world cinema
- Introduction to Indian documentaries

**Unit-III Radio****15 hours**

- Growth and development of All India Radio
- Development of private FM channels
- Main radio personalities and programmes
- Community Radio stations in India

**Unit-IV Television and New Media****15 hours**

- Growth and development of Doordarshan, SITE and Kheda Project
- Chanda Committee, Verghese Committee, Joshi Committee, Vardhan Committee etc.
- Growth of private television channels, cable and DTH industry
- Growth of computers and internet, telecommunications revolution, music industry

**Suggested Readings**

1. J. Natarajan, History of Indian Journalism, Publication Division, 2000
2. Rangaswamy Parthasarathi, Journalism in India, Sterling Publishers, 1989.
3. Report of First Press Commission, (1952-54).
4. Report of Second Press Commission, (1980-82).
5. P. C.Chatterjee, Broadcasting in India, Sage, New Delhi, 1990

6. Robin Jeffrey and Assa Doron, Cellphone Nation, Hachette Publisher, 2013
7. DevVrat Singh, Indian Television – Content, Issues and Debate, Haranand Publications, New Delhi, 2012
8. भारतीय इलेक्ट्रॉनिक मीडिया, डॉ. देवव्रत सिंह, प्रभात प्रकाशन, 2010
9. भारत की समाचार पत्र क्रांति, रोबिन जैफरी, भारतीय जनसंचार संस्थान, 2004
10. भारतीय टेलीविजन का इतिहास, डॉ. परमवीर सिंह, एजुकेशन पब्लिकेशन, नई दिल्ली, 2017
11. आज की हिन्दी पत्रकारिता, सुरेश निर्मल, अमित प्रकाशन, नई दिल्ली, 2009
12. भारत में पत्रकारिता, आलोक मेहता, नेशनल बुक ट्रस्ट, नई दिल्ली, 2006
13. ग्लोबल मीडिया टेलीविजन, कृष्ण कुमार रतु, के के पब्लिकेशन्स, नई दिल्ली 2008
14. हिन्दी के प्रमुख समाचारपत्र और पत्रिकाएं (4 खण्ड), अच्युतानन्द मिश्र, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल 2010

### Web Resources

1. www.ftiindia.com Film and Television Institute of India
2. www.indiatelevision.com Indian Television
3. www.filmsdivision.org Films Division, Ministry of Information and Broadcasting
4. www.zeepedia.com

### JMC.508 Writing for Media

#### Objectives of the course:-

- Introduce the students with structure of the language and its importance
- Make them familiar with various techniques of writing for electronic as well as print media.
- To introduce the students with science of visual language.
- To Introduce with the various writing formats of media writing.

#### Unit-I Basics of Language

**15 hours**

- Meaning and importance of language
- Language and communication
- Signs, symbols, codes and signification
- Essentials of good writings

#### Unit-II Electronic Media

**15 hours**

- Writing for mass communication
- Features of spoken language
- Concept of visual language
- Writing for visuals

#### Unit-III Print Media

**15 hours**

- News: Elements, Types, Writing styles for newspaper
- Lead and Headlines: Importance and types

- Writing articles, features, editorials and news analysis
- Writing reviews and travelogue

#### **Unit-IV Forms of Media Writing**

**15 hours**

- Writing for television news and documentary
- Writing for radio news, talk and features
- Characteristics of new media writings
- Techniques of translation

#### **Suggested Readings**

1. Rich Carole, News Writing and Reporting, Wadsworth Publications, 2010
2. June A. Valladares, Craft of Copywriting, Sage Response Books, 2000
3. Robert L. Hilliard, Writing for Television, Radio and New Media, Wadsworth Pub. 2008
4. Milan D. Meeske, Copy Writing for Electronic Media: A Practical Guide, Wadsworth Publications, 2006
5. Bruce Bartlet, Et. AL , Writing for Visual Media, Focal Press, 2013
6. Nirmal Kumar Chawdhary, How to Write Film Screenplays, Kanishka Publication, 2009
7. Lee Goldberg & William Rabkin, Successful Television Writing, Wiley, 2003
8. Usha Raman, Writing for the Media, Oxford University Press, 2009
9. Hunter Johnson Claudia, Crafting Short Screenplays that Connects, Focal Press, 2009
10. पटकथा लेखन- एक परिचय, मनोहर श्याम जोशी, राजकमल प्रकाशन, नई दिल्ली, 2002
11. समाचार अवधारणा और लेखन प्रक्रिया, संपादक- सुभाष धुलिया व आनन्द प्रधान, भारतीय जनसंचार संस्थान, 2004
12. पत्रकारिता में अनुवाद, जितेन्द्र गुप्ता, प्रियदर्शन व अरुण प्रकाश, राधाकृष्ण प्रकाशन, 2006
13. आधुनिक मीडिया दृष्टि- समाज, भाषा, मीडिया और अनुवाद, कृष्ण कुमार रत्तु, बुक एनक्लेव पब्लिशर, नई दिल्ली, 2005
14. फीचर लेखन- स्वरूप एवं शिल्प, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005

#### **Web Resources**

1. [www.zeepedia.com](http://www.zeepedia.com)
2. [www.cengagebrain.com](http://www.cengagebrain.com)
3. [www.manage.gov.in](http://www.manage.gov.in)
4. [www.universityofcalicut.info](http://www.universityofcalicut.info)

#### **JMC.509 Basics of Photography**

##### **Objectives of the course:-**

- Introduce the students with process of visual communication and its analysis techniques
- Make them familiar with various basics of Photography
- To introduce the students with technical aspects of the Photography, cameras lens and lighting
- To introduce the students with various genres of Photography

**Unit-I Introduction to Photography****8 hours**

- Visual Communication: visual perception, cognition and conceptualization
- Introduction to visual semiotics
- Brief history of photography
- Use of photography in media

**Unit-II Basics of Photography****7 hours**

- Photography-elements, principles and rules of composition
- Types of photographic cameras and their structure
- Lenses: types and their perspective
- Camera movements: shots and angles

**Unit-III Technical Aspects****8 hours**

- Exposure triangle, focus, depth of field, reciprocity and exposure metering
- Sensor: sizes, formats and storage
- Understanding light and shadow: natural & artificial, direct light, soft light, hard light, directional light, three point lighting technique
- Introduction to Photo Editing: Basics of Photoshop and Lightroom

**Unit-IV Photography Genres and Photojournalism****7 hours**

- Portrait, nature, food, street, wildlife, night, product and fashion photography
- Brief history of photojournalism - global & Indian
- Famous photojournalists and their approaches to documenting reality
- Ethical aspects in photojournalism: NPPA code, Associated Press code of ethics

**Suggested Readings**

1. Bo Bergstorm, Essentials of Visual Communication, Laurence king, 2009.
2. John Berger, Ways of Seeing, Penguin, London, 2009.
3. George Haines, 'Learning photography', Hamilyn publishing Group.
4. Micheal Longford, 'The Story of Photography', Focal press.
5. William S. McIntosh, Classic Portrait Photography, Amherst Media
6. Kirk Tuck, Commercial Photography Handbook, Amherst Media,
7. Jeff Smith, Corrective Lighting, Posing and Retouching, Amherst Media
8. Chris Nelson, Master Guide for Glamour Photography, Amherst Media
9. James Williams, Master Guide for Team Sports Photography, Amherst Media
10. Kenneth Kobre, Photojournalism: The Professionals' Approach, Focal Press
11. Martin Keene, Practical Photojournalism, Focal Press
12. फोटो पत्रकारिता, नवल जायसवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
13. प्रसारण ऑफ फोटो पत्रकारिता, डॉ. माला मिश्रा, ज्योति फाउंडेशन, नई दिल्ली, 2010
14. वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016



### **Web Resources**

- [www.bestphotolessons.com](http://www.bestphotolessons.com)
- [www.cambridgeincolour.com](http://www.cambridgeincolour.com)

### **JMC.510 Writing for Media Practical**

#### **Objectives of the course:-**

- Introduce the students with structure of the language and its importance in writing for various media
- Make them familiar with various practical techniques of writing for electronic as well as print media.
- To introduce the students with science of visual language.
- To Introduce with the various writing formats of media writing.

#### **Practicals**

**15 hours**

1. Write a Letter to editor
2. Write a news story
3. Write a article
4. Write a feature/travelogue
5. Writing editorials
6. Write a script for various formats of radio and television
7. Write a news package for television and radio
8. Write a book review
9. Write a film review
10. Write a screen play

### **JMC.511 Basics of Photography Practical**

#### **Objectives of the course:-**

- Introduce the students with process of visual communication and its analysis techniques
- Make them familiar with various basics of Photography
- To introduce the students with technical aspects of the Photography, cameras lens and lighting
- To introduce the students with various genres of Photography

#### **Practicals**

**15 hours**

1. Developing a sense of using aperture, shutter speed and ISO
2. Understanding the light and its importance in photography by experimenting various shutter speed and aperture etc.
3. Understanding the working of various parts of a camera and its accessories.
4. Handling camera.
5. Prepare a photo feature.
6. Experiment on various types of shots and angle.
7. Experiment on various genres of photography.
  - Food
  - Travel
  - Nature
  - Wild life
  - History

- Portrait
- Fashion
- Product
- Photo Journalism

### **JMC.512 Media Management**

#### **Objectives of the course:**

- Introduce students to the concepts of media management.
- Make them familiar with various media companies and its types.
- Developing the understanding of structure of media companies etc.
- Understanding media business and marketing strategies.

#### **Unit I: Introduction**

**11 hours**

- Media management – nature and characteristics
- Overview of media as an industry
- Ownership patterns, foreign equity in media and government policies
- Major Indian media companies: The Times Group, Zee Group, Star Group, Network 18 Group, HT Media, Living Media Group, Sony Corporation, Prasar Bharti Corporation, Sun Network, Dainik Bhaskar Group, Deccan Chronicle, Jagran Group, Hind Samachar Group, The Hindu Group, Enadu Group, Patrika Group, NDTV Group.

#### **Unit II: Media Business**

**12 hours**

- Print media business in India-problems and prospects
- Film business in India – problems and prospects
- Radio and music business in India – problems and prospects
- Television and new media business in India – problems and prospects

#### **Unit-III Media Structure**

**11 hours**

- Management patterns and internal functioning in media companies
- Major heads of revenue in newspaper, cinema, radio, television and web
- Media marketing – space and time selling, advertising rates
- Recruitment, hiring, training, service conditions and work environment in media

#### **Unit-IV Media Marketing**

**11 hours**

- Readership Survey, television ratings, listenership surveys, measuring web media
- Entrepreneurship – meaning and skills required
- Understanding media markets and handling media competitions
- Targeting audience and designing marketing strategies

#### **Suggested Readings**

1. Vanita Kohli-Khandekar, The Indian Media Business, Response Books, 2014
2. Susan Tyler Eastman/ Douglas A. Ferguson, Media Programming: Strategies and Practice, Wadsworth Publishing Co. 2006

3. Gulab Kothari, Newspaper Management in India, Oscar Publications, 2005
4. Virbala Aggerwal, V.S. Gupta, Handbook of Journalism & Mass Communication, Concept Publication, 2002
5. B.K. Chaturvedi, Media Management, Global Vision, Publishing House, 2009
6. Alan B. Albrran, Management of Electronic Media, Thomson Wadsworth, 2007
7. Gillian Doyle, Understanding Media Economics, Sage Publication, 2002
8. मीडिया मैनेजमेंट, डॉ. विजय अग्रवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल,
9. कॉरपोरेट मीडिया- दलाल स्ट्रीट, दिलीप मंडल, राजकमल प्रकाशन, 2011

### **Web Resources**

1. [www.forbes.com/management](http://www.forbes.com/management)
2. [www.zeepedia.com](http://www.zeepedia.com)
3. [www.mediajournal.org](http://www.mediajournal.org)

### **JMC.513 Traditional Media**

#### **Objectives**

- Introduce the students with the traditional media forms of communication
- Make them familiar with various cultures and art forms of India
- Introduce the students with the various forms of folk media and their relevance in society.
- Make them understand use of traditional media for development.

#### **Unit-I Basic Concepts**

**12 hours**

- Traditional media- meaning and characteristics
- Advantages and limitations of traditional media
- Diversity in Indian folk traditions
- Folk songs, music, narrative forms, religious discourses Folk games

#### **Unit-II Tribal Media**

**10 hours**

- Introduction to various tribes in India
- Indian tribal culture – key characteristics
- Introduction to tribal songs, dances, music, paintings and literature
- Survival of tribal culture in modern media world

#### **Unit-III Folk Theatre**

**11 hours**

- Folk Theatre–nature and characteristics
- Various forms of folk theatre in India
- Introduction to various forms of Indian puppetry
- Brief history of stage theatre in India, role of IPTA

#### **Unit-IV Usage of Traditional Media**

**12 hours**

- Use of traditional media for development
- Integration and preservation of traditional and modern mass media

- Issues of endangered folk customs and representations
- Documentation of traditional media form

### **Suggested Readings**

1. Madhu Malik- Communication and Society, UNESCO
2. Dr. N. Usha Rani - Folk Media For Development
3. Ranganath H.K.- Folk Media & Communication
4. ShyamParmar- Traditional Folk Media In India
5. DurgadasMukhopadhyaya- Folk Arts And Social Communication – DurgadasMukhopadhyaya
6. N. Vijaya- Role Of Traditional Folk Media In Rural India
7. GargiBalawant- Folk Theatre In India
8. Mulk Raj Anand- The Indian Theatre
9. The Passing Of Traditional Society – Daniel Lerner

## **Semester-I**

### **JMC.521 Introduction to Communication Research**

#### **Objectives of the course:-**

- Introduce the students with research methodology in the field of communication and media
- Make them familiar with various techniques of research problem formulation, analysis and report writing
- To introduce the students with applied knowledge of Mass Communication Research
- To introduce with the various ethical consideration of MCR

#### **Unit I Introduction to Research**

**15 hours**

- Research – meaning, definition and elements
- Types of research, research approaches, methods & methodology, research process
- Defining research problem, review of literature, formulating hypothesis
- Communication research – evolution, growth and areas

#### **Unit II Research Design**

**15 hours**

- Research design- meaning, types, functions & characteristics, basic components
- Sampling: meaning, basic principles & advantages of sampling
- Sampling methods; probability & non-probability sampling, sampling errors
- Media monitoring systems

#### **Unit III Data Collection & Processing**

**15 hours**

- Data Collection: primary & secondary data, questionnaire & schedule, in-depth interview, observation, focus group discussion, case study, content analysis, experiment
- Data processing & analysis: editing, coding, classification & tabulation

- Statistical techniques: measures; mean median, mode, standard deviation, coefficient correlation, chi square test, t-test, ANOVA, parametric and non-parametric testing, differential and non-differential techniques
- Presentation and interpretation of data, use of SPSS

#### **Unit IV Report Writing and Ethics**

**15 hours**

- Report writing process, format and planning for report writing,
- Referencing, footnote and bibliography
- Citation and referencing use of APA style
- Ethical considerations in communication research

#### **TRANSACTION MODE**

- 1) Lecture
- 2) Demonstration
- 3) Lecture cum demonstration
- 4) Group discussion
- 5) Panel discussion
- 6) Tutorial
- 7) Dialogue Mode

The following **tools** would be used in different transactional modes:

PPT  
Video  
Multimedia packages  
e-content

#### **Suggested Readings:**

1. C.R Kothari, Research Methodology: Methods and Techniques, New Age International, 2004
2. Dominick and Wimmer, Mass Media Research- Processes, Approaches & Applications, Cengage Learning, 2011
3. J.S Yadava, Communication Research : Some reflection, IIMC Mineo
4. Ranjit Kumar, Research Methodology- A Step-by-Step Guide for Beginners, Pearson, 2005
5. Gerard Guhrie, Basic Research Methods: An Entry to Social Science Research, SAGE, 2010
6. Vijayalaxmi and Sivapragasam, Research Methods, Tips and Techniques, MJP Publisher, 2008
7. Horning Priest Susanna - Doing Media Research, SAGE, 1996
8. मीडिया शोध, मनोज दयाल, हरियाणा साहित्य अकादमी, चंडीगढ़, 2004
9. शोध प्रक्रिया, सरनाम सिंह शर्मा, के.के. पब्लिकेशन, नई दिल्ली, 2016

#### **Web Resources:**

1. [www.wimmerdominick.com](http://www.wimmerdominick.com)
2. [www.cengagebrain.com](http://www.cengagebrain.com)

## **JMC.522 Reporting and Editing**

### **Objectives of the course:-**

- Introduce the students with basics concepts and principles of reporting.
- Make them familiar with various creative techniques of writing and editing news stories etc.
- To introduce the students with editing and its concepts, objectives, techniques and process
- Make them familiar with structure of a news room, editorial staff and their role and responsibilities.

### **Unit-I Basics of Reporting**

**15 hours**

- Basic concepts and principles of reporting
- Characteristics and qualities of a reporter
- Writing lead and sourcing facts, hard and soft news writing
- Reporting beats – politics, crime, sports, business, life style, health, education, legal, Administration, rural etc.

### **Unit-II Reporting Process**

**15 hours**

- Interview – types and process
- Collection and presentation of facts; press release
- Covering press conference and press briefing
- Interpretative, Investigative and Specialised Reporting

### **Unit-III Basics of Editing**

**15 hours**

- Editing – meaning, principles and process; style-sheet and computer based editing
- Structure and functioning of a newsroom
- Role, responsibilities and qualities of a sub editor, news editor and editor
- Headline – meaning, significance, types, writing effective headlines

### **Unit-IV Editing Process**

**15 hours**

- Pages of a newspaper: front page, editorial, business, sports; Pull-outs, Supplements & Special edition etc.
- Dealing with redundancies and importance of brevity
- Copy writing, copy editing, re-writing, integration and translation
- Introduction to layout designing and page makeup process

### **Suggested Readings**

1. Kamath M. V, Professional Journalism, Asia Publishing House, 1963
2. Melvin Mencher, Basic News Writing, Brown Publishers, 1989
3. Fleming Carole, An Introduction to Journalism, Sage Vistaar, 2006
4. Aggarwal S.K, Investigative Journalism in India, Mittal Publication, 1990
5. Stovall James Glen, Journalism: Who, What, When, Where, Why & How, Pearson, 2005
6. Franklin Bob, Key Concepts in Journalism Studies, Vistaar Publication, 2005

7. Spark David, Harris Geoffrey, Practical Newspaper Reporting, Sage (fourth Edition), 2010
8. Varma Adarsh Kumar, Advanced Journalism, Har-Anand Publications, 2001
9. सूचना प्रौद्योगिकी और समाचारपत्र, रविन्द्र शुक्ला, जैन बुक एजेन्सी, 2008
10. आधुनिक पत्रकारिता, अशोक कुमार शर्मा, जैन बुक एजेन्सी, 2015
11. आंचलिक संवाददाता, मधुकर खेर व सुरेश पंडित, जैन बुक एजेन्सी, 2006
12. रिपोर्टिंग- व्हट इज न्युज, कुमार पंकज, जैन बुक एजेन्सी, 2006
13. सम्पादन कला, राजशेखर मिश्रा, जैन बुक एजेन्सी, 2006
14. भेंट वार्ता एवं प्रैस कॉन्फ्रेंस, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

#### **Web Resources:**

1. [www.nos.org](http://www.nos.org)
2. [www.zeepedia.com](http://www.zeepedia.com)
3. [www.indiastudycenter.com](http://www.indiastudycenter.com)

### **JMC.523 Television Production**

#### **Objectives of the course:-**

- Introduce the students with basics concepts and principles of Production
- Make them familiar with various stages of TV Production.
- To introduce the students with programme production techniques.
- Make them familiar with post production techniques.

#### **Unit-I Production Basics**

**15 hours**

- Idea generation- concept, importance and process
- Concept, treatment and synopsis writing for television
- Process of television production- pre production, production, post production
- Production team members and their responsibility

#### **Unit-II Production Process**

**15 hours**

- Television programme formats
- Outdoor and indoor production,
- Studio for television production
- Cues and commands for television production

#### **Unit-III Camera Set-up, Set Design and Make-up**

**15 hours**

- Equipment for television production- CCU, Vision mixer, audio console, recorders, talk-back system, CG generator, cables & connectors, OB Van
- Single and multi-camera set-up
- Set design for studio and outdoor shoot- Virtual studio
- Make-up techniques for television

#### **Unit-IV Audio-Video Editing**

**15 hours**

- Types of Editing- Online, Offline and Linear, Non-Linear

- Basics of audio-video editing workstation
- Process of video editing
- Aesthetics in audio-video editing

### **Suggested Readings:**

1. Nancy Reardon, Tom Flynn, On Camera: How to report, Anchor and Interview, Focal Press, 2013
2. Gretchen Davis & Mindy Hall, The Makeup Artist Handbook, Focal Press, 2012
3. Shelly Palmer, Television Disrupted, Elsevier Publication, 2008
4. Tomlinson Holman, Sound for digital video, Elsevier Publication, 2012
5. Alec Sabin, You are On! How to develop great media skills for TV, Radio and the internet, viva, 2011
6. Catherine Kellison, Producing for TV and New Media, Focal Press, 2013
7. Andrew H. Utterback, Studio Television Production and Directing, Focal Press, 2015
8. Frederick Shook, Television Field Production and Reporting, Pearson Publication, 2008
9. Andrew Boyd, Broadcast Journalism- Techniques for Radio and Television News, Focal Press, 2008
10. Lee Goldberg and William Rabkin, Successful Television Writing, Wiley, New Jersey, 2003
11. वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016

### **Web Resources:**

1. [www.cengagebrain.com.mx/content/zettl](http://www.cengagebrain.com.mx/content/zettl)
2. [www.zeepedia.com](http://www.zeepedia.com)
3. [www.cybercollege.com](http://www.cybercollege.com)
4. [www.nos.org](http://www.nos.org)
5. [www.aboutvideoediting.com](http://www.aboutvideoediting.com)

## **JMC.524 Advertising and Public Relations**

### **Objectives of the course:-**

- Introduce the students with advertisement its types and functions.
- Make them familiar with various creative techniques of advertising.
- To introduce the students with Public Relations its concepts, objectives and techniques.
- To introduce with the various advance techniques of Public Relations.

### **Unit I Introduction to Advertising**

**15 hours**

- Advertising – definition, functions and classification
- History of advertising; various media for advertising
- National and global advertising scene; socio-economic effects of advertising
- Structure and functioning of ad agency



**Unit II Process of Advertising****15 hours**

- Segmentation of the consumer; positioning of the product; USP and ad appeals
- Copy Writing: Elements & types
- Product life cycle; advertising spiral; evaluation of advertisements, Advertising expenditure & budgeting
- Client related issues and the process, business development; pitching for accounts

**Unit III: Introduction to Public Relations****15 hours**

- Public Relations – meaning, definition, functions, tools and history
- Concept and types of publics, public opinion, persuasion and negotiation
- PR and publicity, propaganda, lobbying, advertising
- PR in government, public, private and NGO sector

**Unit IV: Process of Public Relations****15 hours**

- PR and various media, importance of media relations
- Writing for Public Relations; Corporate Social Responsibility
- PR as a profession; qualities required for PRO
- Crisis management; PR strategy and campaign

**Suggested Readings**

1. Keval J. Kumar, Mass Communication in India, Jaico Publishing House, New Delhi, 2012
2. Al Ries, Al, Jack Trout, Positioning: The Battle for Your Mind, McGraw-Hill, 1st Edition, 2000
3. S A Chunawala, Foundations of Advertising: Theory and Practice, Himalaya Publishing House, New Delhi
4. Jaishri Jethwaney, Shruti Jain, Advertising Management, 2<sup>nd</sup> Ed., Oxford University Press, New Delhi, 2012
5. Philip John Jones, The Ultimate Secrets of Advertising, Sage Publication, New Delhi, 2002
6. Jaishri Jethwaney, Public Relations, Concepts, Strategies and Tools, Sterling Publishers, 1994
7. Wilcox, Ault and Agee, Public relations, strategies and Tactics, Pearson Publication, 2003
8. Philip Lesley, Handbook of Public Relations and Communication, Jaico Publishing House, 2007
9. आधुनिक विज्ञापन, कृष्ण कुमार मालवीय, इलाहाबाद साहित्य संगम, इलाहाबाद, 2007
10. विज्ञापन एवं जनसंपर्क, जयश्री जेठवानी, सागर पब्लिकेशन, नई दिल्ली
11. जनसंपर्क, जयश्री जेठवानी, स्टर्लिंग पब्लिकेशंस, नई दिल्ली
12. राज्य सरकार और जनसम्पर्क, रघुनाथ प्रसाद तिवारी, महेन्द्र मधुप व काली दत्त झा, राजकमल प्रकाशन, नई दिल्ली 2003

**Web Resources**

1. The Advertising Standards Council of India; [www.ascionline.org](http://www.ascionline.org).
2. Advertising Agencies Association of India (AAAI); [www.aaaindia.org](http://www.aaaindia.org).

3. Ogilvy & Mather; [www.ogilvy.com](http://www.ogilvy.com).
4. Campaign India; [www.campaignindia.in](http://www.campaignindia.in).
5. [www.isanet.org.in](http://www.isanet.org.in)
6. [www.prsi.co.in](http://www.prsi.co.in)
7. [www.prcai.org](http://www.prcai.org)
8. [www.ipra.org](http://www.ipra.org)

### **JMC.525 Reporting and Editing Practical**

#### **Objectives of the course:-**

- Introduce the students with basics concepts and principles of reporting.
- Make them familiar with various creative techniques of writing and editing news stories etc.
- To introduce the students with editing and its concepts, objectives, techniques and process
- Make them familiar with structure of a news room, editorial staff and their role and responsibilities.

#### **Practicals**

**30 hours**

1. Writing various types of leads
2. Writing various types of headlines
3. Write a various types of news stories:-
  - Politics
  - Sports
  - Business
  - Lifestyle
  - Health
  - Education
  - Administration
  - Rural
  - Development
  - Specialised reporting
  - District Administration
4. Conducting interviews and writing stories on it.
5. Covering a press conference.
6. Re-structuring a press note.
7. Re-write a copy
8. Edit a copy

### **JMC.526 Television Production Practical**

#### **Objectives of the course:-**

- Introduce the students with basics concepts and principles of Production
- Make them familiar with various stages of TV Production.
- To introduce the students with programme production techniques.
- Make them familiar with post production techniques.

**Practicals****30 hours**

1. Record Various Types of Shots
2. Record videos by using various camera movements and Angles
3. Write a synopsis for a fictional or Non-fictional television program
4. Practice on any non-linear editing software
5. Produce a video of 5 to 10 minutes in group and edit it with basic graphics

**JMC.527 Page Make up and Layout Designing****Objectives of the course:**

- Introduce students to the concept of page make up and layout designing
- Make them familiar with page designing principles and process.
- Introduce students with the software related to page make up and layout designing.
- Providing them practical approach towards the aesthetic of designing.

**Unit I: Editing: An Introduction****11 hours**

- Traditional vs. Mechanical Editing
- Introduction to editing software: Word Express, News Wrap and News Pro
- Introduction to Desktop Publishing
- Hindi and English typing practice

**Unit II: Photo Editing and Layout Designing****11 hours**

- Photo editing software: Adobe Photoshop
- Layout Designing software-I: Quark Xpress
- Layout Designing software-II: Adobe In-Design
- Photo editing and layout designing exercises

**Unit III: Concepts of design****12 hours**

- Basic principles of designing
- Various design elements
- Aesthetics in design
- Design approaches

**Unit IV: Newspaper Layout Designing****11 hours**

- Newspaper form and formats
- Front page, business and sports page designing
- Magazine designing
- Poster, pamphlet and leaflet designing

**Suggested Readings**

1. N. N. Sarkar, Art and Print Production, Oxford Higher Education, 2008.
2. Peter Bauer, Adobe Photoshop CC for Dummies, For Dummies Publisher, 2013.
3. Scott Kelby, The Adobe Photoshop CS6 book for digital photographers, New Riders, 2012.

4. Steve Johnson, Adobe Photoshop CC on Demand, Que Publishing; 2013.
5. Noble Desktop, Quark Xpress 9 Step by Step Training, Noble Desktop Publisher, 2012.
6. Kelly Kordes Anton, Quark Xpress 8 : Essential Skills for Page Layout, Peachpit Press, 2009.
7. Face to Face: Galen Gruman, Quark Xpress to InDesign, John Wiley and Sons, 2005.

### **Web Resources:**

1. [www.video2brain.com](http://www.video2brain.com)
2. <http://www.webdesignerdepot.com>
3. <http://www.designinginteractions.com>
4. <http://www.slideshare.net>
5. [www.zeeopedia.com](http://www.zeeopedia.com)

### **JMC.528 Political Reporting**

#### **Objectives of the course:**

- Introduce the students with political system of India.
- Make them familiar with the depth knowledge of national and state level political parties.
- Introduce the students three tier system of rural governance and local bodies.
- To develop expertise skills of political reporting among students.

#### **Unit-I: National Politics**

**12 hours**

- Introduction to the national politics: Interplay of three pillars of Indian democracy; Executive, Legislative and Judiciary, covering parliament
- Introduction to national parties-I: Bhartiya Janta Party (BJP), Indian National Congress (INC) and Communist Party of India (Marxist) CPI-M.
- Introduction to national parties-II: Communist Party of India (CPI), Bahujan Samaj Party (BSP) and National Congress Party (NCP)
- Writing skills required for covering national politics and parties.

#### **Unit-II: State Politics**

**11 hours**

Introduction to the state politics: key issues in Vidhan Parishad and Vidhan Parishad

- Introduction to state parties I: Aam Aadmi Party (AAP), All India Anna Dravida Munnetra Kazhagam (AIDMK), All India Trinamool Congress (AITC), BijuJanta Dal (BJD), Dravida Munnetra Kazhagam (DMK), Indian National Lok Dal (INLD), Janata Dal (Secular) JD(S), Janata Dal (United) JD (U).
- Introduction to state parties II: Samajwadi Party (SP), Jharkhand Mukti Morcha (JMM), Lok Janshakti Party (LJP), Maharashtra Navnirman Sena (MNS), Shiv Sena, Rashtriya Janata Dal (RJD), Telangan Rashtra Samiti (TRS), Telugu Desam Party (TDP)
- Writing skills required for covering national politics and parties.

#### **Unit-III: Local Politics**

**11 hours**

Introduction to local politics: key issues in Panchayati Raj and Municipal Corporation

- Introduction to municipal corporations of metropolitan cities in India I: Municipal Corporations of Delhi, Mumbai, Chennai and Kolkata.
- Covering press conference and briefing
- Writing skills required for covering local politics. Dos and Don'ts for political reporter

#### **Unit-IV: Specialised Political Communication**

**11 hours**

- Covering parliamentary elections and political rallies
- Covering legislative elections and public meetings
- Covering local bodies' elections
- Exit poll, opinion poll, spins doctors, lobbying

**Note:** List of national, state and regional parties to be updated as per criteria in the course curriculum time to time.

#### **Suggested Readings**

1. Peter Ronald DeSouza, E Sridharan (Editor): India's Political Parties, SAGE, 2007.
2. HasanZoya (Editor), Parties and Party Politics in India: Themes in Politics, Oxford India, 2004.
3. Rajni Kothari, Politics in India, Orient Longman, 1970.
4. O. P. Gauba, An Introduction to Political Theory, Macmillan Publisher, 2013
5. Ursula Rao. News As Culture: Journalistic Practices and the Remarking of Indian Leadership. New York Berghahn Books, 2010.
6. Ben H. Badikian, On Political Reporting, Newspaper Economics, Law and Ethics, Texas Christian University Press, 1979.

### **Semester-II**

#### **JMC.551 Development Communication**

##### **Objectives of the course:**

- Introduce students to the concept of Development in India
- Make them familiar with development planning in India.
- Introduce students with the concept of development communication and role of media in development of a country.
- Analysing the various strategies of development communication.

#### **Unit I: Understanding Development**

**15 hours**

- Development: meaning, concept and approaches
- Development indicators, millennium development goals, sustainable development
- Theories and models of development: dominant paradigm, concept of modernization
- Diffusion of Innovation, trickledown effect, dependency, participatory model

**Unit II: Development Planning in India** **15 hours**

- Planning in India and new government schemes for development
- Issues of development in India – health, education, poverty, unemployment, agriculture, corruption etc.
- *Gandhian, Nehruvian and Deendyal Upadhyay* thoughts on development
- Globalization and development

**Unit III: Development Communication** **15 hours**

- Development communication – meaning, importance and philosophies
- Development support communication, C4D and green communication
- Present state of Development Journalism in India
- Change agents: NGO, SHG, Community Radio, RTI and opinion leader

**Unit IV: Development Message and Implementation** **15 hours**

- Creation of development messages and evaluation
- Media and development: SITE and *Kheda* project, *Gyandoot* Project, SWAN Projects, DD Kisan Channel
- ICT and development, e-governance, e-democracy
- Use of traditional media for rural development
- Lecture
- Demonstration
- Lecture cum demonstration
- Project Method
- Group discussion
- Field visit
- Self-learning
- Case study

The following tools would be used in different transactional modes:

PPT  
Video  
Blog  
Multimedia packages  
TED Talks  
e-content

**Suggested Readings**

1. Kiran Prasad, *Communication For Development*, BR Publishing Corporation, Delhi, 2004
2. P.Sainath, *Everybody Loves a Good Drought*, Pearson, 2000
3. Srinivas R. Melkote&Steeves, *Communication for Development in the Third World*, SAGE, 2001
4. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, *The Handbook of Development Communication and Social Change*, Wiley-Blackwell, 2014
5. Paolo Mefalopulos, *Development Communication Sourcebook- Broadening the boundaries of Communication*, The World Bank, 2008

6. O.P. Dahama, OP Bhatnagar, Education and Communication for Development, Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi, 2009
7. Emile G. McAnany, Saving the World- A brief history of Communication for Development & Social Change, University of Illinois Press, 2012
8. Tim Unwin, Information and Communication Technology for Development, Cambridge University Press, 2009
9. विकास संचार (आलोचनात्मक परिपेक्ष में), धर्मेन्द्र सिंह, नेहा पब्लिशर्स एण्ड डिस्ट्रीब्युटर्स, नई दिल्ली, 2013
10. विकास संचार विविध परिचय, चन्द्र शेखर यादव, हेमाद्री प्रकाशन, नई दिल्ली, 2012
11. पत्रकारिता एवं विकास संचार, अनिल उपाध्याय, के. के. पब्लिकेशन, नई दिल्ली, 2007

#### **Web Resources:**

1. [www.nos.org](http://www.nos.org)
2. [www.unesco.org](http://www.unesco.org)

### **JMC.552 Advanced Theories of Communication and Research**

#### **Objectives of the course:**

- Introduce students to the concept of Communication theories and Models.
- Make them familiar with recent advances in the field of Communication Theories.
- Introduce students with the emerging theories of Communication Research.
- Make them familiar with advancement of research in various fields of Media.

#### **Unit I: Historical Perspectives**

**15 hours**

- Changing paradigms of communication research in the world and Media Literacy
- Major Research traditions in communication discipline
- Understanding various schools of thoughts of Mass Communication Research- Frankfurt School and American Empirical School etc.
- Medium is the message, Hot and Cold Media and Manufacturing consent

#### **Unit II: Advanced theories of Communication**

**15 hours**

- Psychoanalysis-Social learning theory, Cognitive Dissonance
- Normative theories
- Theory of logical positivism, functionalism and functionalist theory in the age of media
- Post modernism, Post Structuralism, Feminist approach and communication research

#### **Unit III: New Trends in Communication Research**

**15 hours**

- Hate Spin, Spin Doctrine and Post Truth

- Effects theory and Media Research Payne Fund Studies and Psychology of panic
- Semiotic Analysis, Rhetoric Analysis, Textual Analysis
- Structuralism: ownership, power and hegemony and political economy of media

#### **Unit IV: Applied Research in Media Studies**

**15 hours**

- Research in Newspaper and Magazines.
- Research in Electronic Media
- Research in Advertising and Public Relations
- Research in Cinema and New Media

#### **Suggested Readings**

1. Dominick and Wimmer, Mass Media Research- Processes, Approaches & Applications, Cengage Learning, 2011
2. Marshan McLuhan, Understanding Media, Rutledge Classics, 2001
3. Horning Priest Susanna - Doing Media Research, SAGE, 1996
4. David E Gray, Doing Research in the real world, SAGE, 2014
5. Cherian George, Hate Spin: The manufacture of religious offence and its threat, The MIT Press, 2016
6. Noam Chomsky and Edward S Herman, Manufacturing Consent: The Political Economy of the mass media, Pantheon Books, 1988
7. Stanley Baran and Dennis Devis, Mass Communication Theory: Foundations, Ferment and future, Wadsworth Publishing, 2014
8. Marshal McLuhan, The global village: Transformation in world life and media in the 21<sup>st</sup> Century, Oxford University Press, 1981

#### **Web Resources**

1. [www.wimmerdominick.com](http://www.wimmerdominick.com)
2. [www.cengagebrain.com](http://www.cengagebrain.com)

#### **JMC.553 Radio Production**

##### **Objectives of the course:**

- Introduce students to the concept of sound its nature and properties
- Make them familiar with radio studio and audio recording
- Introduce students with the software related to radio production and audio production.
- Providing them exposure of voice modulation, tempo, pitch and skills of radio presentation.

#### **Unit-I Introduction to Radio**

**8 hours**

- Properties of sound
- Nature of sound- mono, stereo and surround sound
- Radio as a medium of communication
- Process of radio production

#### **Unit-II Technical aspect of Radio Production**

**8 hours**

- Radio Studio- structure, functioning and equipment
- Microphone- types, placement and precautions



- Sound recording- types, techniques and aesthetics
- Audio Editing – process and techniques

### **Unit-III Radio Programs**

**7 hours**

- Indoor program and outdoor program
- Live and recorded program
- News bulletin, interview, discussion, vox pop, drama, docu-drama, magazines
- Chat show, game show, phone-in programme, making commercials

### **Unit-IV Skills for Radio Presentation**

**7 hours**

- Voice modulation, pronunciation and ad-lib
- Voice analysis – pitch, volume, tempo, vitality
- Art of Radio jockeying
- Skills for radio program presentation

### **Suggested Readings**

1. Robert Mcleish, Radio Production, Focal Press, 2005
2. Bruce Bartlett and Jenny Bartlett, Practical Recording Techniques, Focal Press, 2013
3. UNESCO, Community Radio Handbook, 2001
4. J. David, Radio Broadcast Journalism, Cyber Tech Publication, 2007
5. Tony Zaza, Mechanics of Sound Recording, Prentice Hall Publication, 1991
6. Alec Sabin, You are On! How to develop great media skills for TV, Radio and the internet, viva Books Pvt. Ltd., 2009
7. Michael Talbot, Sound Engineering Explained, Focal Press, 2002
8. Andrew Boyd, Broadcast Journalism- Techniques for Radio and Television News, Focal Press, 2008
9. रेडियो जोकिंग, राकेश व प्रजा, डायमंड बुक डिस्ट्रीब्यूटर, नई दिल्ली, 2010
10. रेडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, 2017
11. रेडियो नाटक की कला, डॉ सिद्धार्थ कुमार नाथ, राधाकृष्ण प्रकाशन, नई दिल्ली, 2004

### **Web Resources:**

1. <http://www.radioiloveit.com>
2. [www.slideshare.net](http://www.slideshare.net)
3. [www.cybercollege.com](http://www.cybercollege.com)

### **JMC.554 New Media-I**

#### **Objectives of the course:**

- Introduce students to the concept of New Media
- Make them familiar with content writing techniques of New Media.
- Introduce students with the software related to new media production.
- Providing them exposure of various Social media platform and ethical issues related to its usage.

### **Unit I: Concept of New Media**

**8 hours**

- Meaning, definitions and characteristics of new media
- Growth and development of new media

- Microsoft Office- MS Word (Hindi & English Typing), MS Excel, MS PowerPoint
- Introduction to Adobe Photoshop and Adobe Audition

### **Unit II: New Media as News Media**

**7 hours**

- New media content and issues of trustworthiness, evaluating information quality
- Multimedia newsgathering, content searching, writing and editing
- Writing for news website, user generated content and citizen journalism
- Web team members – project manager, graphics designer, animator, audio-video expert, webmaster, content writer, content editor

### **Unit III: Social Media**

**8 hours**

- Social media – meaning, definition, characteristics and functions
- Evolution and growth of social media
- Important social networking sites, blogging and micro-blogging
- Social media literacy, impact on human relationships and ethical issues

### **Unit IV: Applications of New Media**

**7 hours**

- Virtual games, podcasting, live-casting, health information online
- E-democracy, e-governance, e-commerce, e-banking, e-learning
- Smart phones as platform for digital services, products and governance
- Homepage analysis of popular news websites

### **Suggested Readings**

1. Nicholas Gane and David Beer, New Media- The Key Concepts, Oxford New York, 2008
2. Glen CreberandRoystonMartin, Digital Cultures, Open University Press, McGraw-Hill Education, 2008
3. RC Ramanujan, Multi Media Journalism, APH Publication, 2009
4. Tapas Ray, Online Journalism: A Basic Text, Cambridge University Press, 2006
5. Anty Bull, Multi Media Journalism, Routledge Publication, 2010
6. SK Bansal, Information Technology in Journalism, APH Publishing Corporation, 2009
7. CathorinKellison, Producing for TV and New Media, Focal Press, 2013
8. Stephen Quinn and Stephen Lamble, Online Newsgathering: Research and Reporting for Journalism, Focal Press, 2002
9. संचार टेक्नोलॉजी, गौरीशंकर रैना, श्री नजराज प्रकाशन, नई दिल्ली,
10. समाचार लेखन और वेब पत्रकारिता, अपूर्वा कुलश्रेष्ठ, श्री नजराज प्रकाशन, नई दिल्ली

### **Web Resources:**

1. [www.thehindu.com](http://www.thehindu.com)
2. [www.timesofindia.indiatimes.com](http://www.timesofindia.indiatimes.com)
3. [www.traai.gov.in](http://www.traai.gov.in)
4. [www.mib.nic.in](http://www.mib.nic.in)

5. [www.dot.gov.in](http://www.dot.gov.in)
6. [www.digitalindia.gov.in](http://www.digitalindia.gov.in)

### **JMC. 555 Radio Production Practical**

#### **Objectives of the course:**

- Introduce students to the concept of sound its nature and properties
- Make them familiar with radio studio and audio recording
- Introduce students with the software related to radio production and audio production.
- Providing them exposure of voice modulation, tempo, pitch and skills of radio presentation.

#### **Practicals**

**30 hours**

1. Practice for voice over recording
2. Practice on any audio editing software
3. Prepare one synopsis for radio program
4. Record one discussion in group
5. Record one interview or radio talk individually

### **JMC.556 New Media-I Practical**

#### **Objectives of the course:**

- Introduce students to the concept of New Media
- Make them familiar with content writing techniques of New Media.
- Introduce students with the software related to new media production.
- Providing them exposure of various Social media platform and ethical issues related to its usage.

#### **Practicals**

**15 hours**

1. Practice of English and Hindi typing
2. Start your own blog
3. Write at least 10 blogs on contemporary issues, fiction, poem etc.
4. Practice on adobe PhotoShop
5. Practice on Adobe Audition

### **JMC.599 Research Project-I**

#### **Introduction**

After having the orientation about communication research methodology in the second semester students will take up small individual research projects on the topics related to media and communication. S/he will come up with three chapters in this semester:

- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)

The final section would be the fully developed instrument/s which must be pre-tested. This would be the part of methodology. These three chapters will be submitted for evaluation. While writing proposal students will follow APA referencing style.

### **Selection of Topic**

In the beginning, each student will develop at least three topics of her/his interest, out of which one will be finalized by the concerned supervisor. The synopsis of the research topic would also be presented before the faculty for further feedback and opinion.

### **Evaluation**

The evaluation will be on the basis of satisfactory and unsatisfactory where satisfactory will be based on the performance of the student as Excellent, Very good, Good, Average whereas student will be given unsatisfactory when their performance is below average. The criteria for the performance will be:

1. Attendance and punctuality
2. Regular discussion with supervisor
3. Extensive review of literature
4. Interest in the field
5. Management of time and resources
6. Synopsis presentation

### **JMC.543 Seminar-I**

- To develop an understanding of a field of media in which student is interested
- To enable students to communicate their understanding in a form of presentation
- To enable students to write their understanding in the form of a report

A student will present a seminar/presentation on a topic related to media, media research and media issues etc.

A student has to submit a report before the commencement of seminar.

**Evaluation criteria:-** A committee of three teachers of the department will evaluate the presentation and report as per the Five Point Scale.

### **JMC.558 International Communication**

#### **Objectives of the course:**

- Introduce students to the concept of International Communication.
- Make them familiar with various media giants of International Media.
- Introduce students with the concept of globalisation and its impact on media.
- Make them familiar with flow of media, imbalance in digital age.

### **Unit-I Global Media Scenario**

**11 hours**

- Introduction to main newspapers: Yomiuri Shimbun (Japan), The People's Daily (China), Dawn (Pakistan), The Guardian (UK), Daily Mirror (UK), The Sun (US), The Washington Post (US), The New York Times (US), The Sydney Morning Herald (Australia)
- Major television channels: BBC, CNN, NHK, CCTV and Al Jazeera
- Major radio channels: BBC, Voice of America and Deutsche Welle
- Global news agencies: Reuters, Associated Press (AP), United Press International (UPI), Agence France Presse (AFP), Itar -Taas

**Unit-II Global Communication Flow** **12 hours**

- MacBride Commission report- key findings, importance and relevance
- The New World Information and Communication Order (NWICO)
- Non- aligned news agencies news pool and its success and failure
- Information flow, information politics, information war and media imperialism

**Unit III: International Communication** **11 hours**

- Universal declaration of human rights and communication
- Global and regional disparities and information flow
- Democratization of information flow in the digital age
- Cultural imperialism, information society, networked society

**Unit IV: International Media Systems** **11 hours**

- Professional standards, violence against media persons
- Effects of globalization on media systems
- Transnational media ownership and issue of sovereignty and security
- International media institutions and professional organizations

**Suggested Readings**

1. Ali Mohammadi, International Communication and Globalization : A Critical Introduction, SAGE Publication, 1997
2. Daya Thussu, International Communication: Continuity and Change, Bloomsbury Academic, 2006
3. Daya Kishan Thussu, International Communication: A Reader, Taylor & Francis Group, 2009
4. Bella Mody, International and Development Communication: A 21<sup>st</sup> Century Perspective, SAGE Publication, 2003
5. Roland Robertson, Globalisation, SAGE Publication, 2000
6. विदेश पत्रकारिता, रामशरण जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005
7. अन्तरराष्ट्रीय पत्रकारिता, भरत झुनझुनवाला, श्री नजराज प्रकाशन, नई दिल्ली 2005
8. भूमण्डलीकरण और मीडिया, कुमुद शर्मा, के के पब्लिकेशन, 2003
9. भारतीय टेलीविजन का इतिहास, डॉ. परमवीर सिंह, एजुक्रिएशन पब्लिकेशन, नई दिल्ली, 2017

**Web Resources:**

1. International Communication Association; [www.ica hdq.org](http://www.ica hdq.org).
2. The Universal Declaration of Human Rights; [www.un.org/en/documents/udhr](http://www.un.org/en/documents/udhr).
3. Many Voices, One World - [www.unesdoc.unesco.org/images/0004/000400/040066eb.pdf](http://www.unesdoc.unesco.org/images/0004/000400/040066eb.pdf).

**JMC.559 Audio-Video Editing**

**Objectives of the course:**

- Introduce the students with various types of audio-video editing.
- Make them familiar with the process of audio-video recording.
- Developing the practical skills of audio-video recording among students.
- Make them familiar with technique of mixing audio and video.

**Unit-I Introduction of Audio-Video editing** **11 hours**

- History of audio-video editing
- Online and offline editing
- Linear and non-linear editing
- Basics of audio-video editing workstation

**Unit-II Basics of Editing** **12 hours**

- Process of video editing
- Working on video editing software
- Creating timeline-editing decision list, cut, fade and mix
- Various tools of video editing software

**Unit-III Advanced Editing** **11 hours**

- Aesthetics in audio editing
- Grammar of video editing
- Special audio-video effects
- Graphics, titling and montage editing

**Unit-IV Final Output** **11 hours**

- Multi-track audio-video mixing
- Working with digital interface (DI)
- Rendering and authoring
- Final output- formats, resolution and properties

**Suggested Readings**

1. Browne, Steven E., Videotape Editing – A Post Production Primer, New Delhi. Focal Press.
2. Gorham Kindem and Robert Musberger, Media Production: From Analog to Digital, Focal Press
3. Steven E. Browne, Video Editing, Focal Press
4. Mitch Mitchell, Visual Effects for Film and Television, Focal Press
5. Adobe Premier Pro User Guide
6. Adobe Premier Pro: Help and tutorials
7. Herbert Zettl, Handbook of Television Production, Cengage Learning, New Delhi
8. VasukiBelavady, Video Production, Oxford Publication
9. Gerald Millerson, Television Production, Focal Press

**Semester-III**

**JMC.571 New Media-II**

**Objectives of the course:**

- Introduce students to the concept of New Media.
- Make them familiar with Online Media its structure and production process.
- Introduce students with the content collection techniques.
- Providing them exposure of social media and podcasting techniques.

**Unit I Basics of Web Media****8 hours**

- Online media- online television, online radio, e-newspaper and e-zine, mojo
- Web journalism- concept, practices and principles
- Structure and functioning of web newsroom
- Web production team members and their responsibilities

**Unit II Reporting and Writing for Web****7 hours**

- Web reporting- features and skills
- Content collection process
- Content writing and editing
- Writing for multimedia: photograph, graphics, slides, video and audio

**Unit III Web News Production****7 hours**

- Ethics of web journalism
- Packaging of web news
- Integration of various media for web production
- Creating hyperlinks for web content

**Unit IV Webcasting****8 hours**

- Webcasting - technique, types and future
- Webcasting software
- Various mobile apps
- Web rating techniques

**TRANSACTION MODE**

1. Lecture
2. Lecture cum demonstration
3. Project Method
4. Seminar
5. Focused group discussion
6. Field visit
7. Brain storming
8. Self-learning
9. Case study
10. Case analysis

The following **tools** would be used in different transactional modes:

PPT  
Video  
Blog  
Multimedia packages  
TED Talks  
e-content

**Suggested Readings**

1. RC Ramanujan, Multi Media Journalism, Aph Publication, 2009
2. Rajiv Saxena, Computer Application for Journalism, Centurn Press
3. Mike Word, Journalism Online, Elsevier India, 2002

4. Tapas Ray, Online journalism: A basic Text, Cambridge university press, 2006
5. Anty Bull, Multi Media Journalism, Routledge Publication, 2010
6. Catherine Kellison, Producing for TV and New Media, Focal Press, 2012
7. Nicholas Gane and DAvid Beer, New Media, Berg: Oxford, New York, 2008
8. Martin Lister, New Media: A Critical Introduction, Routledge Publication, 2009
9. Eli Noam, Internet Television, Lawrence Erlbaum Associate Publication, 2003
10. Charles Miller, The Future of Journalism, Cojo Publication, 2009
11. इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, राकेश कुमार, श्री नटराज प्रकाशन, नई दिल्ली, 2009
12. वेब पत्रकारिता- नये मीडिया नये रुझान, शालिनी जोशी व शिवप्रसाद जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली, 2012

### **Web Resources**

1. [www.timesofindia.indiatimes.com](http://www.timesofindia.indiatimes.com)
2. [www.jagran.com](http://www.jagran.com)
3. [www.bhaskar.com](http://www.bhaskar.com).
4. [www.mib.nic.in](http://www.mib.nic.in)
5. [www.digitalindia.gov.in](http://www.digitalindia.gov.in)

### **JMC.572 Media Laws & Ethics**

#### **Objectives of the course:-**

- Introduce the students with basics concepts and principles media laws and ethics.
- Make them familiar with various freedoms given to the people and media in the constitution of India.
- To introduce the students with concepts related to media ethics and invasion of privacy of an individuals
- Make them familiar with various guidelines issued by concerned bodies.

#### **Unit-I Constitution and Other laws**

**15 hours**

- Constitution and freedom of speech and expression
- Defamation, obscenity and sedition
- Right to Information Act 2005
- Contempt of court and legislature, Public Interest Litigations

#### **Unit-II Media Laws-I**

**15 hours**

- Press and Registration of Books Act 1867
- Working Journalists Act 1955
- Copyright act 1957, Press Council Act 1978
- Report of wage commissions and Government's Newsprint Policy

#### **Unit-III Media Laws-II**

**15 hours**

- Cinematography Act 1952, Prasar Bharti Act 1990
- Cable Television Networks (Regulations) Act 1995
- Information Technology Act 2000



- Guidelines for up-linking, IPTV and Community Radio Stations

#### **Unit-IV Media Ethics**

**15 hours**

- Fundamentals of Journalistic ethics: objectivity, balance, accuracy and fairness,
- Invasion of privacy, plagiarism, vulgarity, bias, portrayal of violence and sex
- Gifts and payments for news, ethics of 'sting operations' and fairness in editing
- Various ethical codes & Guidelines – Advertising, Public Relations, Print Media & electronic Media

#### **Suggested Readings**

1. Ram Jethmalani and D. S. Chopra, Cases and Material on Media Law, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
2. Durga Das Basu, Laws of the Press, Lexis Nexis ButterworthsWadhawa, Gurgaon (Haryana), Fifth edition, 2010
3. Nand Kishore Trikha, Press Laws, 2014
4. Paranjay Guha Thakurta, Media Ethics, Oxford University Press, 2011
5. Day Louis A., Media Communication Ethics, Wadsworth Publications, 2009
6. सूचना का अधिकार, अरविन्द केजरीवाल व विष्णु राजगढ़िया, राजकमल प्रकाशन, नई दिल्ली
7. कॉपीराइट, कमलेश जैन, राजकमल प्रकाशन, नई दिल्ली, 2008
8. भारत में मीडिया कानून, रमेश जैन, हिन्दी बुक सेन्टर, 2009
9. भारत में प्रेस कानून, मधुसुदन त्रिपाठी, हिन्दी बुक सेन्टर, 2010
10. मीडिया का अन्डरवर्ल्ड, दिलीप मंडल, हिन्दी बुक सेन्टर, 2011

#### **Web Resources**

1. [www.indiankanoon.org](http://www.indiankanoon.org)
2. [www.indiacode.nic.in](http://www.indiacode.nic.in)
3. [www.constitution.org](http://www.constitution.org)
4. [www.cablequest.org](http://www.cablequest.org)
5. [www.cofiindia.org](http://www.cofiindia.org)

#### **JMC.573 New Media-II Practical**

##### **Objectives of the course:**

- Introduce students to the concept of New Media
- Make them familiar with content writing techniques of New Media.
- Introduce students with the software related to new media production.
- Providing them exposure of various Social media platform and ethical issues related to its usage.

#### **Practicals**

**15 hours**

1. Design a web page on HTML
2. Start a web channel on YouTube in group
3. Every student will upload at least one video on their YouTube channel.

## **JMC.599 Research Project-II**

### **Introduction**

Half of the research work is to be completed in the previous semester. In this semester, students will complete rest of the work and submit the final report in the semester end for evaluation on the following pattern:

- Title of the Research
- Certification
- Contents
- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)
- Data Presentation and Analysis
- Discussion
- Conclusions and Key Findings
- References and Bibliography

### **Referencing Style**

While writing the dissertation students will follow APA referencing style.

### **Evaluation**

The evaluation will be on the basis of satisfactory and unsatisfactory where satisfactory will be based on the performance of the student as Excellent, Very good, Good, Average whereas student will be given unsatisfactory when their performance is below average. The criteria for the performance will be:

1. Attendance and punctuality
2. Regular discussion with supervisor
3. Extensive review of literature
4. Interest in the field
5. Management of time and resources
6. Final presentation

### **JMC. 544 Seminar-II**

- To develop an understanding of a field of media in which student is interested
- To enable students to communicate their understanding in a form of presentation
- To enable students to write their understanding in the form of a report

A student will present a seminar/presentation on a topic related to media, media research and media issues etc.

A student has to submit a report before the commencement of seminar.

**Evaluation criteria:-** A committee of three teachers of the department will evaluate the presentation and report as per the Five Point Scale.

## **JMC.575 Internship**

### **Place of Internship**

Internship can be carried out in any national or regional ( not local media organisation) i.e. newspaper, radio or television channel, new media company, advertising agency, public relations firm/ department, NGO, government organisation, corporate house etc. with consent of the head of the department.

### **Duration**

The internship will be of minimum four weeks. The period may include summer break. The students can go for internship only after the examinations of fourth semester.

### **Evaluation**

After completion of the internship students will submit a detailed internship report containing a certificate of internship and narrating experiences during internship in a prescribed format prepared by the department. Internship report will be evaluated by teachers of the department. The evaluation will be on the basis of satisfactory and unsatisfactory where satisfactory will be based on the performance of the student as Excellent, Very good, Good, Average whereas student will be given unsatisfactory when their performance is below average.

## **JMC.576 Documentary and Film Production**

### **Objectives of the course:**

- Introduce students to the concept documentary and film production.
- Make them familiar with various approaches of documentary of film production.
- Introduce students with the various phases of documentary and film production.
- Make them familiar with production team, role and their responsibilities.

### **Unit I Basics of Documentary Production**

**12 hours**

- Documentary- meaning, types and significance
- Approaches of documentary production
- Research and *recce* in documentary
- Process of documentary production

### **Unit II Documentary Distribution**

**11 hours**

- Documentary distribution- types and issues
- Films for social and political campaigns
- Types of film screening
- Film festivals- national and international

### **Unit-III Basics of Film Production**

**11 hours**

- Understanding the film
- Major film genres
- Process of Film Making
- Production Team: Members and their responsibilities

#### **Unit IV: Distribution and Exhibition**

**11 hours**

- The studio-system
- Digitalisation of cinema and integration of cinema markets
- Multiplex revolution and distribution process
- Contemporary trends in film advertising and distribution, promotion campaigns

#### **Suggested Readings**

1. Gerald Millerson, The Technique of Television Production, Focal Press, UK, 2005
2. Herbert Zettl, Television Production Handbook, Thompson Wadsworth Pub, 2012
3. Andrew Boyd, Broadcast Journalism: Techniques of Radio & TV News, Focal Press, 2005
4. Peter Utz, Studio and Camcorder Television Production, Prentice Hall Pub. New Jersey, 2002
5. Frederich Shook, Television Field Production and Reporting, Longman Publishers, USA, 2002
6. Nalin Mehta, India on Television, Harper Collins, New Delhi, 2009
7. Chanderkant Singh (1999), Before the Headlines, MacMillan publication, New Delhi, 1999
8. Nilanjna Gupta, Switching Channels - Ideologies of Television in India, Oxford University Press, Delhi, 1998
9. टेलीविजन और अपराध पत्रकारिता, वर्तिका नन्दा, भारतीय जनसंचार संस्थान प्रकाशन, नई दिल्ली, 2005
10. टेलीविजन पत्रकारिता-एक परिचय, डॉ. देवव्रत सिंह व कीर्ति सिंह, नटराज पब्लिकेशन, नई दिल्ली, 2009
11. खबरें विस्तार से, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
12. टेलीविजन पत्रकारिता, राकेश कुमार, श्री नजराज प्रकाशन, नई दिल्ली,

#### **Web Resources**

1. [www.thehoot.org](http://www.thehoot.org)
2. [www.indiantelevision.com](http://www.indiantelevision.com)
3. [www.cybercollege.com](http://www.cybercollege.com)

#### **JMC. 577 Cinema Studies**

##### **Objectives**

- Introduce the students in appreciating the basic nuances of film making
- Make them familiar with various genres of films.
- It will also develop an understanding in the students about various movements of cinema and
- Make them familiar with the linkage between cinema and culture.

#### **Unit-I: Understanding the Film Art**

**11 hours**

- Film language as an art form – signs and syntax
- The emergence and development of cinema in diverse contexts

- The question of national cinemas
- Major film movements in the world

### **Unit-II: Film Theories**

**11 hours**

- Expressionism, realism, neo realism, auteur, ideological
- Marxism, feminism, structuralism
- Psychoanalysis and post-colonialism
- Montage, *mise-en-scene* and contemporary theory

### **Unit-III: Production, Distribution and Exhibition**

**12 hours**

- The studio-system, major film genres
- Digitalisation of cinema and integration of cinema markets
- Multiplex revolution and distribution process
- Contemporary trends in film advertising, promotion campaigns, new exhibition technologies

### **Unit-IV: Auteurs, Stars and Fans**

**12 hours**

- History of stardom
- Power of the star in film production
- Cinephilia/ Cinepolitics
- Fan activities

### **Suggested Readings**

1. Susan Hayward, *Key Concepts in Cinema Studies*, Routledge, London, 2004
2. Geoffery Nowell-Smith (Ed.), *The Oxford History of World Cinema*, Oxford University Press, 2005
3. Mihir Bose, *Bollywood A History*, 1<sup>st</sup> Edition, Roli Books Pvt. Ltd., New Delhi, 2006
4. Ashish Rajadhyaksha, *Encyclopaedia of Indian Cinema*, 2<sup>nd</sup> Ed., British Film Institute, 1999.
5. James Monaco, *How to Read Films*, 30<sup>th</sup>Ed., Oxford University Press, 2009.
6. Bordwell, David & Thompson, Kristin (2004) (7<sup>th</sup> end) *Film Art: An Introduction*, Mc Graw Hill: Boston
7. Monaco, James (2000) (3<sup>rd</sup>edn) *How to Read a Film: Movies, Media, and Multimedia*, Oxford University Press: Oxford
8. Corrigan, Timothy and White, Patricia (2004) *The Film Experience: An Introduction*, Bedford/St Martin's: Boston
9. Nelmes, Jil (2<sup>nd</sup>edn) (1999) *Introduction to Film Studies*, Routledge: New York
10. Phillips, William (1999) *Film: An Introduction*, H. Bedford/St Martin's: Boston
11. Panjwani, N. (2006) *Emotion Pictures: Cinematic Journeys into the Indian Self*, Ahmedabad, Rainbow Publishers.
12. Somaaya, B. (2005) *Cinema: Images and Issues*, New Delhi, Rupa and Co.
13. Chopra, A. (2011) *First Day First Show : Writings from the Bollywood Trenches* , New Delhi, Penguin Books
14. सत्यजीत रे पाथेर पांचाली और फिल्म जगत, महेन्द्र मिश्रा, राजकमल प्रकाशन, 2007

**Web Resources:**

1. Film | Cinema | Movies–Telegraph;  
<http://www.telegraph.co.uk/culture/film/>.
2. Film - The Guardian; <http://www.theguardian.com/film>.
3. Film and Television Institute of India; [www.ftiindia.com/](http://www.ftiindia.com/).
4. British Film Institute; [www.bfi.org.uk/](http://www.bfi.org.uk/).
5. <http://www.arthousecinema.in/2013/04/uski-roti-1970/>

**Semester-IV****JMC.514 Basics of Photography****Objectives of the course:-**

- Introduce the students with process of visual communication and its analysis techniques
- Make them familiar with various basics of Photography
- To introduce the students with technical aspects of the Photography, cameras lens and lighting
- To introduce the students with various genres of Photography

**Unit-I Introduction to Photography****8 hours**

- Introduction to visual communication
- Introduction to visual semiotics
- Use of photography in media
- Photography as a profession

**Unit-II Basics of Photography****7 hours**

- Photography-elements, principles and rules of composition
- Types of photographic cameras and their structure
- Lenses: types and their perspective
- Camera movements: shots and angles

**Unit-III Technical Aspects****8 hours**

- Exposure triangle, focus, depth of field, reciprocity and exposure metering
- Understanding light and shadow: natural & artificial, direct light, soft light, hard light, directional light,
- Three point lighting technique
- Introduction to Photo Editing: Basics of Photoshop

**Unit-IV Photography Genres and Photojournalism****7 hours**

- Unit 1 Portrait, nature, food, street, wildlife
- Unit 2 Night, product and fashion photography
- Unit 3 Famous photojournalists in India
- Unit 4 Ethical aspects in photojournalism

**TRANSACTION MODE**

1. Lecture
2. Lecture cum demonstration
3. Project Method

4. Seminar
5. Group discussion
6. Focused group discussion
7. Dialogue Mode
8. Panel discussion
9. Self-learning
10. Case study

The following **tools** would be used in different transactional modes:

PPT

Video

Blog

Multimedia packages

TED Talks

e-content

### **Suggested Readings**

1. Bo Bergstorm, Essentials of Visual Communication, Laurence king, 2009.
2. John Berger, Ways of Seeing, Penguin, London, 2009.
3. George Haines, 'Learning photography', Hamilyn publishing Group.
4. Micheal Longford, 'The Story of Photography', Focal press.
5. William S. McIntosh, Classic Portrait Photography, Amherst Media
6. Kirk Tuck, Commercial Photography Handbook, Amherst Media,
7. Jeff Smith, Corrective Lighting, Posing and Retouching, Amherst Media
8. Chris Nelson, Master Guide for Glamour Photography, Amherst Media
9. James Williams, Master Guide for Team Sports Photography, Amherst Media
10. Kenneth Kobre, Photojournalism: The Professionals' Approach, Focal Press
11. Martin Keene, Practical Photojournalism, Focal Press
12. फोटो पत्रकारिता, नवल जायसवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
13. प्रसारण ऑफ फोटो पत्रकारिता, डॉ. माला मिश्रा, ज्योति फाउंडेशन, नई दिल्ली, 2010
14. वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016

### **Web Resources:**

1. [www.bestphotolessons.com](http://www.bestphotolessons.com)
2. [www.cambridgeincolour.com](http://www.cambridgeincolour.com)
3. [www.photonaturalist.net](http://www.photonaturalist.net)

### **JMC.529 Introduction to Journalism**

#### **Objectives of the course:-**

- Introduce the students with basics concepts and principles of reporting.
- Make them familiar with various creative techniques of writing and editing news stories etc.
- To introduce the students with editing and its concepts, objectives, techniques and process

- Make them familiar with structure of a news room, editorial staff and their role and responsibilities.

### **Unit I Basics of News**

**8 hours**

- News-meaning, definition and nature; Hard and Soft News
- News values and sources
- Writing a news story: 5Ws and 1 H
- Newspaper jargon

### **Unit II Basics of Reporting**

**7 hours**

- Covering different beats—education, crime, sports, health etc.
- Interview: types and techniques
- Covering press conference and press briefing
- Role and responsibilities of reporter

### **Unit III Forms of Media Writing**

**8 hours**

- Features- meaning, definition and types
- Articles- meaning and definition
- Editorials: types and Importance
- Writing for audio-visual media

### **Unit IV Basics of Editing**

**7 hours**

- Editing: meaning, principles and process
- Structure and functioning of a newsroom
- Headlines and its types; Leads and its types
- Importance of pictures, selection of news pictures

### **Suggested Readings**

1. Kamath M. V, Professional Journalism, Asia Publishing House, 1963
2. Fleming Carole, An Introduction to Journalism, Sage Vistaar, 2006
3. Stovall James Glen, Journalism: Who, What, When, Where, Why & How, Pearson, 2005
4. Spark David, Harris Geoffrey, Practical Newspaper Reporting, Sage (fourth Edition), 2010
5. Varma Adarsh Kumar, Advanced Journalism, Har-Anand Publications, 2001
6. Lee Goldberg & William Rabkin, Successful Television Writing, Wiley, 2003
7. Usha Raman, Writing for the Media, Oxford University Press, 2009
8. आधुनिक पत्रकारिता, अशोक कुमार शर्मा, जैन बुक एजेन्सी, 2015
9. आंचलिक संवाददाता, मधुकर खेर व सुरेश पंडित, जैन बुक एजेन्सी, 2006
10. रिपोर्टिंग- व्हाट इज न्युज, कुमार पंकज, जैन बुक एजेन्सी, 2006
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### **Web Resources**

1. [www.nos.org](http://www.nos.org)
2. [www.zeepedia.com](http://www.zeepedia.com)
3. [www.indiastudycenter.com](http://www.indiastudycenter.com)



## **TRANSACTION MODE**

1. Lecture
2. Lecture cum demonstration
3. Project Method
4. Seminar
5. Group discussion
6. Focused group discussion
7. Dialogue Mode
8. Panel discussion
9. Self-learning
10. Case study

The following **tools** would be used in different transactional modes:

PPT

Video

Blog

Multimedia packages

TED Talks

e-content

IQAC